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Viking Line's upgraded fleet receives the highest general ratings on the Baltic Sea

The upgrades to the M/S Mariella and M/S Gabriella further boosted customer satisfaction

In recent years, Viking Line has made significant investments to upgrade its fleet and improve travel comfort. Extensive renovations were carried out last year on the M/S Mariella and, this spring, the other vessel sailing the Helsinki-Stockholm route, namely the M/S Gabriella, was docked and renovated. On the basis of Viking Line's regularly conducted customer satisfaction survey, the upgrades have advanced travel comfort and bolstered customer satisfaction. Viking Line predicts that the summer season will fill their newly upgraded ships, so it's a good idea to make bookings well in advance.

Viking Line's customers have traditionally given high ratings for their cruise and route traffic. According to the national Business image survey, conducted in 2015 by Taloustutkimus, Viking Line received the highest general rating (7.92) of all the shipping companies operating in the Baltic Sea region.

"We have recently added the all-new M/S Viking Grace to our Baltic Sea fleet, and invested generously in the renovation of our existing ships. Today's travelers value comfort and quality, and the implemented upgrades are clearly reflected in our improved customer satisfaction ratings. We believe that the renovated ships will particularly attract business during the summer season, so if customers have a specific date or cabin class in mind, it would be wise of them to book their journey well in advance," recommends Kaj Takolander, Head of Sales and Marketing at Viking Line.

The impact of the extensive upgrades carried out last year on the M/S Mariella is reflected in Viking Line's own regular customer satisfaction survey. Upon its return to operation in April 2015, the upgraded vessel immediately achieved the customer satisfaction level of M/S Gabriella serving on the same route and had, in relation to this, improved its own customer satisfaction by nearly 24%.

Mariella's passengers have been especially impressed by the ship's tidiness and the quality of the upgraded cabins. While docked for renovations, the ship was outfitted with, for example, a completely new Comfort cabin class. These new comfortable cabins include cushiony double beds. The ship's new social-dining restaurant, Plate, has also received praise in feedback from passengers.

The same type of positive boost in customer satisfaction figures was also seen following the M/S Gabriella's return to service on 21 April 2016. Due to its still short time back in service, we cannot say anything yet about long-term trends, but the results for May and June predict an even greater increase in customer satisfaction ratings than were achieved with the M/S Mariella. On the basis of the M/S Gabriella's results, the improved customer satisfaction appears to be particularly in response to

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friendly personnel, ship tidiness and overall impression, which, thanks to the extensive renovation, all passengers are able to enjoy.

“Today’s passengers expect better service on board. They value clean and beautiful premises, pleasant and comfortable cabins and, above all, genuine and friendly service attitude. These are the factors that guarantee a successful maritime experience, a break from the bustle of everyday life,” explains Patrik Levlin, Customer and Market Analyst for Viking Line.

Viking Line regularly surveys its passenger satisfaction with its BVK (Bästa Viking Kund) survey. The survey is sent to all Viking Line passengers and approximately 200,000 responses are returned each year. The survey has been in use for several decades already and it provides valuable information that enables Viking Line to better respond to the wishes of its customers, for example, in terms of ship renovations and the plan for future operational development.

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