

Press Release



AIDA Cruises Recognized with Award for Being the Most Trusted Company for Clients
Cruise line honored with the renowned Pegasus Award

In Europe's largest consumer study, AIDA Cruises has been chosen by German consumers for the third time in a row as the most trusted brand in the "Cruises" category. The company accepted the Pegasus Award this past Friday, September 20, 2013, in Düsseldorf.

"Trust is the foundation for a successful and, most importantly, enduring customer relationship. I want to thank all our guests and distribution partners for their trust," said Michael Ungerer, President AIDA Cruises. "For us, this award represents both an incentive and a commitment, because in the future we want to continue providing our guests with high quality and perfect service as well as the highest in environmental and safety standards all bundled into an unforgettable vacation experience."

The most widely read magazine in the world, "Reader's Digest", asked consumers as part of the Europe-wide study, "Reader's Digest European Trusted Brands 2013", which brand their readers think of when choosing the most trustworthy brand in 33 different categories. AIDA Cruises was the champion in the "Cruise" category. In Germany alone, 3,292 respondents took part in the prestigious survey and there was a total of 18,314 participants Europe-wide.

AIDA combines vacation on the water with a variety of experiences, relaxation, and enjoyment. As a cruise line and tour operator, AIDA Cruises currently operates and markets a fleet of 10 of the most modern and environmentally friendly cruise ships in the world. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2016, the AIDA fleet will have grown to twelve ships that will be offering voyages in the Mediterranean, all around the Canaries, in the North Sea, the Baltic Sea, the Caribbean, in North America, and in Asia. AIDA provides casual cruises that are compatible with the lifestyle of active, open-minded guests of every age.

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