



## **AIDA Cruises: Christening of the new flagship AIDAprima on May 7, 2016 as the highlight of HAMBURG PORT ANNIVERSARY**

February 29, 2016

AIDAprima, the 11th ship in the AIDA fleet, will be christened in Hamburg (Germany) on May 7, 2016 as the glorious climax of the 827th HAMBURG PORT ANNIVERSARY. Already from April 30, 2016, Hamburg will be the home port for AIDAprima's seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels and Amsterdam.

“With AIDAprima, we are opening a new chapter in the history of the cruise industry. This ship is the first of a new generation whose product innovations and environmental friendliness will in turn set new benchmarks for the future. With AIDAprima and the next three new ships to be built, we will continue to provide the German cruise market with a further momentum for growth,” said Felix Eichhorn, President AIDA Cruises. „With more than 70 calls this year we are by far the most important cruise partner of the Hanseatic City of Hamburg. Hamburg and AIDA – they belong together! Not only on the water, but also on shore.”

As main sponsor of the 827th HAMBURG PORT ANNIVERSARY from May 5-8, 2016, AIDA Cruises presents the great variety of holiday offers with several activities on shore and on the water under the motto „Experience the christening of the year!“. The new flag ship of Germany's largest cruise ship company AIDA Cruises will for the first time open the glamorous highlight of the maritime event, the spectacular AIDA fireworks. The ship will be accompanied by another member of the fleet, AIDAaura.

Already in the early morning hours of May 7, 2016, AIDAprima and AIDAaura will arrive together in the port of Hamburg. AIDAaura will call at the Cruise Center Altona. AIDAprima will moor at the new Cruise Center Steinwerder. For visitors of the HAMBURG PORT ANNIVERSARY, who want to see AIDAprima at close range, AIDA Cruises will offer an hourly free-of-charge shuttle with barges between Inner Harbor South (pontoons near Baumwall) and Steinwerder.

Saturday night will mark the event's illustrious highlight when the AIDA christening firework displays in the vicinity of Harbor Piers and turns the night sky above the Elbe into a glittering sea of color. AIDAprima will open this spectacular production against the impressive backdrop of Hamburg harbor and together with AIDAaura be part of the impressive staging. Afterwards, AIDAprima will depart for the most beautiful cities in Western Europe. Guests of AIDAaura will be setting off on an eight-day cruise to Denmark and Norway.

Tall and small cruise enthusiasts can discover the AIDA world on shore in its dazzling variety in the harbor city at Marco Polo Terrassen. AIDAprima will be in the center of the theme islands. The replica of a veranda stateroom allows visitors to gain an impression of their future home on board. Visitors can also enjoy a virtual tour of the AIDA ships using digital glasses. Travel consultants will inform about the most beautiful holiday options to more than 200 destinations worldwide. Interested visitors will also have the opportunity to book their choice of cabin for the next cruise on board of one of the 11 ships of the AIDA fleet. In the family area, the youngest cruise fans are in the center of attention with plays, fun and entertainment.

During this maritime festival, the beach club HAMBURG del mar at Harbor Piers will be transformed into a world of AIDA. From here, guests have a perfect view of the fireworks and festivities on the water.

Further information on all offers from the AIDA Cruises vacation world can be booked via [www.aida.de](http://www.aida.de), travel agencies, or the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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