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Åland Islands attracting more visitors, despite the chilly summer

Åland is still one of Viking Line's most popular destinations. Nor has chilly weather so far this summer decreased people's interest in this 6,700-island Baltic Sea archipelago. For example, the number of hotel bookings made through Viking Line has increased noticeably compared to last year. This summer Åland is offering a number of new events and sights – including Smart Park, which combines experiential education with fun.

For Viking Line's customers, Åland remains one of the most attractive travel destinations, as demonstrated by their interest in accommodations there. The number of holiday cottage and hotel bookings made through Viking Line is 9 per cent higher than in 2014. More and more people appreciate a safe, calm destination that is close to nature, while also wishing to squeeze in as many experiences as possible during their holiday.

"Åland is a good alternative because the distances are short and there is a wide range of activities. It may be worthwhile to book your trip early, since at some point it will become difficult to find accommodations – especially if and when summer weather begins in earnest," says Anette Torstensson, Product Manager at Viking Line.

Viking Line vessels arrive in Åland ten times daily. Passengers can book accommodations ranging from simple cottages to hotel rooms and luxurious houses. Through Viking Line, they can choose among more than 200 cottages, for example. In Mariehamn, the all-new Hotel Pommern has opened its doors and at the Park Alandia Hotel, Viking Line's own ship's cat – Ville Viking – has furnished rooms especially for families.

New attraction: Smart Park

Popular activities for families with children are the Mariebad swimming pool and adventure bath complex, treasure hunting and climbing the rigging of a sailing ship at the Åland Maritime Museum or enjoying the many beaches. One new attraction this year is the seven-hectare (18 acre) Smart Park, an adventure park in Eckerö that opens in early July. It will offer playful activities for the whole family including adventure golf, radio-controlled boats and Segway driving.



Smart Park is all about learning through play, or "experiential education".

Åland is organizing a long series of summer events, from Sea Days in the Maritime Quarter (July 12-19) and one of Europe's biggest Viking markets (Kvarnbo, July 23-25) to the Rockoff music festival (Mariehamn, July 17-25) – this year featuring European Song Contest winner Måns Zelmerlöw (July 18), rock icon Tomas Ledin (July 20) and many other artists. The Åland Pride Festival (August 17-23) and the popular Åland Harvest Festival (September 21-23) are other attractions that will round out the season's many events.

You can reserve tickets to most activities in Åland through the Viking Line website. The Company recently launched a completely new, modern online system that makes it easy to book all your travel, accommodations and activities at the same time.

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