



Welcome to Shanghai – First Call of AIDAbella in China's megacity

April 3, 2017

Early on the morning of April 2, 2017, AIDAbella was the first ship of the AIDA fleet to sail past Shanghai's famous skyline, before the ship docked at the International Cruise Terminal at around 6.30 a.m.

AIDAbella will remain from April 2 to 4, 2017, in this imposing metropolis in which AIDA is performing its turn-around operations for the first time. Around 4,000 guests will thus be able to experience Shanghai on exciting excursions, shopping, or while undertaking a vast array of leisure activities.

Having come from Thailand, on April 4 at 8:00 p.m. AIDAbella will set her course for Japan and Taiwan, continuing on to Hong Kong and Vietnam, and will then sail for Singapore.

The cruise industry has grown rapidly in China with outbound passenger numbers hitting a record high in 2016. Meanwhile, the number of overseas cruise tourists visiting Chinese ports has also increased by 8 percent to 277,430 in 2016. According to the China Cruise & Yacht Industry Association (CCYIA) report, Chinese ports served 83 visiting cruises in 2016, with Shanghai topping the list with a total of 28 stop-offs.

After her season in Asia, AIDAbella will spend the summer in the Nordic region, offering cruises from Kiel to the land of the trolls and fjords, or to the treasures of the Baltic.

More information and reservations at travel agencies, with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07, or online at www.aida.de.

Rostock, April 3, 2017