



## **“AIDA is all fired up for Hamburg” – All over the world, the AIDA fleet is promoting Olympia 2024 in Germany**

October 5, 2015

New York, Montreal, New Orleans – these are just three of over 180 destinations in the world where the ten ships of the AIDA fleet will be promoting Hamburg as venue for the Olympic Games in 2024. “AIDA is all fired up for Hamburg” can be seen on the highly visible flags that will wave on board the ships from now on.

On October 5, 2015, AIDA President Felix Eichhorn presented the first flag to the captain of AIDAbella, David Adrian. The event was also attended by hockey player Eileen Hoffmann and rower Can Tempel from “TEAM HAMBURG 2016”, sponsored by AIDA Cruises as well.

“We travel the world’s seas with our ships, but Hamburg is always a home port for AIDA. That’s why we energetically support the Hanseatic City’s bid to host the 2024 Olympic and Paralympic Games. The concept of sustainable games has particularly convinced me. AIDA is ready for Olympia in Hamburg,” AIDA President Felix Eichhorn emphasizes.

Germany’s leading cruise company operates one of the most modern and eco-friendly fleets in the world. By equipping its ships for onshore power and the use of LNG (liquefied natural gas), AIDA Cruises has already introduced trailblazing concepts for supplying cruise ships at Hamburg Port with eco-friendly power. With the new ships to be put into service in 2019 and 2020, AIDA Cruises will realize the concept of “Green Cruising” for the first time and be the first cruise line to operate its new ship generation entirely with LNG. This will completely eliminate emissions from soot particles and sulfur oxides. “This would be an important contribution to sustainable games in Hamburg,” says Felix Eichhorn.

Rostock/Hamburg, October 5, 2015

AIDA Cruises is one of Germany’s fastest growing and most successful tourism businesses and currently employs around 7,000 people from 40 countries. Of these employees, 6,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. AIDA operates and markets a fleet of 10 state-of-the-art cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. By 2020, the AIDA fleet will expand to 14 ships.