



Successful EXPlcruise on AIDAperla

June 1, 2017

Around 2,000 travel agents got to experience the new flagship

From May 28 to June 1, 2017, travel agents from all over Germany, Austria, Switzerland and the Benelux countries got to enjoy exciting days on the latest ship of the AIDA fleet: AIDAperla. Around 2,000 delighted agency staff had the opportunity to explore the new flagship of AIDA Cruises before its christening ceremony, which will take place in Mallorca on June 30, 2017.

During the short cruise from Naples to Palma de Mallorca via Genoa, the travel agents had a close look at AIDAperla. They thoroughly tested its new highlights, which include the Beach Club and the Four Elements with the water slides. The AIDA sales team showed its guests around the ship and answered questions about the product and concept. Special workshops completed the onboard program.

A special shore leave was offered to the expedients in Genoa. On various excursions, they could for example explore the Italian port of Santa Margherita Ligure or the Castello di Tagliolo.

Another highlight was the live program on board AIDAperla on the evening of May 31, 2017. The expedients received exclusive information on the new generation of AIDA ships and were able to witness the announcement of the name live. Booking start for AIDAnova is today, 01 June 2017.

In response to the great demand for its product, AIDA is offering an additional PEP cruise. From June 6 to 9, travel agents can travel on the latest AIDA beauty with the trademark smiling lips for EUR 79** per person, plus an arrival and departure package for EUR 199. The cruise will travel the Mediterranean from Palma de Mallorca to Barcelona and back.

More information about the cruise is available on the EXPInet at www.expinet.de. The portal also features a registration form.

Rostock, June 1, 2017

** AIDA PEP offer for 2-person occupancy (inner stateroom) from/to the port, strictly limited availability. The General Terms and Conditions of Travel, notes and information of the current AIDA catalog for September 2017 to October 2018 apply.