The Voice Competition: Aida Style

Passengers aboard four AIDA cruise ships in 2014 will have the opportunity to show that they have what it takes to become – maybe – a recording star as AIDA introduces “The Voice of the Ocean” competition series in cooperation with Talpa Media.

Passengers on 14-day sailings of the AIDAstella, AIDAsol, AIDAluna, and AIDAbella will get to audition to participate in the competition based on the hit television show *The Voice.* The top nine contestants on each sailing then will take part in blind auditions before a panel of three “Coaches” seated, with their backs to the contestants, in the famous red chairs. Upon hearing the unseen contestants sing, each Coach will select three to be on his or her team with the magic words “I want you!”

The nine finalists will sing, backed up by AIDA’s onboard bands, in a Grand Finale in AIDA’s unique Theatrium multi-level music venues. After the Coaches each select one winner from each of their teams, the AIDA audiences will choose the ultimate winner. A vocal coaching session or an invitation to the auditions of "The Voice of Germany" awaits the winner.

Similarly, perhaps more vocally-challenged passengers on three AIDA ships will have the chance in 2014 to compete in an Ocean-going version of *Who Wants to be a Millionaire,* Germany’s most popular game show. The entertaining game show, adapted and licensed for AIDA Cruises as part of an exclusive partnership with Sony Entertainment, will be played in front live audiences on select sailings of the AIDAluna, AIDAsol and AIDAmar.

On board AIDA, contestants will play for a million points rather than money. To begin the show, audience members on AIDA cruses will be given voting devices, which they can use to play for the chance to be in the Hot Seat. Like in the original show, as the game progresses, the audience can also be used as a lifeline. Audiences also will get the chance to guess the answer themselves.

If a contestant makes it all the way to the 15th level of play, they will win a trip of lifetime – a ticket for the 86-day maiden voyage of AIDAprima from Japan to Hamburg in early 2015. A number of other attractive AIDA trips and other prizes can be won by contestants.

AIDA, based in Rostock, Germany, is a subsidiary of Carnival Corporation & plc. It currently operates a fleet of 10 cruise ships aimed primarily at the German-speaking market. AIDA and its ships are renowned for their youthful style and casual service. As seagoing "club resorts", AIDA ships have many on-board amenities and facilities that attract younger, more active vacationers