



Press Release

Joint commission model for AIDA and Costa in Germany

The new, joint commission model for AIDA Cruises and Costa Cruises for fiscal year 2014/2015 was unveiled on May 22, 2013, as part of a Costa Cruises incentive trip for the top salespeople in 2012. One hundred of the top sales partners were introduced to the details of the new model on board the Costa Mediterranea. "Our goal was to develop a commission model that was as simple and transparent as possible and one that everyone could benefit from," explains Felix Eichhorn, head of sales for AIDA and Costa in Germany.

The totally redesigned commission model is based largely on AIDA revenue classes which have been in effect for two years in addition to Costa's individual and group revenues. The number of revenue classes has been reduced and remains stable. A new guaranteed base commission is based on prior year revenue and comprises the components of cruise as well as arrival and departure. A highlight of this new model is the fact that the arrival and departure commission has been increased by more than 50 percent to 8 percent.

The on top commissions are comprised of the growth and premium commission. As soon as the travel agency has reached the prior year revenue mark, all subsequent bookings are compensated at three or five percent higher cruise commissions. Successful sales partners can achieve top commissions of up to 17 percent with this model. In addition, the compensation check for successfully selling premium cabins for both cruise lines that was very popular with AIDA sales partners has been reintroduced. Felix Eichhorn is convinced that: "We can thus create an additional incentive for the long-, medium-, and short-term sales of our partners."

The first cross-brand commission model is part of the new sales management concept for AIDA Cruises and Costa Cruises. "Travel agency partners can grow together with both our brands and provide optimum sales support for them. Our joint sales team guarantees first-class, personal service throughout Germany," says Eichhorn in summary of the strategy.

The current commission models apply unchanged to all AIDA and Costa cruises with departure dates up to and including October 31, 2014.

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