



Now also on AIDAPERLA: AIDA Cruises opens second LEGO® Store

October 7, 2022

The cruise company AIDA Cruises has expanded its cooperation with the Danish toy manufacturer "The LEGO Group". A second LEGO Store opened on October 6, 2022, on AIDAPERLA, implementing the manufacturer's full-store concept.

Young and adult fans of the colorful bricks can get excited and inspired in the new LEGO Store on 75 square meters: The offer ranges from classic LEGO worlds such as LEGO® DUPLO® and LEGO® City to the 5,000 brick LEGO® Hogwarts Express™. The official LEGO mascot, a two-meter-tall sailor, has also signed up on board. In addition, guests can look forward to exciting activities and events where they can discover their creative side and let their imagination run wild. The store's new modular retail design concept picks up on the typical LEGO design language and offers a unique shopping experience on board AIDAPERLA.

The world's first LEGO store on board a cruise ship opened on AIDA PRIMA in September 2021.

"We are very excited to further expand our LEGO experience. The positive feedback from our guests on the first LEGO Store aboard AIDA PRIMA has encouraged us to develop this concept further," said Casper Koch, Director Onboard Revenue at AIDA Cruises. "The new store on AIDAPERLA is a real highlight for grown-ups and children alike and serves as the perfect addition to our extensive family offering."

Annette Rosendahl, LEGO Group Head of Travel Retail Development, added: "We are very pleased to extend our co-operation with AIDA Cruises with our second LEGO cruise shop onboard AIDAPERLA. This store will differentiate from the first store onboard AIDA PRIMA, with our new retail design offering several fun, playful and engaging touchpoints for the whole family, and we really look forward to thrill AIDA guests in all ages with this new experience."

With its diverse product range, the long-established Danish company is one of the largest toy manufacturers in the world. The LEGO Group has twice been named "Toy of the Century."

The new LEGO Store on AIDAPERLA is now open and welcomes guests on board. For more information on AIDA voyages and booking, contact the travel agency, the AIDA Customer Center at +49 (0) 381 / 20 27 07 22 or visit www.aida.de.

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