

AIDA Cruises on a glance

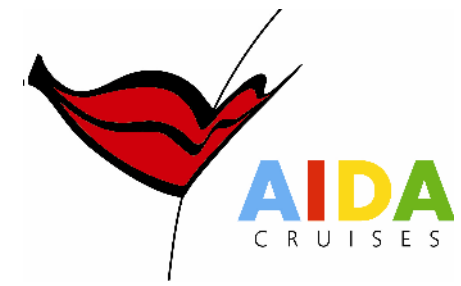


AIDA Cruises – part of the Carnival Group



- Biggest cruise operator worldwide (over 50% market share)
- 82 cruise vessels in operation, further 19 new buildings on order until 2010
- Head office in Miami / USA
- More than 66.000 employees worldwide

Main facts



- AIDA Cruises is the number one German in cruise market
 - 408 Mio Euro turnover and 239.000 passengers in 2006
 - 34% market share in Germany
 - Under the TOP5 in Europe
- The AIDA fleet consists of 4 club ships:
 - AIDAcara, AIDAvita, AIDAaura and AIDAdiva
 - Capacity of 5.762 lower berths
- Further development of the AIDA fleet:
 - 3 new AIDA vessels in 2008, 2009 and 2010
 - Investment of 1 Billion Euro
 - Capacity increase to 12.000 berths

Our staff



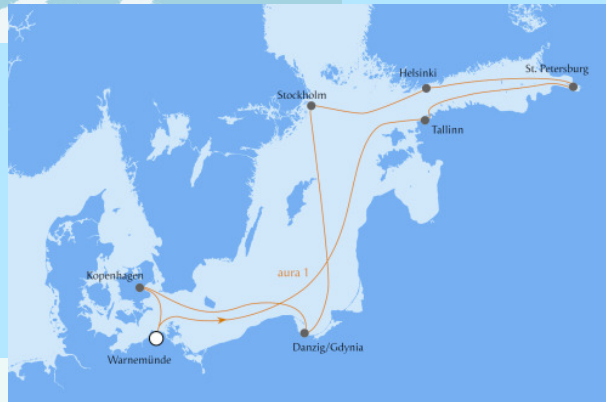
- Approx. 2.400 employees out of 25 countries today
 - 287 AIDA Cruises employees
 - 140 Call4Cruise employees
 - 32 SeeLive employees
 - approx. 2.000 crew members on board the vessels
 - further growth to 5.000 employees until 2010

Our vessels



	AIDAcara	AIDAvita	AIDAaura	AIDAdiva/ AIDAbella Sphinx III, IV
Built	1996	2002	2003	2007 / 2008 / 2009/2010
GRT	38.531	42.200	42.200	69.200
Cabins	590	633	633	1.025
Passenger Capacity (lower berths)	1.180	1.266	1.266	2.050
Crew Members	371	390	390	600

Fleet Deployment



Track cruises in following areas:

- Baltic Sea
- North Sea
- Mediterranean Sea
- Canary Islands
- Caribbean Sea
- Persian Gulf

A cruise line view on ports



- Main criteria for itinerary planning
 - Attractiveness of a destination and passenger rating
 - Geographical position
 - Climate – fine weather period
 - Security
 - Berth availability, approach, berth conditions
 - Shore excursion possibilities (shopping)
 - Balance from shore excursions income and port expenses
 - Possibility for: bunkering, provision loading, garbage disposal etc.
 - Clearance efforts and immigration procedures

- Additional for turn around ports
 - Terminal facilities in the port
 - Airport facilities and existing airline connections
 - Distance and connections between port and air port
 - Availability and quality of busses

A cruise line view on ports



- Attractiveness of a destination and passenger rating
 - Are there „must see“ attractions (Pyramids)?
 - Is the destination known in the source market(s) of the cruise line?
 - What do tourists expect and how is their rating after the visit?
 - Authentic experience at site / what is unique for this place
 - Tourist infrastructure (transportation, shopping, restaurants ...)
 - How are guests and passengers informed?

A cruise line view on ports



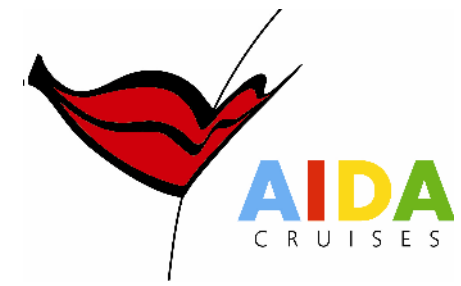
- Security
 - How do international observers see the security situation?
 - How is the public (passengers) perception of security in a destination?
 - How do local authorities / companies evaluate the security situation?
 - Security is a basic presupposition and close cooperation between cruise line and local partners is vital!
 - Exchange of information

A cruise line view on ports



- Berth availability, approach, berth conditions
 - Congestion / berth reservation
 - Common size of cruise vessels – loa 300m / 3000 passengers
 - Time from pilot station to berth
 - Tidal restrictions, pier height above WL
 - Pier even, clean, wide enough, away from cargo operation

A cruise line view on ports



- Balance from shore excursions income and port expenses
 - Overall balance is important
 - Entire income for the region to be considered – not just the port
 - Fair and transparent cost structures (English language)
 - Discount scales as tool for the port
 - Announcement of tariff changes well in advance (1 year)

A cruise line view on ports



- Possibility for: bunkering, provision loading, garbage disposal etc.
 - Reception facilities for garbage and waste water
 - Proper documentation of rendered service
- Clearance efforts and immigration procedures
 - Look at procedures from passengers point of view
 - Avoid waiting time for passengers
 - Complicated time consuming procedures for passengers may prevent cruise lines from calling a port

A cruise line view on ports



- Turn around ports
 - Procedures and requirements of cruise lines vary a lot
 - Terminal facilities with utmost flexibility and shelter for passengers, luggage and vehicles
 - Availability of security service with air port standard
 - Flexibility of port, air port and authority partners (e.g. flight check in, police support)
 - Close cooperation between cruise line and local representatives

Thank you for your time and attention

