



Survey: Viking Line is tops in customer satisfaction on all its routes

Viking Line has the best customer satisfaction and loyalty among passenger shipping companies, according to EPSI Rating's 2025 Maritime Transport survey. Viking Line's customers also feel that they get the most value for their money.

Viking Line once again has the highest customer satisfaction score among passenger shipping companies on all of its routes, with passengers on its Helsinki–Tallinn route also giving the company the best scores in EPSI Rating's 2025 Maritime Transport survey. Viking Line's customer satisfaction on its routes between Finland and Sweden rose to 77.6 while the industry average is 75.9. On its Estonia route, the company's score is 76.4. Ferry passengers also have the highest expectations for Viking Line.

"These top results show that we have done the right things. Everyone, from our employees to top management, is engaged in the customer experience. Our own customer satisfaction surveys, for example NPS (net promoter score), have also shown in the last year that our passengers are more satisfied than ever," says **Mikael Paulinow**, Manager, Customer Insight & CRM.

"On our Estonia route, where passenger volume continues to grow, the good results have definitely been affected by the improvements we carried out on Viking XPRS, taking passengers' wishes into account. Among other moves, we updated the shop and other interiors on board, based on the customer feedback we received."

Viking Line gives the most value for the money

According to EPSI Rating's 2025 Maritime Transport survey, customers feel they get the most value for their money with Viking Line: the company has a score of 80.0 while the industry average is 78.3. Viking Line increased its customer loyalty both on its route between Finland and Sweden and on its route between Finland and Estonia, at the same time taking first place in the customer loyalty index.

"It's always been important for us to be an alternative for all Finns, and we want as many of them as possible to enjoy unforgettable travel experiences sailing with us. In many industries, the trend has been for customer loyalty to decrease when consumers are forced to cut costs. With that in mind, it's fantastic to see that our customer relations have become even stronger."

Viking Line's app has grown in popularity

Digital services as part of the travel experience continue to increase in importance. According to the 2025 Maritime Shipping survey, 78 per cent of passengers have used Viking Line's app – a figure that increased 9 percentage points in one year. In two years, the number of users has grown considerably, and up to eight out of ten passengers are very satisfied with the app.

"In many industries, the rapid digitisation of services has led to lower customer satisfaction, but our passengers have been good at accepting digital services. Our app is also used to a greater extent than similar services offered by our competitors. We offer digital services that, among other things, make service easier both before and during the journey. For example, check-in can now be done conveniently via the app," says Mikael Paulinow.

Passengers take part in the company's development work

Viking Line asks for feedback from its passengers after every journey, and the views of thousands of customers are collected every month. Customer response is handled on every vessel under the leadership of the intendants and captain: goals are set and monitored to ensure they are met.

"We consider the high response rate to be very positive, since customer feedback constitutes an important basis for identifying and prioritising areas for continued development. For example, we largely update and develop our entertainment, food and assortment in the shops on board every vessel based on the response we get. In the future, we will also involve our customers in new ways of developing our products and services," notes Mikael Paulinow.

**For its 2025 Maritime Shipping survey, EPSI Data Collection Services interviewed about 1,100 private customers over the age of 18 who travelled by boat to or from Finland over the past 12 months. The index is scored on a scale from 0 to 100, with 0–60 being dissatisfied, 60–75 satisfied and over 75 very satisfied.*

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