



AIDA Cruises: Record Booking Weeks to Kick Off 2023

January 18, 2023

AIDA Cruises has recorded the most successful start-of-year booking weeks in its history and sees strong demand for cruises in 2023.

Felix Eichhorn, President AIDA Cruises, said, "We are seeing very strong interest for AIDA cruises across all channels. The record level of bookings covers the entire cruise program for 2023 and beyond. We are delighted that the AIDA fleet is on top of so many people's minds when planning their vacations and that - whether for the first time or for a repeat - they are embracing our multi-faceted travel offering to the world's most beautiful destinations."

AIDA Cruises is well prepared for the increasing booking interest: The variety of routes with the ships of the AIDA fleet ranges from fascinating north country voyages to unforgettable getaways in the Mediterranean, the Adriatic Sea and around the Canary Islands to dream holidays in the Caribbean and the Arabian Gulf. In particular for the long-haul destinations, AIDA has currently provided additional flight contingents for sun-hungry guests. AIDA voyages can already be booked until the fall of 2024.

Booking quickly is particularly worthwhile for families who are now planning their vacation during the 2023 summer and fall vacations: Children up to 15 years of age travel free of charge in their parents' cabin in the 3rd and 4th bed when booking a cruise from the diverse 2023 AIDA summer program by January 31, 2023. For families, the seven-day voyages from/to Kiel with AIDAnova to Norway and Denmark or the one-week highlight route "Mediterranean Treasures from Mallorca" with AIDAcosma are attractive, for example. Both ships are real family paradises. Kids can climb the treetops in the climbing garden and race down the giant water slides over three decks. Meanwhile, parents can enjoy the Caribbean feeling under palm trees in the neighboring Beach Club. The water playground and mini-golf landscape also provide lots of fun. The whole family comes together in the Fuego family restaurant with children's buffet and baby bistro. On board both ships, the Deluxe veranda cabins offer extra space for families. Ashore, AIDA organizes family-friendly tours and even excursions especially for teens.

Not only for families, but for all vacation planners, there are tempting offers in summer and fall 2023 to the most exciting places in Europe. From the German ports of Hamburg, Kiel and Warnemünde, for example, it's off to Scandinavia with the popular classics Copenhagen and Stockholm, Gotland and Gdansk/Gdynia.

With breathtaking natural spectacles, rugged coastlines, seemingly endless fjords and hospitable fishing villages, Norway is always worth a visit. Other exciting routes lead to the Lofoten Islands and the North Cape, along the Atlantic west coast, around England and Scotland. The 3- to 5-day short trips from Hamburg, Kiel and Warnemünde are also very well received. A particularly large number of routes to Norway, Sweden, Denmark, London or Scotland are on the program this year - perfect for an attractive break in between.

Special highlight: In AIDAaura's farewell season, unique itineraries from southern Africa to the Arctic Circle are on the program. On March 6, 2023, the almost month-long voyage from Cape Town to Hamburg will start. Until late summer, the Elbe metropolis is the starting point for fantastic voyages, including Norway, Greenland, Iceland, Ireland and Scotland, through the Bay of Biscay, to the Lofoten Islands, the Orkney and Shetland Islands, and other legendary destinations.

The Mediterranean and Adriatic routes offer even more guaranteed sun. In the western Mediterranean, the great variety of cities and islands can be discovered on 10-day voyages with AIDAstella. With AIDAblu, guests experience the highlights of the Adriatic coast from/to Corfu in seven days on the "Adriatic from Corfu" route, including the Croatian cities of Zadar and Dubrovnik as well as picturesque Kotor and Bari.

For the winter 2023/2024 early bookers profit likewise from attractive discounts: When booking until April 30 or June 30, 2023, at the AIDA PREMIUM rate, up to 900 euros early-booker-plus discount per person for winter departures 2023/24 beckon. The contingent is limited and applies to the 1st and 2nd person in the cabin. Further advantages of the AIDA PREMIUM tariff are among other things the choice of the desired cabin, the Germany far valid AIDA Rail&Fly ticket as well as on board daily two bottles mineral water and a 250 MB Internet package.

Many voyages can also be booked at the AIDA PREMIUM All INCLUSIVE rate. In addition to the services in the PREMIUM rate, it includes the most extensive AIDA beverage package and a social media flat rate for the entire voyage. The contingent is limited.

All AIDA voyages can be booked at travel agencies, at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07 or at www.aida.de.

Price examples for the editorial office:

Norway's fjords with AIDAperla from/to Hamburg // April to September 2023

10 days starting from 1.399 € to the AIDA VARIO price per person with 2er occupancy (inside cabin), limited contingent

Sweden, Poland & Denmark with AIDAdiva from/to Warnemünde // April to September 2023

7 days from € 849 at AIDA VARIO price per person based on double occupancy (inside cabin), limited contingent

Adriatic Sea from Corfu with AIDAblu from/to Corfu // April to October 2023

7 days from 799 € at AIDA VARIO price per person based on double occupancy (inside cabin), limited contingent

Spain & Portugal with AIDAstella from/to Mallorca // June to October 2023

10 days from 1.149€ at AIDA VARIO price per person with 2 occupancy (inside cabin), limited contingent

Family promotion until January 31, 2023: Children up to and including 15 years of age (at departure) travel free of charge in the 3rd/4th bed of the parents' cabin (excluding suites) for new bookings in the PREMIUM, PREMIUM All-Inclusive, VARIO and VARIO All-Inclusive rates for travel in the travel period May 1 to October 31, 2023 (excluding trans journeys, world cruise and parts of the world cruise). The promotion only applies to the cabin price. Other price components of the package tour (such as arrival and departure packages and the all-inclusive portion) as well as the travel cancellation insurance arranged by AIDA are excluded from this.