

Press release, May 12, 2015

Viking Line offers more summer departures to Tallinn

Viking Line is expanding its capacity on the Helsinki (Finland)–Tallinn (Estonia) route again this summer, in response to rising demand on this route. The extra daily sailings are operated with the two Viking Line vessels that provide service between Helsinki and Stockholm (Sweden). In addition to their normal route, they will take turns offering one daytime sailing to Tallinn and back.

More and more people travel between Finland and Estonia for holidays. This means heavy demand for passenger vessels, especially during the summer. In 2014, Viking Line launched a system of using its vessels on the Helsinki–Stockholm route, M/S Gabriella and M/S Mariella, to offer a daytime cruise to Tallinn and back instead of remaining in Helsinki harbour during the day. This arrangement significantly boosts the number of daily summer sailings to and from Tallinn, while adding needed car spaces on the route.

“Summer is by far our liveliest season. Although the number of seagoing departures between Helsinki and Tallinn may total up to more than 30 per day, many travel alternatives are often sold out,” says Jaakko Ahti, Route Manager at Viking Line.

Last year the number of Viking Line travellers on the Helsinki–Tallinn route rose by nearly 30 per cent. In practice, this meant an increase of more than 175,000 passengers on the route. The extra capacity thus clearly corresponded to demand. This summer, extra departures to Tallinn on the Gabriella and the Mariella will take place during the period June 13–August 9, 2015.

Culinary tourism is increasingly popular

Among Finnish passengers, young adults in particular have discovered the shopping opportunities available in Tallinn. Culinary tourism is also attracting more and more people, both in terms of restaurant visits and food purchases. Prices in Tallinn are still attractive and the city’s youthful new restaurants have become highly popular.

“Tallinn is a European capital that is constantly evolving. I also recommend visits outside the city centre, since that is where you will find Tallinn’s perhaps most interesting areas. Aside from traditional purchases, it is also worth the effort to explore other shopping alternatives, such as flea markets, hardware stores and gardening shops,” says Jaakko Ahti.

More and more families are also travelling to Estonia, since it is regarded as a convenient destination with many sights and activities suitable for children. Close to the centre of Tallinn are the city’s zoo and the Vembu-Tembumaa summertime amusement park with its water slides.

Viking Lines summer timetable on the Helsinki-Tallinn route, June 13–August 9, 2015:

VESSEL	HELSINKI	→	TALLINN	VESSEL	TALLINN	→	HELSINKI
Mariella/Gabriella	10.30	→	13.15	Viking XPRS	08.00	→	10.30
Viking XPRS	11.30	→	14.00	Mariella/Gabriella	14.00	→	16.50
Viking XPRS	21.30 (Sun. 20.00)	→	24.00/07.00 (Sun. 22.30)	Viking XPRS	18.00 (Sun. 16.30)	→	20.30 (Sun. 19.00)
Viking XPRS	-	-	-	Viking XPRS	00.10	→	10.30

For further information, please contact:

Christa Grönlund, Communications Manager, Marketing Communications,
christa.gronlund@vikingline.com, +358 9 123 5242

Jaakko Ahti, Route Manager, Helsinki–Tallinn, jaakko.ahiti@vikingline.com, +358 9 123 5284

Johanna Boijer-Svahnström, Head of Communication, Corporate Communications, Viking Line,
johanna.boijer@vikingline.com, +358 18 277 00

