

Press release

January 7, 2015

All-time passenger record for Viking Line

The number of passengers who travelled on Viking Line vessels during 2014 was 6,610,146 (2013: 6,533,650) or 76,496 more than the year before. This was an all-time record. The Helsinki (Finland) – Tallinn (Estonia) route accounted for the largest increase, thanks to the expanded service offered last summer. On December 10, Viking Line reached another significant milestone, when the total number of passengers since service began in 1959 passed the 200 million mark. Cargo volume continued to increase. The number of cargo units carried during 2014 was 129,255 or 8 per cent more than in the previous year.



Services on the various routes

Thanks to the addition of extra departures by the M/S Mariella and the M/S Gabriella on the Helsinki – Tallinn route during the summer, the number of passengers on this route rose to 2,025,583 (1,856,703). This was an increase of 9 per cent compared to 2013. Viking Line has decided to continue with the same concept during the summer of 2015 as well.

On the Turku (Finland) – Åland Islands (Finland) – Stockholm (Sweden) route, passenger volume stabilised after a record year in 2013. The number of passengers on the M/S Viking Grace and the M/S Amorella decreased to 1,935,958 (2,092,897). Viking Line was the market leader on this route, with a 56 per cent market share.

On the Helsinki – Mariehamn (Åland) – Stockholm route, where the M/S Mariella and the M/S Gabriella provide service, the number of passengers was stable. During 2014 there were 1,063,027 (1,068,537) passengers.

Press release

January 7, 2015

Passenger volume on the M/S Viking Cinderella, which provides cruises from Stockholm to Mariehamn, rose to 859,001 (840,089). At year-end 2013 the M/S Viking Cinderella also carried out a four day long charter cruise serving the Russian market from St. Petersburg. This was followed by cruises between Helsinki and Tallinn until January 7. On January 7 the vessel was taken out of service for a lengthy dry-docking, including extensive remodelling, and returned to scheduled cruise service on January 25. Customers have greatly appreciated the vessel's new features. During the summer, the M/S Viking Cinderella was chartered from June 28 to July 4, 2014 and stationed in Visby on the Swedish isle of Gotland during the Almedalen Week, a large gathering of Swedish political and business leaders.

On the short route across the Sea of Åland between Mariehamn and Kapellskär (Sweden), passenger volume on the M/S Rosella rose by more than 7 per cent to 706,578 (659,277). Among the reasons for this increase were more departures during 2014, good summer occupancy and a larger number of Swedish cruise passengers.

"A total of more than 6.6 million voyages took place on our vessels during the year, which is encouraging. We can be proud of having set an all-time passenger record," says Jan Hanses, President and CEO of Viking Line.

A tough market situation still prevails in Viking Line's service area, combined with adverse economic conditions in Finland that affect the pattern of consumption. During 2014 this had a negative impact on net sales revenue per passenger. The Viking Line Group's Year-end Report for the financial year 2014 will be published on February 19, 2015.

For further information, please contact:

Johanna Boijer-Svahnström, Head of Communications, Corporate Communications,
johanna.boijer@vikingline.com, tel. +358 18 270 00

Peter Hellgren, Executive Vice President, Sales and Marketing,
peter.hellgren@vikingline.com, tel. + 358 18 270 00