

# Media release

Media release 2 JULY 2019

## The lure of the sea draws customers – summer is the peak season for cruise holidays

Summer is the peak season for cruise ship travel. Viking Line has noted the high demand for more upscale cabins, in particular, this summer. The six-hour day cruises to Tallinn aboard the M/S Mariella and M/S Gabriella have also steadily increased in popularity with each new year.

Cruise ship holidays to nearby countries interest holiday-goers because of, among other reasons, their ease and flexibility. The high demand aboard Viking Line's ships is especially reflected in the increased requests for upscale cabins. During summer weekends, cabins with windows and car packages are selling very well. There is still plenty of room on board, however, since the ships offer a wide range of options for customers every day.

Viking Line has responded to the growing demand for upscale accommodation by renovating its cabins and their furnishings, particularly for the classic Helsinki–Stockholm route. This spring, the M/S Gabriella also introduced its special Ville Viking family cabins, which are equipped with a 160-cm-wide double bed and two Pullman beds (upper and lower bed) made up with Ville Viking sheets. The cabin features a refrigerator, a TV and a joyful decor featuring the adventures of the familiar Ville Viking character.

The summer season also calls passengers to take advantage of our day cruises and the ships' pleasant outdoor spaces.

“Interest in the short picnic cruises has been on the rise. During the summer, the ships' deck terraces are bustling with passengers looking to enjoy the summer weather, the sea and the archipelago scenery. Viking Line has paid special attention to this aspect by investing even more in its comfortable deck areas and services. The views from the newly opened 12th-floor Terrazza area of the M/S Viking Grace, for example, are so breathtaking that passengers are even willing to sit there and enjoy the scenery in chillier weather,” says Kaj Takolander, VP of Sales and Marketing, with a smile.

# VIKING LINE

# Media release

## Further information:

Kaj Takolander, VP Sales and Marketing,  
kaj.takolander@vikingline.com, +358 9 123 51

Christa Grönlund, Communications Manager, Marketing Communications,  
christa.gronlund@vikingline.com, +358 9 123 5242



**VIKING LINE**