Press release

AIDA Cruises launches new social media series
The Rostock cruise line seeks new crew members with a reality documentary show on Instagram and YouTube

On June 6, 2019, AIDA Cruises is launching its new HR campaign. For the first time, the cruise line is presenting life and work on board from the perspective of potential applicants. In the video series "The Crew Journey – *Ready for the job of your lifetime?"* three candidates get to try out attractive jobs with the Rostock cruise line and may even find their dream job at the end.

Depending on their previous experience, the protagonists in the reality documentary show filmed on AIDAperla in the Caribbean take a look behind the scenes in the work areas Gastronomy, Activities, and Guest Services. The job candidates get to know and love the various tasks and perks of life at sea. The three young people authentically share their experiences and challenges with the community.

"The Crew Journey" is the second reality documentary show produced by AIDA Careers for the "FIND YOUR STORY" campaign. Back in April 2018, six employees shared aspects of their work as "The Crew" on Instagram. What's special about this new social media series is that not current AIDA employees but external applicants are the protagonists and make a direct switch from their current workplaces to the AIDA job world.

AIDA Cruises is one of the fastest-growing and commercially most successful tourism companies in Germany and offers excellent career opportunties in an international team to professionals and managers from a wide variety of fields. Around 14,000 employees from 50 countries currently work on land and on board the 13 AIDA ships. By 2023, the company will put three further cruise ships into service.

Current job vacancies can be found at www.aida.de/careers. AIDA Careers posts exciting stories and vlogs, highlights from the new reality series, and information about starting work and career opportunities on AIDA ships on YouTube and Instagram.

Rostock, June 5, 2019