

VIKING LINE

The entire journey, from start to finish, to Tallinn or Stockholm – Viking Line links up with Matkahuolto's Matkat app

Viking Line is the first shipping company in the world to connect to the transport firm Matkahuolto's Matkat service. Travellers can book and pay for all their Finnish travel connections for their sea journey in the app, all in one place, no matter whether their destination is Tallinn, Stockholm or Åland.

Travellers can now start their journey essentially from their door step using the new Matkahuolto Matkat app since the same booking can combine local transit, long-haul coach service and rail transport with Viking Line's sailings on those routes.

"A sea journey also includes travel to and from the port. With Matkahuolto's Matkat app, it's easy for travellers to purchase all their tickets at the same time and for the timetable that best suits them. Along with being convenient, having your connecting journeys all in one booking is a sustainable way to get to the ports from different parts of Finland. The new service makes mass transit a truly competitive alternative for travellers," says Viking Line's Commercial Director, **Minna Tuorila**.

Viking Line has offered connecting transport links on its cruises for decades, in partnership with tour operators. The Matkat app provides increased flexibility – travellers are no longer tied to set alternatives but can choose their own seats for departures, timetables and routes.

"Last-minute trips have become the new normal, which means that services and technology have to respond to the change. We have therefore created Finland's most comprehensive mass transit app, which now serves people travelling on land, by sea and by rail. In the app, customers can compare alternatives and purchase tickets for their entire journey at the same time." says **Petri Lindqvist**, Matkahuolto's Director of Digital Transport Services.

The Matkahuolto Matkat app can be downloaded from your app store. The new app replaces the old apps Rutter and Biljetter.

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