



AIDA Cruises: Expert Advisory Council " Accessible Cruising" Takes Up Work

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The credo of AIDA Cruises is: A cruise with AIDA should be possible for every guest. Based on this motivation, the cruise company has been catering to the special needs of people with individual and health disabilities for many years.

With the christening of AIDAcosma by Kristina Vogel, AIDA Cruises has set another strong sign for inclusion and diversity. The exceptional athlete was the most successful track cyclist in the world with two Olympic gold medals and eleven world championship titles in 2018. Shortly after her double world championship title, she suffered a tragic accident - and has been paraplegic ever since. With her willpower, optimism, and inspiring energy, she is a role model for countless people. Under her patronage, a council of experts has been formed that will advise the cruise company in the future from the perspective of a wide variety of guest and interest groups.

From May 16 to 20, 2022, the newly formed council of experts went on board AIDAprima to start an initial exchange of experiences. The expert council includes, among others, people with limited walking, vision, or hearing abilities. They were all given the opportunity to see for themselves the accessible offerings on an AIDA cruise and to provide valuable input for the further development of this heartfelt topic. Ideas for future joint projects were generated in numerous workshops as well as during the practical experience of the on-board offerings - from culinary delights to wellness and entertainment. Captain Michael Schmidt and General Manager Kai Botschek also invested time in listening to the participants of the expert council and taking up suggestions. In regular meetings, the cooperation will be substantiated in the future with catalogs of measures deriving from it.

To prepare an accessible voyage in the best possible way in advance of booking, specially trained AIDA employees are available to guests with individual disabilities for personal travel advice by phone or e-mail.

Almost all public areas of the AIDA ships, such as bars, restaurants, elevators, outdoor decks, public toilets, and cabins are accessible without barriers and are equipped with orientation signage in profile and Braille. A meeting for people with disabilities on the first day of travel ensures proper orientation on board. AIDA's excursion program also specifically identifies excursions that are suitable for guests with limited walking ability.

Further information about an accessible AIDA cruise is available online at www.aida.de/barrierefreiheit or from the Accessibility Team at the AIDA Customer Center at +49 (0) 381 / 20 27 08 12.