

Press Release



Brandwatch Report: AIDA Cruises is Top in Social Media

AIDA Cruises is one of the most successful travel companies in the social web according to findings of a report by social media monitoring provider Brandwatch. Brandwatch analyzed the activities of the ten largest German travel companies and the ten most popular online travel companies for 10 weeks.

At 946,200 likes, the cruise line has by far the most Facebook fans of the large travel companies. Particularly noteworthy is that AIDA's percentage of online communications in social media is 57 percent. This means that of all communications about the large travel companies, more than half of the users are talking about and with AIDA.

Apart from Facebook, AIDA also uses Google+, Twitter, YouTube, Pinterest, Instagram and the company's own online community AIDA Weblounge at www.aida-weblounge.de to actively communicate with guests and fans. AIDA Weblounge also provides new customers interactive access to AIDA, and they can, for example, explore the ship before the voyage with the help of videos and photos, learn about onboard offers, and exchange information with each other. The AIDA Social Media Newsroom at www.aida.de provides a compilation of information from all AIDA social media channels.

Rostock, July 30, 2015

The entire report is available at <http://brnw.ch/1D8HvR5>.

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