

Press Release



AIDA: Number of Facebook Fans reaches Half a Million

On May 29, 2013, AIDA Cruises welcomed the 500,000th fan on the AIDA Facebook page. With this figure the cruise line is on the top rung in the German tourism industry. AIDA started its presence in the social network Facebook in July 2009. Since then, its fan base has continuously grown.

To celebrate the half-million mark, AIDA started many initiatives involving its social networks. Cakes will be offered on all ten AIDA ships. Crew members are sending video messages from the ships to the AIDA fan community, and the company is offering attractive competitions. In addition to Facebook, AIDA also uses Google+, Twitter, YouTube, Pinterest, and the company's own online community AIDA Weblounge at www.aida-weblounge.de to actively communicate with its guests and fans.

"Direct contact with our fans is important to us. We are there for them 365 days a year to answer their questions. The fact that we have 500,000 'Likes' shows that our guests like to use this service," says the Director of E-Commerce Carsten Fetzer.

The Facebook fan page not only offers a lot of information for cruisers and a practical cruise search function, but also the opportunity for an exchange. You can find more information at www.aida.de/aidacommunity.

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