



## **AIDAprima reaches Singapore**

March 21, 2016

On March 20, 2016, the new flagship of AIDA Cruises, AIDAprima, reached its first stop, Singapore, on its way from Japan to Hamburg.

On March 22, 2016, Captain Detlef Harms will give the command to set sail to the next stage. AIDAprima is expected to arrive at the port of Salalah (Oman) on March 29, 2016.

In Singapore, approx. 40 containers with some of the initial equipment will be taken on board. Over the next few days, the shops of the 2,200 square-meter-large shopping arcade, AIDA Plaza, will be stocked and the AIDA art gallery fitted with works of renowned national and international artists.

During the crossing to Hamburg, the approx. 900 crew members on board will make arrangements for the reception of the first guests on board in many other areas as well. Light and sound settings in the new Theatrium, Beach Club, and Four Elements are going to be tested and the AIDA Show Ensemble has already begun rehearsing.

From April 30, 2016, under the motto "Holiday a new way," Hamburg will be the start and end port for seven-day round trips to Western Europe's most beautiful metropolises such as London, Paris, Brussels, and Amsterdam.

Before the first metropolis cruises get officially underway, AIDA Cruises is offering an additional 4-day short cruise from Hamburg to Southampton/London from April 25 to 29, 2016. Starting today at 10 a.m. this exclusive cruise is available from just EUR 499 p.p. in an interior stateroom (AIDA PREMIUM rate incl. EUR 50 Early Saver discount).

For more information about AIDAprima, see [www.aida.de/neuegeneration](http://www.aida.de/neuegeneration). All offers from the AIDA 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.

Rostock, Monday, March 21, 2016