

Press Release



AIDA is Most Family-Friendly Cruise Company

AIDA Cruises has been voted Germany's most family-friendly cruise company. The family-friendly policies of over 400 corporations from 58 industry sectors were rated in a survey by ServiceValue Ltd., covering all of Germany. Around 405,000 families with one or more children were surveyed for this purpose.

AIDA Cruises is the frontrunner in the "cruise" category for the second consecutive year. Family focus has always been a top priority on board AIDA ships. This includes on-board facilities designed with children in mind, family-focused offerings, and warm-hearted childcare services. Family-friendly cabins, for instance with connecting doors, as well as special discounts for children and teens provide the perfect vacation experience for the entire family.

"Family-friendliness is a key component of our corporate philosophy. As employers, we are committed to the compatibility of family and working life. Our employees experience these priorities in their own working environment and can therefore identify really well with the wishes and expectations of our guests. Everyone benefits – our employees, their families and we as a business," says Haike Witzke, Vice President Human Resources Management at AIDA Cruises.

Detailed information about packages for families on board AIDA ships can be obtained online at www.aida.de/familie.

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