



AIDA is exclusive event partner 2023 for Kiel Week - AIDA vacation world on land, drone show and three AIDA ships on water

June 9, 2023

Kiel Week is the largest sailing and summer festival in the world, attracting over three million visitors each year. In 2023, AIDA Cruises will again be the exclusive event partner, presenting a large AIDA vacation world on land and three ships on water from June 17 to 25, 2023.

The cooperation between AIDA Cruises and Kiel Week is a perfect combination of maritime tradition and modern vacation experience. AIDA will be present on site with an extensive program, giving visitors the opportunity to experience the ships and the vacation experience up close.

AIDA fans will be able to experience the Kiel Week on four voyages: AIDAnova will sail on seven- and 14-day cruises to Norway and Denmark on June 17 and 24, respectively. AIDAluna will take its guests to the "Highlights at the Arctic Circle" on June 23 for 17 days from/to Kiel, and AIDAbella will set course for the "Nordic Islands with Iceland" on June 25 from/to Kiel. In addition to unforgettable vacation moments, guests will enjoy a unique maritime experience when sailing along the Kiel Fjord.

The AIDA Vacation World will also be a highlight, taking guests ashore on a journey through the world of cruises. Directly on the Kiellinie, at the height of Reventlou Bridge, the two-story AIDA Vacation World will present itself on 200sqm with probably the largest outdoor terrace directly on the shore line and, brand new, an AIDA kissing stop as an inspiring selfie spot. When visiting an original cabin of AIDAcosma, you can take a look at your future home on board. The AIDA travel consultants will provide information about the most beautiful vacation trips with the AIDA ships. An AIDA raffle and other surprises for big and small cruise fans inspire a desire for the oceans. AIDA also sponsors the first prize in the "Sport for Kids" charity campaign: a travel voucher worth EUR 2,500. The sustainable clou: The entire vacation world consists of 95 percent reusable materials, which will be used again for upcoming events.

The crowning highlight of this year's Kiel Week: as event partner, AIDA Cruises will present the Kiel Week closing show "Starry Magic over Kiel" on Sunday, June 25. The combined drone and light show will light up the sky.

A total of three ships from the AIDA Cruises fleet will call at the Kiel Fjord 64 times during the 2023 summer season. The last call of the season will be on November 4 with AIDAnova, which is also the largest ship for the seaport of Kiel this season and is regularly supplied with low-emission liquefied natural gas (LNG) in the port.

During the nearly seven-month season, guests can choose from a wide variety of different cruises from the Capital of the German state of Schleswig-Holstein: Whether the Baltic Sea, Norway's fjords or the Arctic Circle - there is a fitting offer for every vacation seeker. The three-, four- and five-day AIDA voyages also offer the perfect relaxation for a short break in between.

All AIDA voyages from Kiel can be booked at travel agencies, at the AIDA Customer Center by calling 0381/202 707 07 or at www.aida.de. More about AIDA and Kiel Week at: www.aida.de/kielerwoche

Rostock, June 9, 2023