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Viking Line's bonus points, Boats, can now be used as currency

One year ago, Viking Line updated its Viking Line Club customer loyalty programme to offer members the opportunity to earn bonus points, or Boats, from cruise bookings and purchases made on board. Starting from 7 February, members will be able to use their Boats for all advance bookings on Viking Line ships, including restaurants, car and spa bookings. Boats are a valid currency that enables members to make bookings, free of any time limitations and other restrictive conditions.

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. The Viking Line Club customer loyalty programme, which was updated one year ago, enables loyal customers to earn bonus points, or Boats, that can be used as of 7 February as currency to pay for advance bookings.

At the same time, the website for Viking Line Club members has also been updated at vikingline.fi/club (in Finnish and Swedish only). On the updated website, members can, for example, view their Boat balance, current reward level and account events, as well as update their contact information. The site enables loyal customers to be among the first to hear about current offers and news.

“Our customer loyalty programme has been enthusiastically received by our customers since its launch last year. It’s great, now, that our cruise fans and loyal customers are able to take full advantage of all that the Boat system has to offer. We are grateful that our customers continue to choose Viking Line, and we want to reward them with a system that doesn't limit their travel dates and times or their use of the bonus points,” explains Håkan Sourander, Head of Central Marketing at Viking Line.

Viking Line Club members earn Boats whenever they book a trip or purchase products on Viking Line's ships. Passengers at the customer loyalty programme's Member-level earn one Boat for every euro they spend. Plus-level members earn twice as many Boats for each euro they spend. Additionally, Plus-level members have access to special offers and unique opportunities to be among the first to try out Viking Line Club's newest features. Passengers who earn more than 1,000 Boats per year become a Plus-level member.

In addition to earning Boats, all Viking Line Club members will continue to enjoy a broad range of different Club offers available on Viking Line's ships.

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