

Pressrelease

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M/S Viking Grace already hosts one million travellers

During its first year, M/S Viking Grace has reached a distinguished cruising landmark – one million passengers. The one-millionth traveller boarded the ship on 30 September 2013 in a festive atmosphere. Viking Line has been satisfied with the ship’s initial venture and the wide attention it has gathered. The rate of utilization has been quite positive and the vessel has inspired considerable interest – internationally as well.

With Viking Line’s newest boat, M/S Viking Grace broke the magical limit of one-millionth passenger yesterday, 30 September 2013. During a period of eight months, those on board have already managed to enjoy Turku’s beautiful archipelago as well as the ship’s unprecedented design, new services and restaurant concepts in addition to, of course, top-class entertainment. The ship’s personnel have taken care of the comfort of its travellers no matter how young or old, and this bold pioneer on the Baltic Sea has also attracted a completely fresh group of newcomers to join its multitude of veteran cruise enthusiasts.

“The green values respected by Viking Grace as well as its new type of design in particular has brought an impressively large number of new passengers on board. Internationality has also been seen amongst the visitors, and some very prestigious individuals have also been seen on these cruises, such as former Finnish president Mauno Koivisto,” Johanna Molin, Viking Grace Product Manager, glowingly relates.

Millionth passenger given a hero’s welcome!

The millionth customer was given a festive reception already at the terminal, complete with a gift of flowers and an award. The atmosphere befitted such an event also during the cruise, with the millionth passenger publicly honoured in splendid fashion at Club Vogue and a VIP table decked out with sparkling beverages that was reserved for the star of the occasion.

“We’ve been excited about breaking the record with the millionth Grace customer since the outset of September, and now as the number’s being reached we wanted to provide everyone on board – and particularly our millionth traveller – with an unforgettable cruise,” says Viking Grace Product Manager Johanna Molin enthusiastically.

- This came as a complete surprise. My niece did mention to me that the one-millionth passenger would embark on this cruise. I’m very glad, because this is my first trip on this new cruise ship, describes the millionth passenger, Paula Riihisaari from Turku, her feelings

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M/S Viking Grace is continuing on its way with speed and vigour to its next important milestone – the ship's first anniversary in January. There is an ongoing attempt to develop services continuously, and new concepts will be boldly introduced on board in addition to testing their suitability for the marine tourism environment. The purpose is to offer increasingly more attractive adventures and pleasant experiences for Viking Line customers in the future as well.



In the picture from left: Stefan Andersson, Captain, Viking Grace, Paula Riihisaari and Jonathan Isaksson, Cruise Manager, Viking Grace.

Picture: Bo Strandén, Auran Kuva.

For further information, contact:

Christa Grönlund, Press Manager / Marketing Communications,
christa.gronlund@vikingline.com, tel. +358 9 123 51

Johanna Molin, Product Manager, johanna.molin@vikingline.com,
tel. +358 2 333 11

Johanna Boijer-Svahnström, Head of Communications, Corporate Communications,
johanna.boijer@vikingline.com, tel +358 18 27000