

**ALL ABOARD,
LANDLUBBERS!**



MEH

vs.

YIPPEE!



AIDA

Is every client completely different?



DESTINATION? UNKNOWN

- Anywhere that's sunny!
- Mallorca or Greece – doesn't matter which
- Tunisia, Egypt and Turkey – rather not
- The Canary Islands – but which one?
- Just a week away from it all
- Is flying really necessary?



PRIORITIES? NO TWO ARE THE SAME.

- One is into relaxing; the other is into adventures
- The parents want sightseeing; the kids want fun
- He loves art and culture; she loves beach vacations
- Fitness freaks and coach potatoes traveling together



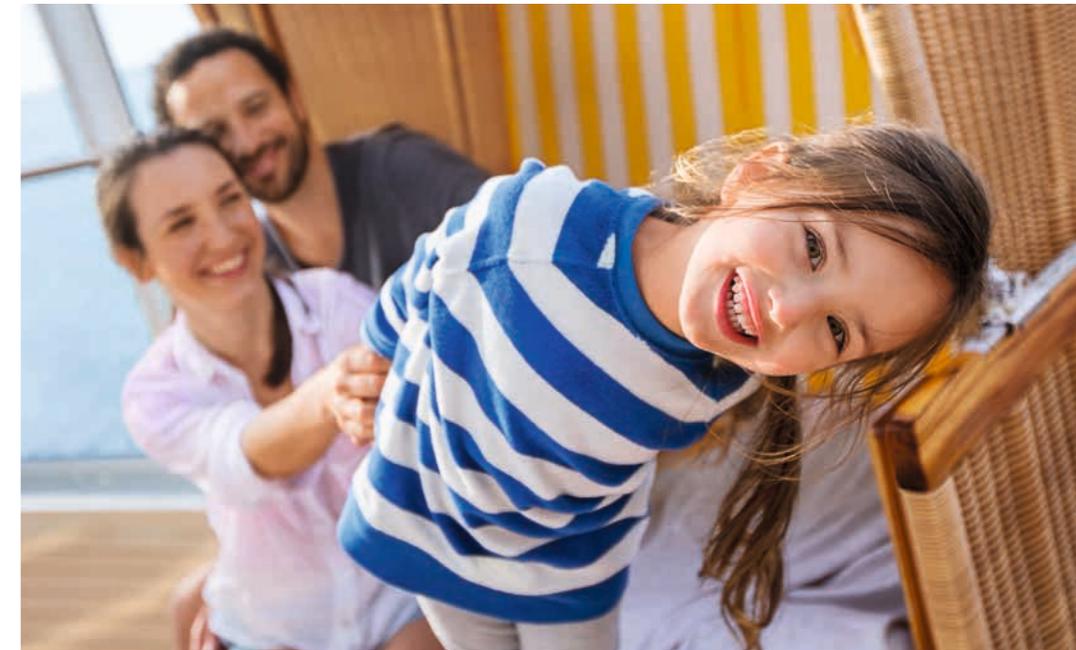
THE GOOD STUFF? PRICELESS!

- A beautifully furnished room with a balcony and sea view
- Childcare – preferably all day long
- Delicious food with lots of options
- Cutting-edge sports equipment and a variety of exercise classes
- Great entertainment – dancing chefs don't count
- Spotlessly clean and excellent service



We have the best solution for everyone: a vacation with AIDA.

No matter how conflicting your clients' wishes and expectations may be, an AIDA cruise is always a safe bet. To help overcome any preconceptions or concerns they might have, the following pages contain convincing reasons to choose AIDA, as well as key facts on the important subject of sustainability. Good luck and have fun advising your clients!





SOULLESS HOTEL

vs.

SEA VIEW



HOME AWAY FROM HOME

With AIDA, your customers can enjoy unforgettable experiences in the most beautiful places in the world. And they will always feel at home, because their hotel travels with them. Whether testing the waters with a mini-cruise or a round-the-world adventure, we have the ideal itinerary for every client and the perfect ship for every destination.



ONLY PACK ONCE

All that packing and unpacking of bags makes seeing new things feel like a chore. **On a cruise, you pack your bags once and wake up each morning in a different place, refreshed and ready to discover a new town or country. Because now your "hotel" takes you everywhere you want to go.**



COMFORT WITH A CAPITAL C

I like to be comfortable when I travel. And, of course, it must be clean. **All staterooms and suites on AIDA ships are lovingly furnished with great attention to detail. And the housekeeping team is always ready to offer service with a smile. No need to tip – that's already included in the price of the cruise.**



CULINARY DELIGHTS

Without decent coffee and my favorite foods, it's not a vacation. **You'll find delectable coffee as well as popular dishes onboard AIDA ships. And if you're craving something new, you're sure to find just what will hit the spot at one of the up to 17 restaurants on each ship.**



EVERYONE'S BEACH

vs.

MY POOL





TAILOR-MADE TIME-OUT

Onboard AIDA ships, every single one of your clients can enjoy their very own dream vacation – whether that’s lazing around the pool, relaxing in the spa area, fitness and fun in the fresh sea air, going on a culinary voyage of discovery through the world’s finest foods or enjoying fantastic entertainment. No hotel on land can compete with all that variety. Speaking of the shore – the superbly organized AIDA excursions also offer endless opportunities.



JUST HOW YOU LIKE IT

How can anyone relax on a ship full of people?

It’s easy with AIDA cruises: Lounge in your own personal hammock on your balcony or indulge in a rejuvenating spa treatment. Start the day with yoga on the deck, enjoy dinner in a gourmet restaurant or sip a sundowner overlooking the ocean – everyone can find the perfect spot where they won’t be disturbed.



EXCEPTIONAL ENTERTAINMENT

I can’t stand organized entertainment and annoying group activities.

Then you’ll love the laid-back AIDA atmosphere. No captain’s dinners and no dress code. Instead, feel free to enjoy excellent live shows like “Who Wants to be a Millionaire?”, “The Voice of the Ocean” and “Wheel of Fortune.”



NO PLANNING REQUIRED

I’d love to see more of the world on my vacation, but the planning is just too stressful.

With AIDA, it’s easy to see a different town or Canary Island every day and you don’t have to worry about a thing. Arrivals and departures, excursions and tour guides are all taken care of when you book a full-service package.



THE SAFEST ROUTE

There’s always a crisis somewhere in the world. So, what if I end up in the middle of a conflict zone?

In the event of a natural disaster or political unrest, being on an AIDA ship is a definite advantage because the cruise route can simply be altered at short notice. With hotel bookings on land, however, you would need to completely change your plans.





VACATION STRESS

vs.

FAMILY FUN



BOATLOADS OF FUN

There's no better place for a family vacation than an AIDA ship. Thanks to the programs specifically tailored to kids, teenagers and parents, we ensure that everyone is relaxed and in good spirits throughout the trip. With AIDA's fantastic offers, quality childcare, family friendly prices and stateroom options, everyone has a reason to smile.



KIDS & TEENS CLUBS

Our children are too grown up to go for kiddies' games.

No problem. Onboard AIDA ships, there are separate clubs for kids of 3-11 years and teens aged 12-17. That way the "almost grown-ups" can hang out in their own lounge, take part in special workshops and go on shore excursions together.



AFFORDABLE FAMILY VACATIONS

We can't afford to go on a cruise as a family. **You'd be surprised. AIDA cruises are often more cost effective for families than a vacation on land. Depending on the season, children often travel for free when sharing a stateroom with their parents. And even outside those periods there are affordable fixed prices for kids and teens.**



PARENTS, PUT YOUR FEET UP

You can forget relaxing if all the kids are going to be on board. **Not at all. Thanks to the experienced childcare staff who ensure your kids have a fantastic vacation filled with fun, games and activities, you're free to take it easy.**

FAMILY-FRIENDLY STATEROOMS

Four people in a stateroom – is that even possible?

Absolutely! Whether you're traveling as a family or as a group of up to five friends, the comfortable staterooms onboard AIDA ships are designed to make the most of the room available so that everyone has their own space. Adjoining staterooms are also a popular choice for group vacations.



EVERYONE'S FAVORITE FOODS

Arguments at mealtimes are almost inevitable because everyone always wants something different. **Good thing then that our buffet restaurants serve up a huge selection of delicious dishes that cater to every taste. Onboard AIDAnova, AIDaperla and AIDAprima, young adventurers even get a special kids' buffet.**



ENDLESS EXTRAS

vs.

ALL INCLUDED





MORE FOR LESS

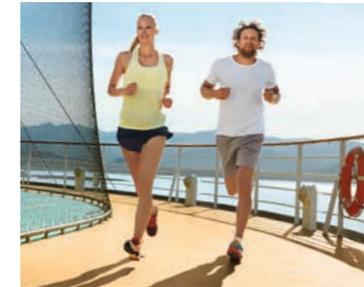
The most popular added extras, such as the Activity Deck Four Elements offerings onboard AIDAnova, AIDAperla and AIDAprima, are free of charge. And it doesn't stop there: Full-board, fitness and relaxation facilities, entertainment, kids and teens offerings, service and tips are included on AIDA cruises too. Best of all, thanks to attractive discounts, families in particular get to enjoy a vacation that's often much cheaper than on land.



SAVE AND STAY SPONTANEOUS

I hate having to decide so far in advance what I feel like doing on vacation, but then I miss out on the early bird discount.

With AIDA you get the best of both worlds: Book your cruise to a destination that interests you well ahead of time and take advantage of the Early Saver discount. Then, decide what to do with your days on board as the mood strikes.



EXTRAS NOT EXTRA COSTS

Only the boring stuff is included in vacation packages, everything else always costs extra.

AIDA is different. You can enjoy a feast of different cuisines in the buffet restaurants, over 30 classes each week in the fitness studio, top-notch entertainment, a huge range of kids and teens offerings, plus much more at no extra cost.



SUPERIOR SERVICE INCLUDED

You can bet that on the ship everyone from the room service staff to the waiter expects a little something.

Not on AIDA ships, they don't. That's because when we say everything is included, we mean top-class service and quality as well as tips.

MORE VACATION: AIDA+

If you want something special, expect a special price tag.

On selected dates, AIDA+ offers themed and event cruises that take vacationing to the next level and usually don't cost anything extra. Top trainers, TV and film personalities, best-selling authors, speakers, guest performers or acclaimed chefs make for a vacation experience like no other.





KEEPING

OUR

WORLD BEAUTIFUL

Eco-conscious travel

For many people, environmental impact is a major concern when planning a vacation. We strongly believe that operating cruises is only viable if we respect the planet. The ships in the AIDA fleet are already among the most eco-friendly and safest in the world. Year after year, AIDA Cruises invests millions of euros in the development and rollout of new, efficient green technologies onboard all of its ships.



GREEN CRUISES

To achieve our goal of carbon-neutral cruises, we are breaking new ground. AIDAnova is the world's first cruise ship to operate on sustainable liquefied natural gas (LNG) – both at port and at sea. By 2023, half of our guests will travel on ships that rely on LNG entirely or during lay time.

FOCUSED ON FACTS

For us, environmental protection isn't just a talking point. Each year, AIDA Cruises publishes the "AIDA cares" sustainability report, which shows the company's current commitment to the environment and sustainability backed by the latest facts and figures as well as a look at future initiatives.

www.aida.de/aidacares



CLEAN FLEET

We are not only investing in AIDAnova as our flagship but are also committed to upgrading the rest of the fleet. By the end of 2020, every AIDA vessel will be able to connect to shore power and run on green electricity while berthed. As early as 2013, we launched a program to ensure that by 2020 all AIDA ships that can't be fully powered by LNG are retrofitted with cutting-edge equipment to improve air quality.

LEAVE ONLY BUBBLES

AIDA ships don't dump their waste in the ocean. It is delivered exclusively to licensed contractors on land for disposal. State-of-the-art facilities treat waste water, e.g. from kitchens or showers, leaving it almost clean enough to drink.



ALL THE ADVENTURES
ALL THE RELAXATION
ALL THE FUN
SEA VIEW INCLUDED

