



AIDA Cruises starts new round of training

August 1, 2019

On August 1, 15 young people will start their training with the cruise company AIDA Cruises and at the AIDA Customer Center.

Ten future travel agents will be joining the AIDA Customer Center in August. AIDA Cruises, meanwhile, will gain a media designer, an industrial manager and, for the first time, three e-commerce trainees. E-commerce management – a relatively new professional qualification – is a new course of training with AIDA Cruises this year. The syllabus takes in commercial subjects as well as content marketing, the use of CMS tools, search engine optimization, and graphic design. The trainees will be deployed in various departments including Digital Business Development and the Online Shop.

To start their traineeships, these young people will have a one-month induction phase – known as onboarding. This is when they will learn the basics for working with the company. Then, from August 29 to 30, the "newcomers" will get to grips with their first big project, when they will be in Rostock for the EXPI YOU Power Days. At this event for young travel agents, participating tourism and travel agency staff will work with AIDA trainees in several different training years, at various workshops. The trainees will also get to visit one of the AIDA fleet's ships, and enjoy an original AIDA Silent Party on the beach.

AIDA Cruises is one of the fastest-growing and commercially most successful tourism companies in Germany, and offers specialist and management personnel in a wide range of areas excellent career opportunities in international teams. There are currently around 14,000 employees from 50 countries working on shore and aboard the 13 AIDA ships. The company will commission three more cruise ships by 2023.

Current job offers can be seen at www.aida.de/careers. AIDA Careers posts exciting stories and vlogs, highlights from the new reality series "The Crew Journey", and information about interesting entry and career prospects aboard the ships of the AIDA fleet on YouTube and Instagram.