

Press release, June 15, 2015

Summer voyages are selling quickly

Sea voyages in the summertime from the Finnish mainland to Tallinn (Estonia), Stockholm (Sweden) and the Åland Islands are increasingly popular. It is wise to book your voyage early, since the departures that are in heaviest demand are already beginning to fill up. Viking Line is boosting its capacity on the Helsinki–Tallinn route this summer by having the M/S Mariella and M/S Gabriella take turns providing an extra daytime sailing to Tallinn and back instead of remaining moored in Helsinki. The most popular departures will soon be sold out, despite this additional capacity.

The liveliest season on Viking Line's ships starts just before the Midsummer holiday weekend in the second half of June. Today the total number of trip reservations for July is larger than on the same date last year, but there are still a few openings left on each day.

"The trend seems to be that people plan their voyage with shorter and shorter notice. There is still room on our summer departures, but if you want to make sure of travelling on a particular day, it is worthwhile to book early," says **Kaj Takolander**, Head of Sales and Marketing in Finland and the Baltic countries.

Stockholm a favourite among families with children

Significantly more voyages to Stockholm are currently being booked than at the same time last year. Departures during the next few weeks are largely sold out. One big attraction in Stockholm during the summer is the isle of Djurgården – part of the city's "urban national park" – where visitors can enjoy the Skansen open air museum and the Gröna Lund funfair. A favourite of families with children is the Junibacken theme park, which features the characters created by Swedish children's book author Astrid Lindgren; this year Junibacken will also offer a Moomin exhibition in honour of the 100th birth anniversary of Swedish-speaking Finnish author Tove Jansson.

The Viking Line terminal in Stockholm has good connections with various destinations around the Swedish capital. For example, passengers can ride a bus or a waterbus directly to Djurgården from the terminal.

Broad range of attractions in Estonia is drawing new visitors

With its international shopping opportunities and reasonably priced services, Tallinn is popular among Finnish-based visitors. The city still offers numerous products not available in Finland. High quality Estonian design has also awakened interest among the Finns.

Those visiting the Estonian capital have also discovered fascinating areas outside the Old Town. For example, the urban galleries and shops of Telliskivi have become appealing destinations.

"Nowadays many people also visit Estonia on non-leisure trips. Finns are increasingly often attracted by everyday services and products on the other side of the Gulf of Finland," says Jaakko Ahti, Helsinki–Tallinn Route Manager at Viking Line.

It is also worth visiting other parts of Estonia outside Tallinn, either by car or public transport. For example, through Viking Line you can easily book a spa holiday in Rakvere or in the beach town of Narva-Jõesuu in eastern Estonia.

Viking Line offers all destinations under one roof

Viking Line makes it easy to book spa packages, tickets to attractions, return trips to a range of tourist destinations and the versatile Tallinn Card, which opens the doors to many sights. For visitors to Stockholm, too, it is wise to book tickets to the sights of Djurgården in advance.

“We recommend that when reserving your voyage, you also pre-book various activities in order to avoid unnecessary queuing. Viking Line provides many kinds of services to its customers and aims at offering a wide variety of extra services all under the same roof,” says **Lauri Orpana**, Helsinki–Stockholm Route Manager.

For further information, please contact:

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

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

Lauri Orpana, Helsinki–Stockholm Route Manager, lauri.orpana@vikingline.com, +358 9 123 5252

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