

Press release



## **750,000 Facebook fans on board AIDA top-ranking on Facebook**

On June 28, 2014, AIDA Cruises welcomed its 750,000<sup>th</sup> fan on the AIDA Facebook page. This places the cruise line in a top position for tourism in Germany. AIDA joined the social network in July 2009. Since then, the fan community has continuously grown.

“Direct contact with our fans is important to us,” says Carsten Fetzer, Director E-Commerce at AIDA Cruises, “We’re there for them 365 days a year and answer their questions. 750,000 likes show that our guests appreciate this service.”

The Facebook offering ranges from apps and contests, to special deals that are updated daily, to live reporting of events such as the Hamburg Port Anniversary or the Hamburg Cruise Days. Events like the current “AIDA and I” are a lively example of fan engagement. Cruise goers are encouraged to upload their AIDA moment as a photo. This will then appear on a huge photo wall on board the new flag ship AIDAprima. Attractive prizes can also be won.

In addition to Facebook, AIDA also uses Google+, Twitter, Youtube, Pinterest and the company’s own Online Community AIDA Weblounge at [www.aida-weblounge.de](http://www.aida-weblounge.de) for active communication with guests and fans. Here, new customers also find interactive access to AIDA and can familiarize themselves with the ships before their cruises e.g. through videos and photos; they can learn about the offers on board and exchange with each other.

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