

Press Release



## **AIDA Cruises: Dr. Gregor Brendel appointed new SVP Hotel Operations & Guest Experience**

As of October 1, 2014, Dr. Gregor Brendel (46) will be reinforcing the AIDA Cruises leadership team as the new Senior Vice President Hotel Operations & Guest Experience. In his new position with the cruise line Dr. Brendel will be responsible for the entire hotel and service area of the fleet, including AIDA entertainment. He will report directly to Michael Ungerer, President AIDA Cruises.

"I am very pleased that, with Dr. Gregor Brendel, we have acquired a top manager with international experience, who will successfully drive the continuing growth of our company with product innovations and new service concepts for our guests," said Michael Ungerer.

Dr. Brendel, who holds a doctorate in economics sciences, was Chairman of the Management Board of Hamburg-based Europa Center AG before moving to AIDA Cruises. Prior to taking up a management position with Europa Center AG in 2009, Dr. Brendel's professional career was closely linked with ECE-Projektmanagement GmbH where, as Director Center Management International, he was responsible for opening up new markets in Central and Eastern Europe.

With a fleet of ten ships, AIDA Cruises is Germany's leading provider of cruises to more than 180 global destinations. By 2016 the AIDA fleet will have grown to twelve ships. The company currently employs 6,900 people on board its fleet and at its corporate locations in Rostock and Hamburg.

Rostock, September 18, 2014

Issuer:  
AIDA Cruises  
Am Strande 3d | 18055 Rostock  
Tel.: +49 (0) 381 / 444-0  
Fax: + 49 (0) 381 / 444-88 88  
[www.aida.de](http://www.aida.de)

Communication:  
Hansjörg Kunze  
Vice President Communication & Sustainability  
Tel.: +49 (0) 381 / 444-80 20  
Fax: + 49 (0) 381 / 444-80 25  
[presse@aida.de](mailto:presse@aida.de)