



AIDA Cruises Recognized as Top Employer in Germany 2014

On March 6, 2014, the international research company, Top Employers Institute, recognized AIDA Cruises as "Top Employer Germany 2014." The international research company Top Employers Institute awards the seal "Top Employer" to leading employers worldwide with optimal working conditions that contribute to the personal and professional development of all their employees.

"Motivated and well-qualified employees are the foundation of our success," said Haike Witzke, Vice President Human Resources for AIDA Cruises on the occasion of the award. "Here at AIDA we offer a work environment in which the individual talents of all employees are appreciated and developed. We continually invest in practical training and further education for our personnel and support motivated employees with potential in formulating their personal career plans."

In a three-month evaluation of personnel management at the participating companies, the Top Employers Institute evaluated according to the following criteria: Career options, primary benefits, secondary benefits & work-life balance, training & development as well as company culture. Only those participating companies that meet the objective evaluation standards at a very high level can qualify for the certification of Top Employer. In order to guarantee the validity of the examination process, all answers and data also underwent an independent review. After a prescreening and two audits by the CRF Institute, all participants in the study underwent a subsequent audit by the independently run auditing company Grant Thornton.

In January 2014, AIDA Cruises was already recognized with the focus seal "Best Employer 2014" in the tourism industry.

The cruise line is one of Germany's fastest growing and most financially successful tourism businesses. As a cruise line and tour operator, AIDA Cruises currently operates and markets a fleet of ten state-of-the-art cruise ships. 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. With the commissioning of the new ship generation 2015 and 2016, the AIDA fleet and therefore the need for qualified employees will grow even more. Professionals and leadership personnel at AIDA Cruises have the opportunity to discover the greatest professional challenges on board the ships as well as on land.

Rostock, March 07, 2013