



AIDA Cruises awarded the German Fairness Award for the fourth time in a row

October 11, 2017

The cruise company AIDA Cruises has once more received the German Fairness Award 2017. In cooperation with the n-tv news station, the German Institute for Service Quality conducted a comprehensive survey among more than 45,000 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 special honor for us to be awarded for the fourth 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 offer our guests an unforgettable holiday experience," said Steffi Heinicke, AIDA Cruises' Vice President Guest Service.

Companies who are particularly fair to the consumer and who set standards in their industry are honored in this way. 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.

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. With currently twelve cruise ships, AIDA operates one of the most state-of-the-art fleets in the world. Two new ships built at the Meyer shipyard in Papenburg (Germany) will join the fleet by 2021. From 2018 on, AIDA Cruises will be the world's first cruise line capable of powering its new generation of ships entirely with LNG (liquefied natural gas). More information at www.aida.de

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