

Press release, March 15, 2016

## **Viking Line investing in service in Tampere and Pirkanmaa**

New passenger office in Tampere city centre

**The city of Tampere and the Central Finland region have traditionally been strategically important to Viking Line. Many passengers travel from these regions to both Helsinki and Turku in order to sail on Viking Line vessels. The number of inhabitants in these areas also increased in 2015. Alongside its online booking platforms, Viking Line still believes in personal service and quality customer advice. The Company is therefore opening a new passenger office in the main thoroughfare of Hämeenkatu in central Tampere.**

Viking Line will open its new travel shop in central Tampere on March 16, close to the central rail station and the Stockmann department store. The red Viking Line colour will be the main theme of the decor, which was also inspired by old cruise ships, with elements of ocean blue, fog and oak. The decor is designed by interior architect Kristiina Hallinen at architects' office KaiKai. Hallinen was even one of the interior designers for Viking Grace.

“People begin their trip as soon as they enter the passenger office. Since we would like to give our customers a warm welcome to Viking Line as soon as they step inside our updated premises, we wanted to make the shop as pleasant and comfortable as possible. Of course, it is increasingly common for people to book their voyage online, but Viking Line believes that customers still appreciate personal service and that bricks-and-mortar passenger offices are also needed going forward,” says Viking Line Regional Manager Riikka Suurkaulio.

The number of Viking Line passengers from Tampere and the surrounding region of Pirkanmaa increased in 2015. Passengers from these areas were especially interested in cruises on the M/S Viking Grace from Turku and the Viking XPRS route between Helsinki and Tallinn.

### **Closer collaboration with tour operators**

In addition to the new passenger office, Viking Line is improving the effectiveness of its collaboration with tour operators. Customers can now conveniently book their transport to the Turku and Helsinki ports of departure online via the travel agency Matkapojat. Matkapojat's extensive transport network and daily bus service to the harbours make it easy and convenient for Viking Line passengers to get to their vessel.

“Our aim is to also develop our collaboration with VR (Finland's state-owned rail company) and other bus companies so that we can offer our passengers even more convenient rail and bus connections to our ports of departure in Turku and Helsinki,” Ms Suurkaulio notes.

#### **For further information, please contact:**

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