

# Press release

Press release, 2 July, 2014

## **Summer voyages show brisk sales**

**Tourism by sea from Finland to nearby Tallinn in Estonia and Stockholm in Sweden is becoming more and more popular. Viking Line's summer cruises are showing brisk sales, and car deck spaces are occasionally sold out. People often decide at short notice to travel by ship, but it pays off to reserve a car space well in advance.**

This summer there has been particularly heavy demand for car spaces between Helsinki in Finland and Tallinn. Viking Line has added departures on this popular route June 12–August 30, 2014, and these additional departures have been welcomed in both Finland and Estonia. Despite this extra capacity, car spaces have occasionally been sold out, especially towards the end of the week.

“Demand for car spaces is usually heaviest a few days before departure, and then they unfortunately often sell out. So it makes sense to reserve your car space early. If you book and pay for a car space no later than seven days before departure, the price is also lower,” Jaakko Ahti, Viking Line's Product Manager for the Tallinn route, reminds passengers.

Thanks to its extra departures, Viking Line can offer a wide range of voyages to Tallinn, from cruises of varying lengths to different hotel and car packages. The demand for hotel packages in Estonia is rising, both in Tallinn and elsewhere in the country.

Viking Line's new destination in southern Estonia is Otepää, a beautiful, green and hilly region. The area is well suited for families, offering a large and diverse Adventure Park, attractive beaches on Lake Pühajärv, various sporting activities and more. Rakvere, about 100 kilometres from Tallinn, also offers fun and interesting experiences for the whole family.

## **Tickets to ABBA The Museum without standing in a queue**

One of the hottest attractions in Stockholm is ABBA The Museum. Inside the museum, which turns people's assumptions about museum visits upside down, you can dress up in ABBA's stage costumes, sing at the Polar Studio or participate in a hologram show with the legendary pop music group.

By reserving your tickets to ABBA The Museum through Viking Line, passengers can avoid queues there, while also receiving a discount on cruises between Helsinki and Stockholm.

Viking Line's vessels bring passengers directly to Södermalm, the heart of Stockholm. Just around the corner is the trendy SoFo neighbourhood with its shops, cafés and restaurants. Also worth keeping in mind are such favourite spots as the isle of Djurgården – part of Stockholm's “urban national park” – and its Junibacken children's book theme park and Gröna Lund funfair.

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## **Children occupy conference departments**

Summertime the conference departments on all Viking Line vessels have been transformed into kids' play and activity areas until mid-August. Our ship's cat Ville Viking will entertain your children during the voyage, and with a Ville Viking bracelet children can get unlimited soft drinks and other fun benefits.

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