



AIDA Heartbeat - February is all about love at AIDA

February 1, 2023

February 14 is Valentine's Day. Millions of people around the world celebrate this day of love. AIDA Cruises even celebrates for an entire month: February at the cruise company with the kissing mouth is themed "Heartbeat" with stories and activities around the theme of love and appreciation. Many highlights await the guests during this month.

Heart on Board - the new dating show on VOX

Valentine's Day marks the start of broadcasting for the new four-part TV dating show "Heart on Board," which is aired every Tuesday from 8:15 p.m. on VOX or on RTL+ from February 14, 2023. In "Heart on Board," four women go on a highly emotional voyage through the Mediterranean on the cruise ship AIDAcosma. Every shore leave becomes a tension test for the heart, because in every port the single ladies meet a new man. With every stop that AIDAcosma makes, a fateful decision is made between two men: With whom will the singles embark on the next leg of their voyage, and who will they leave behind at the pier? Once decided, there is no way back. The women will be accompanied by host Wayne Carpendale, who, in addition to his role as host, will also act as cupid here and there on board.

AIDA PINK VALENTINE from February 9 to 15, 2023

Around Valentine's Day, vacation offers to fall in love are on the program. The action starts on February 9 at 10:00 sharp. The trips at irresistible prices are bookable on aida.de, at travel agencies and at the AIDA Customer Center at +49 381 20 70 07 07.

Community campaign for special AIDA moments

In a major community campaign, AIDA Cruises is collecting very special moments that guests have experienced on their AIDA voyage until February 28, 2023. Whether alone, with their favorite person or with the AIDA crew, on board or ashore: In which moment was the heartbeat loudest? It's easy to take part: upload a picture of your best AIDA moment to aida.de/momente by February 28 and briefly describe why this particular experience was so magical. The ten contributions that go to the heart the most will be rewarded with an AIDA fan package at the end of the campaign.

Heartbeat on board for guests

Of course, February is also all about love on board the AIDA ships. Guests can look forward to lovingly prepared events and promotions - from culinary experiences to special arrangements in the Body & Soul Spa, at the photo shoot or in the stores.

All information on AIDA's Month of Love at www.aida.de.

Rostock, February 1, 2023