

Press release



AIDA Cruises is looking for the fan of the year
AIDA Cruises celebrates the 100,000th member of the AIDA Web Lounge and is giving away an exclusive AIDA cruise for two people departing from Hamburg

Over 10,120 questions and answers, 131,774 photos, 2,510 trip reports, and now even 100,000 members – these are the impressive numbers behind the largest German-speaking community of a travel company, the AIDA Web Lounge. AIDA Cruises, Germany's leading cruise line is celebrating the 100,000th member of the AIDA Web Lounge community and is inviting all fans to take part in a big prize contest from July 28 to August 21, 2015. Participants can win an AIDA cruise and over one hundred other prizes.

Carsten Fetzer, Director E-Commerce at AIDA Cruises, remarked on the success of the AIDA Web Lounge, "It's not enough to create the technical requirements for a platform for exchange. You have to fill it with life. We're very proud that our 100,000 AIDA Web Lounge members are having so much fun writing detailed reports about their voyages and helping each other by answering questions. We want to thank them for this and select the fan of the year."

The contest will begin on July 28, 2015. There will be two rounds: Up until August 10, 2015, all AIDA fans can upload a special photo that shows why they should be selected as fan of the year in the Web Lounge. An AIDA jury will pick ten of the best and most expressive pictures. Between August 11 and August 21, 2015, Web Lounge members can then vote for the fan that deserves the title and who can look forward to an AIDA cruise.

For around seven years, the AIDA Web Lounge has been delighting AIDA guests and those who want to become guests with impressive trip reports, wonderful photos, and exciting crew blogs. Forums in which users can ask each other questions and a travel companion search function provide useful services for everything relating to AIDA cruises. With this variety of offerings, the AIDA Web Lounge is not only unique but also the largest existing cruise community.

More information can be found at www.aida-weblounge.de

Rostock, July 28, 2015

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