



AIDA introduces National Geographic Day Tours

July 26, 2023

AIDA Cruises, the market leader in the German cruise segment, is now offering its guests new half-day and full-day excursions in selected regions for summer 2023 and winter 2023/2024. These new National Geographic Day Tours have been specially designed by National Geographic curators with a focus on education and sustainable tourism.

"For more and more guests, unforgettable and responsible vacation experiences are part of a successful cruise. Therefore, it is essential for us to be sustainable in all areas of our product. In the area of shore excursions, we are continuously developing our offerings for a variety of groups and ages, focusing on local immersion and environmental protection, so we are pleased to be able to expand our portfolio of sustainable excursions with the National Geographic Day Tours," says Frank Bönsch, Vice President Guest Commerce at AIDA Cruises.

The new excursion offer is a unique opportunity for cruise guests to discover selected destinations and their cultural treasures in depth. In deliberately small groups and with local guides trained by National Geographic, they will discover new places off the traditional itineraries in France, Greece, Italy, Spain, Turkey, the Canary Islands and Madeira. In addition to the beauty of the region, the focus is on getting to know the local people and their culture.

The new shore excursions include a geologist-led hike to Barcelona's sacred Montserrat mountain and a fascinating tour of Rome's mysterious underworld with an archaeologist who offers a unique perspective on the ancient city's architectural and archaeological heritage. In Ibiza, guests have the opportunity to discover the true nature of the island with an herbalist who explains the wild herbs and a beekeeper who explains the life of bees and its importance to the ecosystem and our food stability. In Kusadasi, the terraced houses of Ephesus are brought to life through special demonstrations, such as a pottery demonstration or tile painting workshop. In Athens, guests walk in the footsteps of the birth of democracy and get a special behind-the-scenes look through historical and educational storytelling. In Santorini, an archaeologist offers a deep exploration of the excavation site of Akrotiri, the "Greek Pompeii".

All National Geographic Day Tours meet the Global Sustainable Tourism Council criteria, which focus on sustainable management, socio-economic impact, cultural impact, and environmental impact. Additionally, when guests book a National Geographic Day Tour, they support research and sustainability programs around the world by donating a portion of the proceeds to the non-profit National Geographic Society.

AIDA Cruises currently offers 5,750 shore excursions worldwide, including approximately 780 with a special connection to sustainable tourism. The selection is made according to uniform criteria developed together with the sustainability initiative Futouris e.V. All offers that meet the social, ecological and cultural standards are specially marked with a tree symbol. The four main criteria according to which these excursions are certified are the transport services, the content or focus of the excursion (e.g. culture, nature, social commitment), the regional gastronomic offer and the sustainability commitment of the local partner agency. In addition, there are numerous sub-items that are also included in the evaluation. In the area of transportation, the focus is on avoiding CO2 emissions. In the port of Bergen, AIDA even offers electric buses for one of its tours.

The National Geographic Day Tours can now be booked on all AIDA cruises in the Mediterranean, the Canary Islands and Madeira - in advance in the itinerary planner at myaida.de or directly on board at the excursion counter.

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