



## **Strong summer bookings: AIDA Cruises sees high demand for cruises at the start of the year**

February 17, 2022

AIDA Cruises has started the new year with a high demand for cruises. In particular, bookings for spring and summer 2022 are developing very positively, but interest in cruises for the upcoming winter sailings and the 2023 summer program is also at a high level and has been growing continuously.

"AIDA Cruises is well prepared for the positive response. At the beginning of summer, 12 AIDA ships will be underway again, offering vacation trips to the most beautiful European destinations," explains Alexander Ewig, Senior Vice President Marketing & Sales at AIDA Cruises.

On February 26, 2022, AIDAcosma will be launched as a new member of the AIDA family with voyages from Hamburg to the major cities of Western Europe. It is already the second LNG cruise ship from AIDA Cruises to be powered by liquefied natural gas (LNG), currently the lowest-emission fossil fuel. Following the inauguration ceremony of AIDAcosma on April 9 in Hamburg, voyages in the western Mediterranean to La Spezia/Florence, Rome, Barcelona and Corsica are on the program of the one-week highlight itinerary "Mediterranean Treasures" until October 2022.

With AIDAaura, another ship of the AIDA fleet will resume cruise operations on May 7, 2022. AIDAaura's first 14-day voyage will sail from Hamburg around Great Britain and to Ireland.

The voyages with AIDAvita until the end of May 2022 cannot take place as planned. Guests will be offered a variety of rebooking options on the other 12 ships.

Sun seekers can also look forward to voyages to the eastern Mediterranean and in the Adriatic. The routes to Northern Europe, Norway and the Baltic Sea promise unique vacation experiences - from breathtaking fjord landscapes and cultural treasures in the Baltic to the Bay of Biscay.

AIDA Cruises organizes a varied excursion program for every taste in all destinations the company calls at. The program ranges from the "Come ashore" excursion at a low discovery price to the eventful and extraordinary full-day excursion. In addition, guests have of course the option of going ashore individually.

With the AIDA Summer Promise, guests continue to enjoy added flexibility and security. They can rebook their voyage once free of charge up to 30 days before departure - in all fares. This applies to new bookings from January 19, 2022 to March 31, 2022 for all summer voyages\* departing from March 30 to October 31, 2022. Both the travel date (departure of the new voyage by October 31, 2022) and the itinerary can be rebooked free of charge.

"The strong bookings show the great trust of our guests to be able to realize their vacation dream for the summer with us on board," Ewig continues. Holiday dates are currently in particularly high demand. Visits to the travel agency or the website [www.aida.de](http://www.aida.de) are particularly worthwhile now.

The increasing demand for AIDA voyages is supported by the largest marketing campaign in recent years. Under the slogan "Off to AIDA," TV commercials, radio spots, and advertisements are currently being shown. The campaign is extended on online channels in the form of display banners and online videos, on the radio, in travel agencies and in outdoor advertising.

Rostock, February 17, 2022

\*Travel with departure from March 30 to October 31, 2022\*. Excludes bookings with desired flight, the trans voyages in fall 2022 as well as the world cruise with AIDAsol from October 26, 2022 and the "From Hamburg to Mauritius" and "From Hamburg to San Antonio 1" segments from October 26, 2022.