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Viking Line's Cruise App topped the list of downloaded apps

Two weeks ago, Viking Line launched the first cruise app on the Baltic Sea; it caught wind under its wings and immediately topped the list of downloaded apps. This app has become the most popular travel app at Google Play and App Store, as well as #5 on the list of the newest apps at Google Play.

Two days after the launch, over 5.000 persons had downloaded the app and in the end of the week close to 7.000 apps had been downloaded. On average, over 10.000 travellers board Viking Line's ships per day so the expectations are that there will be a major increase in the amount of downloads towards the end of the year.

– The excitement proves that there is a demand for this service. It will be interesting to follow up, which sections of the app are of interest to the users. We shall take note of the response from the users and develop the service further, says Kaj Takolander, Vice President Sales and Marketing at Viking Line.

The mobile application enhances communication between passengers on board and provides a totally new, social dimension to cruises. Passengers can for example create hidden conversations with their own travel group and make new acquaintances. In addition to the social features, passengers can also use the app to plan their own cruise programme and keep up with the entertainment program and other current matters on board. You can also make shopping lists before the departure.

Viking Line's cruise app can be used on the Helsinki–Stockholm, Turku–Stockholm and Mariehamn–Stockholm routes on board the M/S Mariella, M/S Gabriella, M/S Viking Grace, M/S Amorella and M/S Cinderella. The app has been available for download from Sept. 1, 2015 for iOS and Android devices at App Store and Google Play. It is worthwhile to download the app in advance, so that you can utilize the benefits already before the trip and immediately on board.

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