

VIKING LINE

Survey: Viking Line has the most satisfied and loyal customers – and gives the most value for the money

Passengers travelling by ship are most satisfied with Viking Line, as indicated by results from the Finnish survey *Laivaliikenne 2026*. Viking Line's Tallinn route had the highest customer satisfaction index of all the shipping companies in the survey. "The competition is extremely tough, but customers clearly appreciate our focus on service and smooth travel experiences," says Viking Line's Commercial Director, **Minna Tuorila**.

Viking Line once again tops the list when it comes to customer satisfaction among Finnish shipping companies. In the market research firm EPSI Rating's most recent survey, *Laivaliikenne 2026**, its customer satisfaction index was 76.8, compared to the Finnish industry average of 75.9. In the survey, passengers evaluate all the shipping companies that sail between Finland and Sweden as well as between Finland and Estonia – that is, Tallink Silja, Eckerö Line and Finnlines along with Viking Line.

"We operate in a very dynamic and demanding market: high levels are maintained on vessels and in services, competition for passengers is tough and customer expectations continue to rise. So it feels especially nice to again achieve and retain first place in customer satisfaction. We won't rest on our laurels but will continue our long-term development work and focus on every customer encounter," says Viking Line's Commercial Director, **Minna Tuorila**.

In addition to its high level of customer satisfaction, Viking Line also achieved the best results among passengers travelling by ship in terms of image, customer loyalty, product quality and service quality. The company's customers also feel that they get the most value for their money: Viking Line's index in the EPSI survey was 79.7, compared to the Finnish industry average of 77.5.

"The results show that our customers appreciate our service, our reliability and the overall experience we provide. In these times of economic uncertainty, more and more people are carefully considering how they want to spend their money. We have always wanted to offer a nice break from their everyday lives to as many people as possible," says Viking Line's Head of Customer Satisfaction and Loyalty, **Mikael Paulinow**.

Helsinki–Tallinn route is number one in the survey

The highest customer satisfaction index of all in the EPSI survey, 78.1, was achieved by Viking Line's route between Helsinki and Tallinn.

"Viking XPRS went over to a Finnish flag in 2023, and we carried out an extensive refurbishment of the vessel a year ago. Furthermore, we can see how our successful recruitment, employee onboarding and strong Viking spirit are reflected in our customers' opinions. It is also gratifying that customers experience our quality of service as very high, even during the intense summer season, when our vessels are fully booked," says Mikael Paulinow.

Viking Line's app is an increasingly important part of the travel experience

Viking Line's digital channels are an integral part of the customer experience provided by the company. Its app now includes a check-in function, among other features, and also works as a digital cabin key. Viking Line Club Members have access to personalized offers through the app as well. According to the survey, 78 per cent of Viking Line's customers are active app users, and customer satisfaction was higher compared to the year before.

"Our digital services are convenient for customers, both before and during their trip. Meanwhile, we can invest in even more personalized service on board. Friendly service, expert recommendations in our restaurants and tax-free shops, and our staff's relaxed approach make a strong impression. For example, for many people, it's important that the ship's intendant welcomes them on board," says Mikael Paulinow.

**For the 2026 Maritime Transport survey, EPSI Rating surveyed 1,238 Finns over 18 who had sailed at least once from Finland to Sweden or Estonia over the past twelve months. The interviews were conducted in April 2026. The survey considered among other aspects customer satisfaction, customer loyalty, image, expectations, product quality, service quality, affordability, digital services and sustainability on a scale from 0 to 100.*

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