

Press release, February 15, 2017

## **Viking Line's updated loyalty programme rewards returning customers**

**Viking Line is launching its updated Viking Line Club customer loyalty programme on February 17. From then on, Viking Line Club members will earn bonus points, or Boats, on cruise bookings and purchases on board, for instance. These Boats can then be used from the beginning of 2018 to pay for travel bookings. In conjunction with the relaunch, a new Plus membership level is being introduced in the Viking Line Club. Members at the Plus level will earn twice as many Boats and will also receive special offers in restaurants, shops and nightclubs on board.**

Viking Line wants to reward cruise fans and loyal customers by offering them an even wider range of benefits and experiences on the Baltic Sea. In the updated Viking Line Club customer loyalty programme, returning customers will earn bonus points, or Boats, that can be used to pay for travel bookings beginning next year.

It is easy to earn Boats – Viking Line Club members earn Boats every time they book a trip or buy products on board the company's vessels. People at the customer loyalty programme's Member level earn one Boat for every euro they spend. In the future, people will also be able to earn Boats, for instance, by taking part in various member surveys. Along with earning Boats, members will have access – as before – to different special offers on Viking Line vessels.

“The new Viking Line Club is, above all, an expression of our gratitude to our customers. We have listened to their suggestions for improvements, and the chance to earn bonus points has been a frequent wish. We are pleased that we can fulfil that wish with this new customer-oriented initiative. At the same time, we can reward loyal customers who sail on our vessels in an even more concrete way”, says Håkan Sourander, project manager of Viking Line's customer loyalty programmes.

### **The most loyal customers will be rewarded with Plus membership**

The new Viking Line Club also has a new membership level for the most dedicated passengers. Anyone who earns more than 1,000 Boats a year can become a member at the Plus level. These members earn twice as many Boats for each euro they spend. Viking Line's restaurants, shops and nightclubs also provide unique special offers and benefits only for members at the Plus level.

The Viking Line Club also rewards everyone earning more than 500 Boats with special offers.

### **One year to earn Boats in advance**

The updated Viking Line Club will be launched on February 17, 2017, when both old and new members can start earning Boats in advance. Boats earned in 2017 can be used for travel bookings starting in early 2018. Boats can be used any day of the year and are valid 24 months from the time they are earned.

**For further information, please contact:**

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