



AIDA Cruises is Top Employer in Germany 2014 in Tourism

On Monday evening (January 27, 2014), the cruise company AIDA Cruises was awarded the Focus seal "Top Employer in Germany 2014" for the tourist industry.

"We would like to thank our employees for their confidence in us. This award shows us that our dedication to our staff is positively received," says Michael Ungerer, President of AIDA Cruises. "We offer a work environment in which the individual talents of all employees are appreciated and further developed. We support motivated employees with potential in planning their personal careers."

In the largest survey of its kind in Germany, the news magazine Focus collaborated with Xing, the leading online business network for German-speaking professionals, and Kununu, the largest employer review platform in German-speaking countries, to identify 800 top employers from companies with over 500 employees and from a total of 22 sectors. The representative survey performed by Statista is based on the ratings of 19,700 employees from all hierarchical- and age levels, as well as 23,200 employer ratings on Kununu. Employees rate their employers, staff their bosses: Survey participants rated, for example, how satisfied they are with the management qualities of their superiors, with career perspectives, salaries, and the image of their employers. The survey also asked participants if they would recommend their own employers, and if they would recommend other employers in their respective sectors. Focus awarded the "Top Employer in Germany Award" to the three top employers in all sectors, divided into large- and medium-sized enterprises. (All results of the employee survey can be found in the special Focus issue "Germany's Top Employers" of January 28, 2014.)

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism businesses and has been recognized as a Top Employer in Germany multiple times. The company currently employs 6,900 people from 34 different countries. Of these employees, 6,000 work on board and 900 work at the company headquarters in Rostock and Hamburg. As a cruise line and tour operator, AIDA Cruises currently operates and markets a fleet of ten state-of-the-art cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. The AIDA fleet will expand to twelve ships by 2016.

Rostock, January 28, 2014