



AIDA Cruises presents the first Tour Operator Service Award

November 20, 2018

For the first time, the cruise line AIDA Cruises has presented the "Tour Operator Service Award". As part of a large-scale survey, AIDA Cruises asked its guests what their favorite shore excursions had been in the 2018 summer season. Thousands of guests gave their feedback on excursions offered by 50 agency partners. Atlas Travel in Croatia won first place, followed by Iceland Travel in Iceland (Akureyri, Isafjörður, Seydisfjörður, Reykjavík) and Estonian Holidays in Tallinn, Estonia.

To determine the winner, several thousands of guest comments were evaluated using a feedback system on board between May and September 2018. In addition to quality and guest satisfaction, the recommendation rate was also an important criterion in selecting the winners.

At the end of October 2018, Mirna Perkic and Ružica Glibota from Atlas Travel accepted the award on board AIDAblu from Dana Keller, Team Coordinator for the excursion program in Croatia at AIDA Cruises, and the ship's management with Captain Tönnies Kohrs and General Manager Steffen Haller. The agency was also pleased to receive an electric scooter for sustainable travel in the future.

The next Tour Operator Service Award will be presented in spring of 2019. From November 2018 to March 2019, all AIDA guests will again be asked for their opinion. This time, they can choose from shore excursion options offered by more than 100 agencies on the Canary Islands and Madeira, as well as cruise destinations in the Indian Ocean, Southeast Asia, the Caribbean, Arabian Gulf, and the Western Mediterranean.

AIDA Cruises currently offers over 6,000 different excursions at its worldwide destinations. The cruise line not only strives to provide unforgettable experiences for its guests but also to contribute to environmental protection and to promote cultural heritage and further development at its cruise destinations.

Back in September 2012, AIDA Cruises launched a joint project with the sustainability initiative Futouris e.V. to establish standardized criteria for sustainable shore excursions. The goal of this project was to create a transparent basis for comparing the sustainability of individual excursion offers and to base the evaluation on measurable and scientific criteria.

More than 1,000 AIDA Cruises shore excursions (incl. bike and Pedelec tours) bear the sustainable tree symbol.

More information on AIDA Cruises' diverse cruise program can be obtained at travel agencies, by phoning the AIDA Customer Center at +49 (0) 381/20 27 07 07, or online at www.aida.de.

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