



AIDA CRUISES receives the German Fairness Award for the third time in a row

In 2016, the cruise company AIDA Cruises has once more received the German Fairness Award. In cooperation with the n-tv news station, the German Institute for Service Quality conducted a comprehensive survey among more than 40,000 consumers on the topic of fairness with regard to over 500 companies. AIDA repeatedly achieved first place, and is therefore the best-rated company in the cruise sector.

“It is a truly special honor for us to win the award for the third time in a row. This shows that our daily work on behalf of our guests’ wellbeing, both on board and on land, is paying lasting dividends. Customer feedback is important to us because we want to continue to offer our guests an unforgettable vacation experience,” explains Hansjörg Kunze, Vice President Communication & Sustainability at AIDA Cruises.

The Germany-wide survey focused on such topics as the price/benefit ratio, the reliability of the products, services or company statements as well as the transparency in the information about pricing, product and contractual responsibilities.

AIDA Cruises is one of the fastest growing and most financially successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world’s most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its “green cruising” concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019/2020.

Rostock, October 12, 2016