

Press release



## **AIDA Cruises is Service Champion 2015** **Market leader convinces with best customer service**

The cruise line AIDA Cruises has been awarded the Golden Seal for best service quality. As the winner in the "Cruises" category, AIDA earned the highest score for best experienced customer service. In the total scoring of all 1,989 companies from 232 sectors AIDA also secured a gold rank.

As the leading cruise company in Germany, AIDA Cruises represents a casual, relaxing, and yet active vacation experience with change, variety, and high quality. The ten ships of the AIDA fleet provide varied sport and fitness offerings, professional entertainment on board, extraordinary excursions, ever-changing culinary experiences, and comfortable staterooms.

With AIDAprima, the cruise line will be offering its guests even more service, more space, and more individuality starting in April 2016. The new flagship will depart from Hamburg on seven-day round-trip voyages to cities in Western Europe.

In Germany's largest ranking of services, AIDA Cruises won first place for the fifth time in a row for the best customer service experienced in the cruise industry. The Service Champion is awarded annually by Service Value GmbH in collaboration with the Goethe University in Frankfurt am Main. The customer survey comprises a total of over 1.5 million customer opinions.

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