



Press Release

AIDA Cruises is once again Top Employer in Germany

AIDA Cruises was once again recognized as “Top Employer Germany 2016” by the international research company Top Employers Institute.

Conducted annually, this study analyzes major employers, and not just in terms of human resources management and strategy. The analysis also focuses on AIDA’s offering to its employees in terms of human resources planning, talent strategy, training and career planning, manager development, compensation and benefits, and corporate culture.

“Motivated and excellently qualified employees are the foundation of our success,” says Haike Witzke, Vice President Human Resources AIDA Cruises, on the occasion of the award. “Here at AIDA, we offer an attractive work environment with outstanding career prospects in a strongly growing company within the German tourism industry. In the competition to recruit the best minds, we continuously invest in the practice-oriented training and continuing education of our employees, and actively support motivated and promising colleagues in their personal career-planning.”

Steffen Neefe, Country Manager DACH of the Top Employers Institute: “Our analyses have once again confirmed that along with an outstanding work environment, AIDA Cruises in particular offers a great number of creative initiatives which are fully in keeping with the corporate culture.”

AIDA Cruises is one of the fastest growing and most successful tourism businesses in Germany. The company currently employs 7,000 people from 43 countries; 6,000 work on board and 1,000 at the company headquarters in Rostock and Hamburg. As a cruise line and tour operator, AIDA Cruises currently operates and markets a fleet of 10 state-of-the-art 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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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