



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

October 29, 2018

The cruise company AIDA Cruises has once more received the German Fairness Award 2018. In cooperation with the n-tv news station, the German Institute for Service Quality conducted a comprehensive survey among more than 50,000 consumers on the topic of fairness with regard to over 500 companies. AIDA again achieved first place, and is therefore the best-rated company in the cruise sector.

"For AIDA Cruises, transparency is one of the most important considerations in responsible corporate governance. We consequently cultivate an open, respectful interaction with our business partners, our guests and with diverse interest groups," said Hansjörg Kunze, AIDA Cruises' Vice President Communication & Sustainability.

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.

Since 2007, AIDA Cruises has documented its commitment to the environment and society in a transparent manner in its annual Sustainability Report "AIDA cares". The latest report from 2018 can be found online at www.aida.de/aidacares.

Rostock, October 29, 2018

About AIDA Cruises:

AIDA Cruises is one of the fastest growing and commercially most successful tourism businesses in Germany. The company employs about 11,400 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. Three new ships built at the Meyer shipyard in Papenburg (Germany) will join the fleet by 2023. From 2018 on, AIDA Cruises will be the world's first cruise line capable of powering its new generation of ships with LNG (liquefied natural gas) at shore and at sea. More information at www.aida.de