



AIDA Cruises honored with eLearning Award

February 16, 2017

On February 15, 2017, the cruise line AIDA Cruises received the eLearning Award at the prestigious education fair Didacta 2017 in Stuttgart. The fully automated introductory training, which had been submitted for the award by Human Resources at AIDA Cruises, was honored as the project of the year in the "Learning Management System" category.

The company had developed a flexible, interactive and simple online tool to train new AIDA crew members and prepare the future on-board employees for their upcoming responsibilities in the Guest Service area. The variety of media components combined with sophisticated graphics ensures diverse and motivated learning.

"The development of our new onboard program was a very extensive and multifaceted project. With new methods, gamification and an integrated feedback culture, it represents significant progress in the digital training area. The great advantage compared to previous presence training: All crew members can complete the training at their individual learning pace – independently of the time and place and on the end devices of their choice," explains Sofie Jähnig, manager of Experience & Training at AIDA Cruises.

The new onboard program has now proven itself in practical use for several months. Thanks to this online tool, more than 1600 international crew members have already had a problem-free introduction to life and work on board the AIDA fleet.

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. The cruise line invests heavily in the continuous and sustainable advancement of its employees. Highly modern and interactive training formats help in the individual career planning.

AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. In summer 2017 AIDA Cruises will welcome its twelfth cruise ship – AIDAprima – to the fleet with the smiling lips. Two more new ships will be commissioned in 2019 and 2021. AIDA is the world's first cruise operator to apply the "Green Cruising" concept, powering its new generation of ships entirely with LNG (liquefied natural gas).

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