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Popularity of summer cruises on the rise

The summer is traditionally a busy time for cruise companies. Based on Viking Line's advance bookings, this summer's cruises are selling even faster than last year. The extra departures to Tallinn increase the summer month capacity on the very popular route. The number of advance bookings for July on the route between Helsinki and Stockholm is much higher than last year as well. On the other hand, summer cruises are often booked on the spur of the moment and there is still availability, e.g. on the Picnic Day Cruises from Turku.

According to the latest Viking Line customer survey, what people most want from a cruise is a getaway from everyday life. The second most important reason for going on a cruise was a longing for the sea, and pleasant experiences. During the summer, the ships pay extra attention to program for families with children and relaxing entertainment, even on short trips. This can be seen in an increased demand for family cabins and, e.g. six-hour summer cruises from Helsinki.

The demand for cruises in July from Helsinki to Stockholm is significantly higher than last year.

- Family cabins are often booked quite early but, e.g. at the turn of July–August, there are still four-person cabins available that accommodate a family. If the Finnish summer weather throws a surprise, a good option would be a Picnic Day Cruise from Turku, with programme for the whole family, recommends Mette Lindroth, regional manager at Viking Line.

All cruises offer good food as well as affordable shopping and a unique maritime atmosphere. Children's entertainment receives special attention, ranging from plenty of activities in Ville Viking's Adventure Island to the Baltic Sea Laboratory and the magician school.

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