

Media release

Media release 27 November 2018

Cruises are becoming more popular as an alternative way to spend the Christmas holiday

Over recent years, Christmas cruises have been growing in popularity. The demand is particularly high for Christmas Eve cruises, but it's also becoming increasingly desirable to depart on a cruise a bit earlier, on the day before Christmas Eve. At Christmas, the focus is on travelling in comfort and the best cabin classes are often sold out first. Some of the passengers are loyal customers for whom the Christmas holiday cruise is a time-honoured tradition.

The Christmas cruises are especially popular because they offer an easy alternative with a unique atmosphere. The journey gets a traditional start with a welcoming cup of mulled wine and gingerbreads. Viking Line places particular emphasis on its holiday catering. The Christmas Eve buffet includes a wide range of Finnish and Swedish delicacies as well as vegan alternatives.

The ships provide the possibility to relax and enjoy a Christmas sauna experience, and the holiday spirit on board is guaranteed by a visit from Santa Claus himself. The whole atmosphere is peaceful and filled with tradition. The ship programme includes live music and activities for children, including guided craft sessions and a visit from Viking Line's own Ville Viking. Those on the Christmas cruise to Stockholm will arrive in time to participate in for example the Christmas worship service held in the Finnish Church in the Old Town area of Stockholm.

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“The popularity of the Christmas cruises is understandable, since it’s an easy and high-quality way to leave the hustle and bustle of everyday life behind. The holiday atmosphere is assured by traditional treats, a diverse programme and a relaxed feeling. It’s clear that more and more people are ready to try new ways to celebrate their holidays. Last year, our Christmas cruises were practically booked solid,” says Lauri Orpana, Product Manager for Viking Line.

The customers on the Christmas cruises are a diverse group. There are for example a lot of older couples, who appreciate the calm atmosphere and the opportunity to sit down to a holiday spread that they didn’t have to prepare themselves. Families with children are also increasingly seeing the appeal of our Christmas cruises.

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