



AIDA Cruises is most popular employer with young professionals

November 23, 2017

The cruise company AIDA Cruises has been named a "Top Employer 2017" and has taken first place in the Tourism category, making AIDA Cruises the industry's most popular employer.

Placement at the top of the employer ranking is based on a survey conducted by the independent market research and consultancy firm, trendence. 18,000 young professionals with academic qualifications and up to ten years of professional experience were asked about their preferred employers and career plans, and evaluated AIDA Cruises as a top employer.

"We are delighted with the positive reputation of our employer brand. As an internationally-oriented, young company, it is particularly important for us to get young professionals interested in AIDA Cruises and to promote junior personnel. To this end, we have put customized Junior Development programs in place that accompany young professionals on their career path," explains Dörte Raasch, Director Development & Experience, Human Resources Management at AIDA Cruises.

The results of the survey serve employers and employees as orientation and a benchmark.

Further information is available at: www.aida-jobs.de

Rostock, November 23, 2017

About AIDA Cruises:

AIDA Cruises is one of the fastest growing and commercially most successful tourism businesses in Germany. The company employs about 9,000 people from 40 countries on shore and on board AIDA ships. AIDA Cruises operates one of the world's most state-of-the-art fleets, currently comprised of 12 cruise ships. Two new ships built at the Meyer shipyard in Papenburg (Germany) will join the fleet by 2021. With its "Green Cruising" concept, AIDA Cruises will be the first cruise company in the world that can power its new generation of ships entirely with LNG (liquid natural gas) from 2018. More information at www.aida.de.