



## Successful installation of SpaceX's Starlink on the first ships of the AIDA fleet

July 6, 2023

**Starlink rollout on AIDA ships takes place faster than expected / AIDA travelers and crew benefit from more bandwidth and faster internet connections / Starlink Special: Double data volume for internet packages and 50% discounted social media flat rate "Fifty" for kids & teens.**

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Great news for AIDA guests and crew: by October 2023, all ships in the AIDA fleet will be equipped with SpaceX's innovative Starlink broadband service. This will enable AIDA Cruises to offer the best available Wi-Fi experience at sea before the end of the year.

"Our project team has already equipped three ships in the AIDA fleet with Starlink antennas and the field test has been very convincing. Guests and crew appreciate the faster internet connections and enjoy the more comfortable web surfing. Digital work on board is also made easier. We are very much looking forward to offering this new standard on all ships very soon," reports Steffi Heinicke, Senior Vice President Guest Experience & OBR.

On AIDAblu, AIDAbella and AIDAstella, guests can already benefit from a Starlink special offer with increased data volumes in the Internet packages from mid-July. With the special introductory offer "Starlink Special", the Internet packages L, XL and XXL can be purchased at the usual price with twice the volume. The volume is doubled automatically for packages that have already been booked. Parents of kids and teens can look forward to a 50% discount when booking the social media flat rate "Fifty" on the myAIDA\* service portal.

The connection of the fleet to the new broadband connection that AIDA makes possible, is a significant benefit for their crew. This milestone improves communication to AIDA shore colleagues and thus intensifies cooperation. The lived AIDA culture becomes even more alive as a result. By increasing the data volume, each individual crew member benefits in terms of private use. The regular exchange with family and friends gives employees a feeling of being at home at sea. Their shared moments from life and work on board on their own social media channels offer individual insights into the diverse AIDA job worlds.

The fleet rollout of Starlink within Carnival Corporation started in December 2022 with Carnival Cruise Line and AIDA Cruises ships. Thanks to the exemplary and dedicated work of the AIDA project team, the fleet-wide connection to Space X's Starlink low earth orbit (LEO) satellite technology and associated IT infrastructure will be completed on AIDA ships ahead of schedule, by mid-October 2023.

In the future, AIDA guests and crew members will have access to a reliable, fast and even more affordable Internet connection in all AIDA destinations through a combination of different technologies, services and broadband connections. This opens up completely new possibilities for travelers who cannot do without the Internet or who want to stay in touch with friends and family and share their travel experiences.

Guests can take advantage of this introductory offer until the complete conversion of the entire AIDA fleet, which is planned for fall 2023. During the summer, the ships AIDAprima, AIDAperla, AIDAnova and AIDacosma will also be equipped. AIDA guests will be informed of the current rates before the start of each voyage and can book them in the myAIDA service portal. Guests who have already booked their cruise can pre-book desired services such as Internet packages and social media flat rates at [www.myAIDA.de](http://www.myAIDA.de).

### About AIDA Cruises

AIDA Cruises is the leading cruise company in Germany with voyages to over 250 ports around the world. An AIDA vacation offers guests of all ages a varied on-board program, culinary diversity, first-class entertainment, unforgettable shore excursions, numerous sports activities and wellness areas to relax in. The AIDA fleet comprises 12 ships, including two modern cruise ships that can run on liquefied natural gas (LNG). AIDA Cruises is part of the family of cruise brands of Carnival Corporation & plc, one of the largest leisure travel companies in the world.

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

Rostock, July 6, 2023

*\*The offer "Fifty" - Social Media flat rate for Kids & Teens can only be booked before the start of the cruise for young people under 18 years of age. Packages already booked at the previous rate can be canceled free of charge in myAIDA.*