

Press release



AIDA Cruises wins first place in the cruise industry once again and is awarded the German Fairness Prize 2015

The cruise line AIDA Cruises has won the German Fairness Prize 2015. In collaboration with n-tv, the German Institute for Service Quality conducted an extensive consumer survey and gathered around 45,000 customer rankings for more than 400 companies. AIDA won first place and is thereby the highest scored company in the cruise industry.

“We at AIDA are very proud of this recognition. Every day, we do our best to make sure that our guests always feel comfortable and well attended to during their vacations, whether on board or on land. This prize honors our efforts and is an incentive for us to continue to fulfill and even surpass our guests’ expectations,” says Hansjörg Kunze, Vice President Communication & Sustainability of AIDA Cruises.

The survey focused on topics such as price-performance ratio, the reliability of the products, services or company statements, and transparency in information on pricing, products, and contractual services.

Rostock, October 15, 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