



Press release

## **Three awards for AIDA**

### **The Deutscher Kreuzfahrtpreis (German Cruise Line Award) 2018 for Environmental Commitment, Favorite Ship, and the Atlantic Alliance Award**

On September 5, 2017, AIDA Cruises received the "German Cruise Line Award" three times at Seatrade Europe in Hamburg, the leading exhibition for the cruise industry. AIDA won in the categories Environmental Commitment and Favorite Ship. The award presented by the port association Atlantic Alliance also went to AIDA Cruises for its year-round operation of AIDAprima in the Atlantic west-coast region.

Every year, AIDA invests millions of euros in the development and practical implementation of new environmental technologies on board its ships. With its use of low-emission, liquefied natural gas (LNG) and shore power, AIDA Cruises has been a pioneer and an example to follow in the cruise industry.

Hansjörg Kunze, Vice President Communication and Sustainability with AIDA Cruises, accepted the awards: "By putting AIDAprima into service in the spring of 2016, we have again demonstrated our innovative strength. We are convinced that the use of liquefied natural gas (LNG) is a highly interesting solution for the eco-balance of ships and ports. Already today, AIDAprima is supplied with low-emission fuel via a LNG truck during docking times at five European ports."

For the first time, the "German Cruise Line Award" included an "audience award" category. In a collaborative initiative with the Hamburger Morgenpost, readers were asked to vote for their favorite ship. Among six nominated ships, AIDAprima was the big winner. AIDAprima is the Hanseatic City's floating landmark and, as the first cruise ship in history, has been offering year-round cruises departing from Hamburg since May 2016. "This award from the heart is a tremendous honor both for colleagues on shore and the crew on board AIDAprima," Hansjörg Kunze said in gratitude.

The third cruise line award for AIDA came from the port association Atlantic Alliance. It recognized AIDA Cruises for its special commitment to developing the region as a cruise destination year round with AIDAprima and for its good partnerships with ports along the Atlantic west coast.

Since 2011, the "German Cruise Line Award" has been honoring the best services found in the international cruise industry and is presented together with the editors of the guide "Kreuzfahrtträume." The award ceremony took place on Tuesday, September 5, 2017, as part of Seatrade Europe's "Cruise Europe Night."

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