

Press release



## **AIDA Cruises wins sales prize Cruise company honored for best travel agency service**

AIDA Cruises has won the Globus Award sales prize in the "Cruise" category. At the prize-giving ceremony held at the Maritim Hotel in Frankfurt on January 31, 2013, the tourism magazine "touristik aktuell" honored the cruise company for the best service provided to travel agencies.

On accepting the prize, Uwe Mohr, Director of Travel Agency Sales at AIDA Cruises, commented: "On behalf of the entire AIDA sales team, I would like to thank all our travel agent partners for the trust and confidence placed in our company on a daily basis by recommending AIDA to their customers. We are absolutely delighted to receive this prize, which shows us that we are able to convince the market through quality and reliability. However, the Globus Award is also an incentive to continue supporting our partners in the most important sales channel, around 10,000 of them, with the best possible service in the area of sales."

The winners of the awards are decided exclusively by tourism sales & marketing personnel. A total of almost 10% of German travel agencies voted for the winners. Important decision criteria that AIDA scored well on included good accessibility, fairness and goodwill when changing bookings, competent contact partners at the Customer Center and training programs.

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