

VIKING LINE

Traditional *schlager* music combined with new stars – *schlager* draws many Finns to Viking Line cruises

Lining up its entertainment options, Viking Line has focused on traditional Finnish *schlager* and dance music, which now also attract a young audience. As one example, we can mention Komiat, rising stars from Finland's Eurovision selection UMK, who will have audiences cheering on board for the third time this April.

The new wave of *schlager* – catchy pop music that is a favourite genre for many Europeans – has become a big draw in Viking Line's entertainment offering along with more traditional *schlager* music. For example, the cruise with Viking Cinderella from Helsinki on April 24 will feature Komiat on its outbound journey and Portion Boys on its return.

"A new type *schlager* that also works as party music is now offered on our cruises. It's exactly this kind of wide-ranging offering that draws people of all ages and new audiences on board. We see clearly that the new wave of European *schlager* has made a young audience enthusiastic about this traditional musical genre," says Viking Line's Entertainment Manager, **Mikael Panelius**.

At Viking Line, 230 performances featuring *schlager* singers and dance bands have been arranged for this year. When a popular *schlager* artist performs on board, the number of passengers may double or triple compared to a normal departure. This year's artists include **Saija Tuupanen, Lasse Hoikka & Souvarit** and **Kyösti Mäkimattila**. For Komiat, the concert on Cinderella this spring is already their third cruise on Viking Line's vessels.

"In the past, the big break for new *schlager* stars was closely linked to competitions such as Finland's *Tangomarkkinat* tango festival. Now *schlager* is being driven by a new, young and talented generation of artists who use social media, with Komiat being an excellent example. Musicians in their 30s take the *schlager* tradition seriously but make the genre interesting and cool to young people," Panelius adds.

Live music every day

Each day, a wide range of artists, from troubadours to live bands, perform on board Viking Line's vessels. Viking Line actually provides one of Finland's biggest venues for music in terms of the number of performances and is one of the country's biggest employers of musicians.

"The ship is a special venue, since live music is offered every day, and music is an important part of the cruise experience. Concerts are included in the cost of the journey and do not require the same coat check and ticket purchase procedures as on shore. Artists also like to play with us because we give them a big stage to perform on that is easy for people to get to and can be enjoyed by a large audience," says Panelius.

Schlager music on board this spring: 7 favourites

- April 24–26, 2026 on Viking Cinderella: Komiat and Portion Boys
- May 4 on Viking Cinderella: Lasse Hoikka & Souvarit
- May 8 on Viking Grace: Eurovision hits through the years with Nina Tapio, Jussu Pöyhönen and Antti Ketonen
- May 9 on Viking XPRS: Antti Ketonen

- May 11 on Gabriella: Kyösti Mäkimattila
- May 19 on Viking XPRS: Saija Tuupanen
- May 25 on Viking Grace: Kanava

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