

PRESS RELEASE 18 April 2013

FOR IMMEDIATE RELEASE

**M/S Viking Grace increased Viking Line's market share**

**Viking Line is satisfied with the start of the year for Viking Grace; the number of passengers during the first three months totals nearly 330,000. This helped Viking Line to increase its market share on the Turku–Åland–Stockholm route to 58.4 per cent (as at 31 March 2013), while a year ago at the same time it was slightly over 47 per cent.**

Viking Line's newest vessel M/S Viking Grace started operations on 15 January, and the number of passengers during the first three months (15 January – 15 April 2013) totalled 327,925. The number of passengers attracted by M/S Viking Grace on the Turku–Åland–Stockholm route increased by 58.6 per cent compared with the same period last year. Then the route was operated with M/S Isabella.

"We are happy to see that new customers have found their way to Viking Grace, that's what we hoped would happen. And it's particularly pleasing that our faithful regular customers feel at home onboard the new vessel", says Mikael Backman, CEO of Viking Line.

The conference rooms, new restaurant world and a completely new kind of Spa & Wellness department are the most popular services on Viking Grace. The high-quality cabins and the quiet running of the vessel have also gathered a lot of positive feedback from customers.

**Development work continues**

Viking Grace has been positively received among different customer groups, and Viking Line is very satisfied with the feedback from customers. According to the CEO, Viking Line cannot afford to stop, but Viking Grace as a cruise product is continuously a target of new development ideas.

"We aim at continuously developing our services and products on the basis of the feedback from customers in order to be able to serve them in the best possible way and exceed their expectations also in the future", Mr Backman sums up.

Viking Line has set up a working group for the development of cruise products. The scope of the working group includes all Viking Line vessels, not just Viking Grace. In the future, new service concepts will be introduced on different ships, and the best concepts will be used on other ships, too. The working group is headed by CEO Mikael Backman.

**M/S Viking Grace technical data:**

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Length: 218 m

Width: 31,8 m

Cruising speed: 22 knots

GT: 57,600

Route: Turku–Mariehamn/Långnäs–Stockholm

Classification: Lloyds Register

Flag country: Finland

Number of passengers: 2,800

Number of cabins: 880

Lane metres: cargo 1,275 m, passenger cars 500 m on deck 4 and 500 m on deck 5

**Further information:**

Christa Grönlund, Press Manager, Marketing Communications,

[christa.gronlund@vikingline.com](mailto:christa.gronlund@vikingline.com), tel. +358 9 123 5242

Johanna Boijer-Svahnström, Head of Communications, Corporate Communications,

[Johanna.boijer@vikingline.com](mailto:Johanna.boijer@vikingline.com), tel. +358 18 277 48