



## **AIDA Cruises expanding reach-out campaign with destinations**

March 29, 2023

In the winter season 2022/2023, AIDA Cruises conducted a variety of dialogue series on board the entire AIDA fleet. The aim of this initiative was to send a clear signal to regional partners for more cooperation and an open exchange in the future.

The first official dialogue series with local partners took place on board AIDAnova in the Canary Islands and Madeira in November 2022. Representatives from politics, the port industry and tourism accepted the invitation and were able to find out about AIDA's current goals and engage in a joint exchange on board.

More than 500 guests have been welcomed on board by the AIDA crew in recent months: School groups in Africa and the Caribbean, Maltese students, neighbourhood initiatives and local rescue organisations in the Netherlands, fire brigades in the Orient through to ministers and mayors worldwide. An on-board programme tailored to the target group in each case introduced visitors to the exciting world of AIDA.

"Our ships deliberately opened their doors in their winter destinations to provide transparent information about our product, our sustainability measures and the AIDA family on site. It was particularly important for us to get to know the country and the people we visit better," says Steffi Heinicke, Senior Vice President Guest Experience at AIDA Cruises. She is convinced that mutual understanding promotes togetherness and explains further: "We come to the destinations as guests and partners and not only want to carry our well-known AIDA smile into the world, but also consciously give something back locally wherever we can for the hospitality we experience."

The ships and their crew have therefore become socially involved in a wide variety of destinations within the framework of diverse projects and events. For example, the crew of AIDAsol planted trees on the island of Madeira together with a primary school class to preserve native species. The crew of AIDAluna donated towels to the Red Cross on Tortola in the Caribbean via the charity organisation Hope Floats Foundation.

Small gestures also have a big impact: during their stay in Southampton, the AIDAprima crew took the opportunity for a surprise visit and lunch with the Associated British Ports staff in the terminal. The security staff, the ship's mooring staff and other employees took part in the impromptu lunch with great pleasure.

In the coming summer season 2023, the campaign of an intensive exchange with the destinations will be continued. Many actions are already being planned, both for Northern Europe and for the Mediterranean region. Due to the positive response to the on-board visits, for example in the Caribbean, numerous events are already on the programme for the winter of 2024/2025. The AIDA ships will then return to destinations where partners and communities have become friends.

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