



## Press Release

### **Most trusted by customers: AIDA is cruise industry leader**

The annual "Trusted Brands" consumer survey conducted by the "Reader's Digest" magazine has named AIDA Cruises as Germany's most trustworthy cruise company.

The magazine asked consumers to say which brand they trust so much that they would recommend it to their family or friends. The survey was open – so respondents were not asked to choose from a list of specific brands. The winner in the "Cruise Provider" category was AIDA Cruises.

"Trust is the basis for a successful and, most importantly, lasting customer relationship. That is why this distinction is both an incentive and an obligation for us, because we want to continue delighting our customers with our high quality, perfect service and unforgettable vacation experiences in the future," says Hansjörg Kunze, Vice President Communication & Sustainability at AIDA Cruises.

AIDA Cruises is one of the fastest-growing and most commercially successful tourism companies in Germany. With 13 cruise ships, AIDA operates and markets one of the world's most state-of-the-art fleets. The ships are operated to the highest international quality, ecological and safety standards. By 2023 the AIDA fleet will expand to 16 ships.

Rostock, April 4, 2019

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