

Press release



AIDA wins prestigious Pegasus Award Consumers vote AIDA Most Trusted Brand 2015

German consumers have voted the cruise line AIDA Cruises Most Trusted Brand 2015. This is the result of a representative survey conducted by Reader's Digest, in which respondents voted AIDA in first place without any prompting in the Cruises category. This is the fifth time in a row that AIDA has won the Pegasus Award.

"The award is both a confirmation and a source of motivation. It represents the high standards we set ourselves when it comes to meeting and even exceeding the expectations which our guests have of us and their vacation," states Felix Eichhorn, President of AIDA Cruises.

For 15 years now, Reader's Digest Magazine has been bestowing its coveted award to honor those brands most trusted by consumers. The award is based on the annual "Trusted Brands" brand study, in which Reader's Digest surveys 15,000 consumers in seven European countries to find out which brands they most trust.

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism businesses and currently employs around 7,000 people from 40 countries. Of these employees, 6,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. AIDA operates and markets one of the most modern fleets in the world with its 10 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. By 2020, the AIDA fleet will expand to 14 ships.

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