

Press release

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Viking Line honours its 200 millionth passenger

On Wednesday 10 December, Viking Line celebrated a significant milestone when its total number of passengers reached 200,000,000. The 200 millionth passenger, who could look forward to a luxurious cruise, was surprised at the company's Helsinki terminal before departing to Stockholm. This lucky person will also enjoy a free cruise for the next ten years. Other passengers and local residents also participated in the day's celebration.

Viking Line reached a dream number on Wednesday, when its 200 millionth passenger walked on board the M/S Gabriella in Helsinki prior to departure for Stockholm. This passenger began her voyage with cake and coffee on the bridge of the vessel, accompanied by the captain. Her celebratory voyage will also include overnight accommodations in a suite and a dinner at the Food Garden à la carte restaurant.

"I'm positively surprised and quite frankly rather overwhelmed at all the attention. It feels good," says the happy 200 millionth traveler Meliina Lintukangas.

The winner will also receive every year free cruise for the next ten years on Viking Line's ships. The guest of honour and her party receive a free champagne breakfast. In addition, all other passengers on the celebratory cruise were treated to sparkling wine. Viking Line also honoured its friends on land, with the mascot ship cat Ville Viking strolling around Helsinki giving out vouchers for cruises.

200 million voyages and memories

For many Finns, a Viking Line cruise was their first trip abroad. Since 1959, the big red boats have provided more than 200 million sea voyages, experiences and memories.

"Two hundred million passengers is a really nice figure. In principle, it means that all 5.5 million Finns could have travelled on our vessels nearly 40 times. Of course quite a few of our passengers come from other countries, and happily their share of the total is increasing all the time," says Jan Hanses, President and CEO of Viking Line.

People appreciate a quick, easy break from their everyday life. According to Statistics Finland, the most popular foreign holiday destinations for Finns are Estonia and Sweden. The Tallinn route is especially attractive to many travellers, as is Stockholm with its rich variety of activities. Viking Line's newest vessel, the M/S Viking Grace, is also attracting more and more people to enjoy cruising through the beautiful Turku archipelago, especially in the summertime.

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In the front row from the left Janne Lindholm, M/S Gabriella's intendant, Meliina Lintukangas, the 200 millionth passenger and Kaj Takolander, the Vice President and Head of Sales and Marketing in Viking Line Finland. In the back row Ville Viking and Santa Claus.

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