

Press release, September 1, 2016

Viking Line to offer new entertainment concept on its Helsinki–Stockholm route

Beginning in September, the programme on board the M/S Gabriella and M/S Mariella will be revamped so that the entertainment line-up will be based on themes that change daily. This will enable customers to schedule their cruise for a given weekday depending on their entertainment preferences. Early in the week we will offer more low-key dance band music, and starting with Wednesday’s rock- and blues-inspired atmosphere we will transition to the weekend, when it is party time.

Viking Line wants to offer passengers clear entertainment themes each weekday so that they can choose their travel date based on their own preferences. At our customers’ request, the programme is now even more focused on top Finnish artists, who will perform on the impressive stages of these renovated vessels. As a result of refurbishments, the number of dance cruises will also double since Finnish dance band artists will now perform on both the Monday and Tuesday evening cruises from Helsinki. Passengers are sure to have a chance to take a turn around the dance floor to the beat of artists such as Heidi Pakarinen, Lea Laven, the Finlanders and this year’s winning tango royals.

Wednesday departures, with the theme “Forever Young”, will include everything from blues to rock’n’roll, and we will see a number of ever-popular stars, from Pepe Willberg to Danny and Jiri Nikkinen & The Beatles Tribute Band. On Thursday evenings, top Finnish artists including Jari Sillanpää, Erin, Ellinoora, Jonne Aaron and Anssi Kela will perform.

On Fridays, it is party time on the red-and-white vessels heading to Stockholm. Party bands will be sure to raise the roof, and in the early morning hours guest DJs will provide a club atmosphere on the Baltic Sea. On weekends, the entertainment programme and dance floor at Club Mar will be entirely given over to the Love DJs club.

“For many of our passengers, top-quality entertainment is what makes their whole cruise. On our ships, it is easy and convenient for people to see their favourite artists perform, and at no additional cost. Our customers have expressed a particular desire to see more Finnish artists on our vessels, so in line with our new entertainment concept there will be even more home-grown stars performing on the Helsinki–Stockholm route beginning in September,” says Lauri Orpana, Viking Line’s route manager.

Young people to take over the red-and-white vessels during the autumn break

During the autumn school holidays, October 14 to November 6, special programmes will be offered on Viking Line’s vessels, with many artists who are favourites with young people performing on board: Roope Salminen & Koirat, Anna Abreu, Benjamin and Kasmir. A special programme featuring company mascot Ville Viking is also promised. Among other activities on offer, young people will have the chance to take part in the Circus Hot Spot school.

For further information, please contact:

Christa Grönlund, Communications Manager, Finland, christa.gronlund@vikingline.com, +358 9 123 5242
Lauri Orpana, Route Manager, lauri.orpana@vikingline.com, +358 9 123 5252