



Sustainability dialogue in Copenhagen on board AIDAnova

September 30, 2024

On 27 September 2024, Copenhagen Malmö Port (CMP), the Danish cruise network Cruise Denmark – Copenhagen and Beyond and AIDA Cruises discussed how the three dimensions of sustainability can best be implemented in an efficient, socially and environmentally sustainable manner on board the cruise ship AIDAnova. Felix Eichhorn, President of AIDA Cruises, welcomed members of the Danish Parliament and the Copenhagen City Council, tourism service providers and cruise-related companies on board. The aim of the event was to promote dialogue on sustainable developments in the cruise industry.

The Baltic Sea is a very popular cruise destination among German guests. From an initial summer-only destination for cruise ships, AIDA Cruises has successfully developed a year-round destination together with the destinations. Copenhagen plays a central role here: With a total of six ships, AIDA Cruises is now a regular visitor to the Danish capital all year round.

'In the Baltic Sea region alone, we call at more than 20 ports, with Copenhagen recording the most AIDA calls. We come to the destinations as guests and partners and are committed to constructive dialogue. From guest management and the value chain to the promotion of sustainable projects, we are a reliable partner at the side of the regions we visit,' explained AIDA President Felix Eichhorn. 'We are particularly pleased that the commissioning of the first shore-side power plant for cruise ships in Copenhagen is on the agenda for next year. We will be available to the port as a project planning partner,' Eichhorn continued.

Together with AIDA Cruises, the ports in three countries in the Baltic Sea region have already put their shore power systems into operation. In June 2023, Denmark's first shore power system was inaugurated in Aarhus with AIDamar. The first Swedish system was put into operation in Stockholm in July 2024 with AIDadiva. On 24 September 2024, a new system was officially opened in Oslo with AIDAluna. These lighthouse projects stand for partnership-based and sustainable development in the Baltic Sea destinations.

'From both a Cruise Denmark – Copenhagen and Beyond and Cruise Baltic – two of the major cruise networks in the Baltic Sea region – perspective, the leadership that AIDA, together with their colleagues from other international cruise brands, takes, is of vital importance in fulfilling our visions. That is to make the Baltic Sea the world's most sustainable cruise destination making the cruise journey climate-neutral well before 2050. We were happy to experience the political interest and engagement in our work and our ambitions', stated Klaus Bondam, Director of Connectivity, Culture and Destinations at Wonderful Copenhagen.

The sustainability dialogue on board AIDAnova offered presentations as well as interactive Q&A sessions that enabled in-depth discussions on environmental initiatives. Guest management in destinations was also discussed. The cruise industry sees itself as part of the solution, as cruises are the easiest form of travel to plan and manage compared to land-based tourism.

One item on the programme of the event took participants behind the scenes at AIDAnova, including to the engine control room, the ship's shore power system and the waste treatment facilities. Here, the participants were able to gain their own impression of AIDA Cruises' comprehensive sustainability measures and discuss operational and environmental issues directly with the officers of the ship's departments.

'A very special thank you to AIDA Cruises for hosting this important event and for sharing their vision on sustainability and environment friendly practices. Copenhagen Malmö Port (CMP) aims to become of the most sustainable ports in the world by 2025, and we look forward to continuing working together with the cruise industry, the city of Copenhagen, politicians and local partners to deliver the most sustainable cruise experience in Copenhagen', Luis de Carvalho, Commercial Cruise Director at CMP, summarized the day.

Rostock, 30 September 2024