



## **AIDAcara celebrates a birthday: The modern cruise sets sail for its 20th anniversary**

June 7, 2015

With the birthday of the cruise ship AIDAcara on June 7, 2015, AIDA Cruises is heralding the 20th year of its company history. On Sunday evening, more than 20,000 guests will toast together aboard the 10 AIDA ships, opening the anniversary celebrations.

“AIDA – an inspiring smile. The original turns 20” is the slogan of the anniversary campaign, which will provide inspiration until the end of 2016 with exciting insights into the history of the modern cruise along with a variety of promotions and events.

“With the commissioning of AIDAcara, we triggered a revolution in the cruise market, and for the first time we also generated a great deal of enthusiasm for this type of vacation among young and lifestyle-oriented people. Since that day, more than 5 million guests have put their trust in us. Today AIDA is synonymous with the most desirable vacation form in Germany. We built 9 out of 10 AIDA ships in Germany and invested a total of 2.5 billion euros,” says AIDA President Michael Ungerer.

On June 7, 1996, the first AIDA (today AIDAcara) was christened by Christiane Herzog in Rostock. The christening captain was Volker Zausch. Back in 1999, two additional newbuildings were commissioned at Aker MTW in Wismar. In 2002 AIDAcara got her first sister ship: AIDAvita was christened by Doris Schröder-Kopf on May 4.

A year later supermodel Heidi Klum assumed sponsorship for AIDAaura on April 12, 2003.

In 2004 the first new shipbuilding contract went to the Meyer shipyard in Papenburg. In a unique series, seven newbuildings of the second AIDA ship generation were put into service between 2007 and 2013.

With AIDAprima, the first of two newbuildings of the new AIDA ship generation, AIDA will again be opening a new chapter starting in October 2015.

AIDA Cruises is the first cruise line to deploy a ship from a German port year-round. Hamburg will be the departing and destination port for AIDAprima’s seven-day round trips to the metropolises of Western Europe.

On board AIDAprima, you’re not dependent on the weather. With its versatile adventure worlds, individual offers, and even more service the ship becomes the vacation destination – 365 days a year.

AIDA is opening the anniversary campaign “AIDA – an inspiring smile. The original turns 20” with a birthday deal for traveling with AIDAcara to the Canary Islands and Cape Verde between November 2015 and March 2016. Those who book a stateroom on AIDAcara between June 7 and 30, 2015, can take family or friends in the 3rd and 4th bed in the same stateroom for free, according to the principle of “two pay, up to four travel.” The trip can be booked at prices starting at 899 euros per person. Availability is limited.

More information on the company and bookings are available from your travel agent, on the Internet

at [www.aida.de](http://www.aida.de), or from the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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