

Press Release



AIDA Cruises wins '2014 German Cruise Prize' Shipping Company honored in the "Best Family Product" Category

The cruise operator AIDA Cruises has won the '2014 German Cruise Prize' in the "Best Family Product" category. The coveted honor is awarded annually by the prestigious Koehlers Guide Kreuzfahrt (*Koehler's Cruise Guide*).

"Focus on families has always been a priority aboard AIDA. This includes the child-friendly facilities on board the ships, family-friendly offers and lovingly attentive childcare. Family-friendly cabins, with a connecting door for example, plus special discounts for children and teens provide a perfect vacation experience for the whole family," said Oliver P. Mueller, publisher of Koehlers Guide Kreuzfahrt, on the occasion of the awards ceremony in the Hotel Grand Elysée in Hamburg on September 24, 2013.

The German Cruise Prize, awarded since 2008 by Koehlers Guide Kreuzfahrt, honors cruise industry performance and innovation excellence in various categories.

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