

New chapter begins for AIDAdiva: Fresh look, new experiences, even more variety and comfort after modernization program

AIDA Cruises, the market leader in cruises and Germany's third-largest tour operator, has successfully completed the first of seven major ship modernizations under its Evolution program with AIDAdiva. After a seven-week dry dock overhaul at the Chantier Naval Shipyard in Marseille, France, from February 3 to March 21, 2025, AIDAdiva is now shining in new splendor. From the technology to the upgraded staterooms, new restaurants and expanded entertainment, AIDAdiva has been modernized and redesigned from the ground up.

"As part of our AIDA Evolution initiative for the future, we have launched the largest fleet modernization program in our company's history. For the first three dry dock overhauls alone, we are investing hundreds of millions of euros to make our ships fit for the future - both in terms of the travel experience and the technology. We are very proud of this program. It shows that AIDA continues to evolve - for our guests and the future of cruising," said Felix Eichhorn, President of AIDA Cruises.

The new AIDA feeling in the guest area

In the course of the modernisation, around 300 main projects and numerous other individual measures were planned, coordinated and implemented. Several thousand shipyard workers and specialists, including over 170 different fit-out companies, as well as the crew of AIDAdiva have worked together over the past seven weeks to make the project a success.

One of the biggest renovations was the renovation of all guest cabins: canopies, carpets and curtains were redesigned and the colour concept was adapted to bright, modern tones. New chairs and sofas provide a modern look in the balcony cabins. At the same time, some cabins have been expanded from a 3-person to a 4-person occupancy to create further options for families. At the stern, six new, spacious family-friendly suites with their own sun deck were built. These are divided into living and sleeping areas with double beds, with the pull-out couch in the living room allowing for additional sleeping places. In some suites, 5-bed occupancy plus baby cot is now possible. Suite guests also have access to new exclusive retreats – the Sky Deck and the Rossini Lounge.

The public areas on decks 9, 10 and 11 underwent an extensive redesign. New restaurant and bar concepts offer an expanded culinary offer. Whether French specialities in the new French Kiss restaurant or in the French Kiss Bar & Bistro, Asian cuisine in East Fusion, Spanish snacks at the Tapas Bar or maritime delicacies in the Yachtclub Restaurant – the gastronomic offer has been comprehensively expanded. With the Panorama Bar, the Ice Bar, Tokyo Bar and Lanai Bar, further new outlets have been added. After the completion of the areas, for example, about 35,000 glasses, 30,000 cups and plates as well as 46,000 cutlery were put back away and the entire furniture was replaced or refurbished. The Theatrium was given inviting seating, among other things, with backrests around the stage on deck 9, and a revised, harmonious colour concept. State-of-the-art technology for sound, lighting and stage control has been installed for an even more intense show experience.

The spa area has been completely renovated and adapted to the organic spa concept. Guests can look forward to two additional wellness suites, which are equipped with a private whirlpool tub, private sauna and waterbed. The hair spa has been given a new design and is complemented by a nail spa.

A new highlight awaits kids on deck 14. In front of the outdoor sports deck, a fun park has been created with an impressive 7.50-metre-high climbing tower, a slide and exciting caves. The Kids Club has also been redesigned for the youngest guests.

Modernized technology and innovations

In addition to the innovations in the guest areas, numerous technical and sustainable measures have been implemented. For the first time, more than 45,700 square meters of carpet were not disposed of, but put to another use. New, already recyclable carpet was laid in guest and crew areas. A new reverse osmosis system optimises the in-house production of fresh water from seawater. An innovative Solid Waste Processor shreds waste and reduces its volume by up to 95 percent. In the underwater area, almost 9000 square meters of ship's wall were provided with

Editor:

AIDA Cruises
Am Strande 3d · 18055 Rostock
Tel.: +49 381 444 0
Fax: + 49 381 444 88 88
www.aida.de

Contact:

Communication & Sustainability
Tel.: +49 381 444 80 20
Fax: + 49 381 444 80 25
presse@aida.de

Press release



around 17,500 liters of a completely new biocide-free paint of the latest generation, which significantly reduces frictional resistance, while a modern, energy-efficient LED lighting system further reduces energy requirements. The entire IT infrastructure was redesigned. Among other things, 50 kilometers of new cables had to be laid and 22 tons of electronics had to be replaced. In the outdoor area, 6.5 kilometres of wooden handrails were also renewed, large areas of glass and window panes were replaced and around 8,500 litres of colour were refreshed.

"AIDAdiva's first voyage after its modernization is an important milestone for us in the radical modernization of the fleet at AIDA Cruises. AIDAluna will follow this year and AIDAbella at the beginning of 2026. Over the past seven weeks, as well as throughout the pre-planning phase, many thousands of dedicated shipyard workers and specialists have worked hand in hand on this project. My special thanks go to our great team and the entire AIDAdiva crew, who led the first Evolution shipyard time to success," says Felix Eichhorn.

Big kick-off trip with star guest Clueso & further travel program

AIDAdiva is celebrating its comeback with a special premiere cruise from March 23 to 30, 2025. Under the motto "FALL IN LOVE WITH AIDAdiva again", the ship will set off on a seven-day Mediterranean voyage. Star guest Clueso will give an exclusive concert on board and provide musical accompaniment to the reopening of the modernized ship.

This will be followed by two more voyages from Rome/Civitavecchia along the Italian coast and Malta. Destinations such as Valletta, Syracuse or Catania, Palermo, Naples and Olbia are on the program. AIDAdiva will then head to its summer cruising area: from Warnemünde, the most beautiful destinations on the Baltic Sea and in Norway will be offered. In the fall, AIDAdiva will embark on its first world cruise: From November 10, 2025 to March 23, 2026, it will embark on an XXL adventure from Hamburg to five continents and through 27 countries in 133 days. For the first time on an AIDA world cruise, the east and west coasts of the USA and Japan are on the program. New Year's Eve is celebrated in Hawaii.

Further information on AIDA Evolution and the AIDAdiva travel program as well as booking at a travel agency, at the AIDA Customer Center by calling +49 381 202 707 07 or at [aida.de](https://www.aida.de).

Rostock, 23 March 2025

Facts & Figures AIDAdiva

Length: 252 m Width: 32.2 m Draught: 7.3 m 13 decks 1,032 cabins 10 restaurants & snack bars 15 bars & lounges 2,300 sqm spa and sports area 3,000 sqm Theatrium 2 pools 5 whirlpools 621 crew members

Milestones: Signing of the construction contract: 19.10.2004; Steel cut: 25 October 2005; Keel laying: 3 March 2006; Delivery: April 16, 2007; Inauguration: April 20, 2007 in Hamburg

Yard: Meyer ship yard in Papenburg	
Survey	69,200 GT
Speed	22 knots
Propulsion/Power Supply	diesel-electric / power 36,000 kW
Electric propulsion engine	2 x 12,400 kW
Propeller	2 Propeller
Bow thruster	2 x 2,300 kW
Stern thruster	2 x 1,500 kW
Stabilizers	1 Pair

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Fax: + 49 381 444 88 88
www.aida.de

Contact:

Communication & Sustainability
Tel.: +49 381 444 80 20
Fax: + 49 381 444 80 25presse@aida.de

Circular economy at the shipyard for the first time: AIDA Cruises recycles 45,700 square meters of carpeting

45,700 square meters - the equivalent of more than six soccer pitches. This is how much carpeting was removed from AIDAdiva during the shipyard period and recycled sustainably. Instead of disposing of the old materials, AIDA Cruises has opted for complete reuse and recycling for the first time - and will reuse recycled carpeting during AIDALuna's next shipyard period.

AIDAdiva is the first ship to be extensively modernized as part of the AIDA Evolution future initiative. In addition to a large number of technical upgrades, sustainable measures were also implemented - including innovative carpet recycling. Together with Hamburg-based Oceancircle GmbH, a process was developed in which used carpet materials, curtains and canopy fabrics are given a second life.

"The special thing is that we don't simply throw away this large amount of carpet waste, but have found a way to recycle it," explains Marc Spingler, Director Hotel Maintenance Dry Docks & Refit at AIDA Cruises. "The recycling of carpets is a pilot project that we launched together with Oceancircle more than three years ago. Today, we can proudly say that we have taken an important step towards conserving resources and reducing waste. We see great potential for the future."

The carpet material is coarsely shredded in a shredding plant directly on site at the Marseille shipyard and is transported via a conveyor belt to a briquetting press, which reduces the volume by a further 90 percent. These briquettes are then further processed into a so-called volume fleece. This can be used as a base product for e.g. insulation material and as a carpet carpet pad. Recycled old carpets, as well as old curtains and canopies from the cabins of the AIDA ships, are used in the production of the voluminous fleece.

"We are particularly proud that we will be using these carpet underlays, which are made from the material from AIDAdiva, on AIDALuna during the next shipyard period in fall 2025. This closes the circle," Marc Spingler continues. "We are already thinking about producing other products for our ships from the recycled material, such as door plates or coat hangers."

Carpet recycling is part of a comprehensive program that AIDA Cruises is pursuing to achieve an improved circular economy. The pilot project launched jointly by AIDA and Oceancircle shows that recycling is not only sustainable, but also economically viable in the long term.

Not only the removal, but also the laying of new floor coverings on board AIDAdiva has been made more sustainable. A new type of carpeting that is 100% recyclable and allergy-friendly was used throughout the crew area and reception. The material is made from ECONYL® yarn from the company Aquafil and is produced by the Italian manufacturer Radici. These carpets are designed to be completely dismantled so that Aquafil can recycle them at the end of their useful life. In this way, the parts made from ECONYL® nylon are recovered and recycled by Aquafil into new nylon fibers. The other components are fed into other recycling streams.

ECONYL® regenerated nylon is 100% recycled yarn made from plastic waste such as fishing nets, fabric scraps and old carpets.

Further information on AIDA's sustainability initiatives can be found at aida.de/unternehmen/nachhaltigkeit.

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Editor:

AIDA Cruises
Am Strande 3d · 18055 Rostock
Tel.: +49 381 444 0
Fax: + 49 381 444 88 88
www.aida.de

Contact:

Communication & Sustainability
Tel.: +49 381 444 80 20
Fax: + 49 381 444 80 25
presse@aida.de

Evolution shipyard program: AIDA Cruises donates 4,400 pieces of furniture from AIDAdiva to DER HAFEN HILFT! e.V. in Hamburg

As part of the future initiative AIDA Evolution, AIDAdiva donated more than 4,400 pieces of furniture to the organization DER HAFEN HILFT! e.V. during its time at the Chantier Naval shipyard in Marseille from 3 February to 22 March 2025. For example, well-preserved armchairs, chairs and stools from AIDAdiva's restaurants, lounges and theater were handed over for further use, where they were replaced with new furniture during the shipyard.

DER HAFEN HILFT! e.V. is a charitable organization from Hamburg that distributes donations in kind to charitable organizations and people in need. The organization primarily distributes goods regionally in and around Hamburg, but furniture is also donated to people in need as far away as the Ahrtal and Ukraine. Passing on the donations provides a counterpoint to the throwaway mentality. AIDA Cruises and DER HAFEN HILFT! e.V. give well-preserved products a second life. AIDA Cruises has been working with the non-profit association since 2023 and supports the organization fleet-wide.

“Together with the team from DER HAFEN HILFT! e.V. and Daimler Truck AG, we loaded the donated furniture in three phases during the AIDAdiva's shipyard period. Many helping hands were involved in handing over the donation in kind to the association, which then transported the furniture to Germany, Poland and Ukraine. It is a great feeling to know that we can help people in need with our well-preserved furniture. We are very much looking forward to continuing our cooperation with DER HAFEN HILFT! e.V., as we have many more great evolution projects in the pipeline and are constantly expanding our commitment to sustainability at AIDA Cruises,” says Marc Spingler, Director Hotel Maintenance Dry Docks & Refit at AIDA Cruises.

Through the great commitment of the AIDAdiva crew, the logistics for taking over the furniture could be seamlessly integrated into the tightly scheduled shipyard plans. The pieces of furniture from AIDAdiva were passed on via the organization to the Ukrainian Civil Defense, for example, where there is still a lack of the most basic furniture. Donations were also made to the Reso Center for disadvantaged animals in the municipality of Neu Wulmstorf in Lower Saxony. The seating furniture was used to open a donation café with a lounge area where future pet owners can get to know their new family members. Furniture was also presented to the German Red Cross in Büchen and the SOS Children's Villages.

The cooperation between AIDA Cruises and DER HAFEN HILFT! e.V. will be further expanded in the future and intensified in planned evolution projects. AIDA Cruises is thus supporting a more sustainable life cycle for its products and expanding its social commitment.

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Editor:

AIDA Cruises
Am Strande 3d · 18055 Rostock
Tel.: +49 381 444 0
Fax: + 49 381 444 88 88
www.aida.de

Contact Communication:

Public Affairs, Communication & Sustainability
Tel.: +49 381 444 80 20
Fax: + 49 381 444 80 25
presse@aida.de