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Viking Line has launched its new online booking system

Viking Line has placed a new booking system into service on its websites. The goal has been a mobile-friendly and flexible system, since most customers book their trips online. One improvement is that Viking Line customers can now more easily compare prices for different travel alternatives.

The new system enables Viking Line to offer much more versatile online booking than before. This is important because up to 70 per cent of all individual voyages are booked today via Company websites. Meanwhile statistics show that visitors to these sites have quadrupled in the past decade.

“We live in an online society. More and more people prefer to handle their business transactions on the Internet. Our websites and booking system have to be responsive and easy to use. This means they must look good regardless of whether you are using a computer, tablet or smartphone,” says Gustaf Eklund, Head of Customer Business Development at Viking Line.

Responsiveness has become even more important now that Google, the most popular search engine, has announced that mobile-friendly websites will enjoy higher priority in searches. After the booking system reform, Viking Line’s websites are totally responsive in all language versions.

The reform also allows greater transparency, since a customer can now compare what a trip costs on a given day compared to other days for up to one month ahead. The system can also suggest trips that are more economical – for example if a cruise would be cheaper than two route trips. The customer can also receive suggestions for alternative trips if a given day is sold out.

Ten years ago, about 25 per cent of all trips on Viking Line were booked via the Internet. The corresponding figure today is around 70 per cent, and the goal is 80 per cent once the booking reform has had its full impact. Some people still prefer personal service by telephone or at a counter, and these alternatives will of course also remain available in the future.

The modernised web booking system has been placed in service gradually and has now been launched in all language versions except Russian.

“A stepwise launch process has enabled us to minimize risks and fine-tune functionality before placing the system in service on a large scale,” says Kjell Lindvall, Web Development Manager at Viking Line, who has led the online reform.

Viking Line makes about a million individual bookings per year on the Internet. Finland is the largest market, with about half of all bookings. Next in volume are Sweden and Estonia, followed by other international markets such as Germany and Russia.

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