



AIDA Cruises: On the sustainable move ashore - with bicycles made from renewable raw material

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Cooperation with manufacturer of bamboo bicycles / proceeds go to social projects in Ghana

For many years, AIDA Cruises has been investing in a future-oriented and sustainable cruise market as part of its Green Cruising strategy. As part of its comprehensive commitment, the company is continuously advancing climate and resource protection with many small and large initiatives.

For sustainable shore excursions, AIDA Cruises will use bicycles made of bamboo on all ships in its fleet in the future. To this effect, the cruise company AIDA Cruises and the manufacturer of bamboo bicycles, my Boo GmbH from Kiel, have concluded an agreement. By purchasing a total of 1,155 e-bikes and bicycles for its twelve ships, AIDA Cruises is supporting an innovative product as well as concrete social commitment and sustainable economic action.

The first of these extraordinary bikes came on board in 2019. "We have tested the bamboo bikes extensively on shore excursions from Antigua to Sydney, and they hold up perfectly. Guests are convinced of the comfort and find the social sustainable aspect simply fantastic," reports Patrick Reinartz, Head of Digital Guest Experience & Operation at AIDA Cruises. "Together with our guests, we are looking forward to taking this project all over the world on board all AIDA ships in the future, as ambassadors of the bamboo bikes, so to speak," Reinartz continues.

What makes these bikes so special is the unusual material from which the frame is made. Bamboo is a renewable resource that is as strong as steel and as light as aluminum. Its springy properties make for a particularly pleasant cycling experience for AIDA guests. In addition to the classic mountain bike version, there is also a choice of e-bikes, which are equipped with an electric auxiliary motor.

My Boo is a young Kiel-based social business that manufactures all the frames of the bikes and e-bikes together with a social project in Ghana. As part of the Ghanaian Yonso Project, the AIDA order is expected to create an additional 15-20 fairly paid, socially insured jobs. The construction of the bicycle frames and the Schleswig-Holstein-based "my Boo Ghana School e.V." will also finance the Yonso Project Model School in the Ashanti Region in central Ghana. Approximately 600 children are currently attending school there.

Information on many other measures at AIDA Cruises to reduce the ecological footprint and expand the circular economy on board and ashore can be found on the website www.aida.de/aidacares.

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