

Press release



AIDA Cruises receives German Fairness Award 2014

The Rostock cruise line AIDA Cruises has received the German Fairness Award 2014.

In collaboration with the news channel n-tv, the German Institute for Service Quality conducted a survey with over 40,000 consumers on the subject of fairness. The survey centered on e.g. price-performance ratio, reliability of products, services or company statements, and transparency of information on prices, product and contract services. Around 350 companies from 31 sectors were assessed.

“Consumers are the best judges of whether a company’s prices and services are fair and whether they can rely on the product claims or services of a company. For this reason, the German Fairness Award honors companies that have earned the designation ‘fair’ from the view of customers,” said n-tv manager Hans Demmel on the occasion of the award ceremony on October 8, 2014, in Berlin.

“Trust is the most important basis for successful and, above all, long-lasting customer relationships,” said Dr. Monika Griefahn, Chief Sustainability Officer at AIDA Cruises, who received the award on behalf of the company. “Feedback from our guests is important to us! Because we want to continue to offer them high quality, perfect service, highest environmental and safety standards, and an unforgettable vacation experience in the future as well.”

As a cruise line and tour operator, AIDA Cruises operates and markets one of the world’s most state-of-the-art and environmentally friendly fleets, currently comprising 10 cruise ships. The ships are operated according to the highest international quality, environment, and safety standards. By 2016, the AIDA fleet – one of the most modern cruise fleets in the world – will expand to twelve ships. Since 2007, the company has annually published its sustainability report, which complies with the international GRI standard. More information can be found at www.aida.de.

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