



## **2016: AIDA Cruises rings in burst of growth for the German cruise market**

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### **AIDA President Felix Eichhorn forecasts 3 million German cruise guests in 2020**

Around 1.8 million Germans took a cruise in 2015, more than 800,000 of them on board one of the 10 ships of the AIDA fleet.

“I’m convinced that the German cruise market can reach the figure of 3 million cruise passengers in Germany already in 2020. AIDA will be initiating a new burst of growth in the German cruise market with the commissioning of AIDAprima in 2016,” said Felix Eichhorn at the publication launch of the CLIA Germany study, “The Ocean Cruise Market in Germany 2015” at the ITB 2016 in Berlin (Germany).

In the upcoming years, Germany’s leading cruise company alone will commission four ships of a completely new generation and double its capacity.

“Our focus is on attracting wholly new guest groups to enjoy vacations on board. When it comes to vacationing in Germany, we want to remain the first choice for cruises. With our variety of offers and product innovations we are an attractive alternative to many land-based types of vacation,” Felix Eichhorn is convinced.

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. Starting from April 30, 2016, Hamburg will be the home port for seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels, and Amsterdam.

For more information about AIDAprima, please visit [www.aida.de/neuegeneration](http://www.aida.de/neuegeneration). All offers from the AIDA vacation world can be booked at [www.aida.de](http://www.aida.de), at travel agencies or at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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