

VIKING LINE

800 seasonal employees start work on Viking Line vessels – for many, a summer job is the first step towards a maritime career

Working on board continues to attract seasonal employees regardless of economic conditions. This spring, Viking Line received 13,500 applications for onboard roles, and around 800 seasonal employees are now starting their work on board. For many young people, a summer job leads to a long-term career in the maritime sector – while the people-focused work and strong sense of community also appeal to applicants of retirement age.

This summer, approximately 800 seasonal employees will work aboard Viking Line's five vessels, making Viking Line Finland's largest employer in the maritime sector. Most seasonal positions begin by Midsummer, when the high season at sea gets fully under way.

In total, 13,500 people applied for summer jobs at Viking Line. According to Duunitori, this places the company among the most attractive summer employers in Finland. The highest interest was seen in roles within tax-free retail, housekeeping and restaurant services.

As in previous years, applicants were not limited to students and young adults.

"We also receive applications from people of retirement age – even from individuals in their seventies who are drawn to working at sea. For many, it is a long-held dream that they now have the opportunity to fulfil. We also see applications from people looking to change careers or from those in other industries who wish to try something completely new during their holidays", says **Jenny Linnanlehto**, HR Specialist responsible for seafarer recruitment at Viking Line.

The summer job market is changing

The labour market situation in Finland remains weak, and many companies report a significant increase in applications for summer jobs. However, Viking Line has consistently received over 10,000 applications in recent years.

"Many people appreciate, for example, the regular leave periods that come with working on board. In the past, the maritime sector largely recruited itself, but the summer job market has changed considerably in recent years. Although there are generally fewer jobs available now, young adults' expectations have clearly increased – they know what they want and compare employers in a completely different way than before," explains Jenny Linnanlehto.

Applicants today want as clear information as possible about what the job entails and under what conditions the work is performed. Details about pay are also requested more frequently than before. Viking Line has therefore increasingly included this information in its job advertisements, which can receive up to 100,000 views.

"Today's applicants place great emphasis on workplace atmosphere, community and the opportunity to learn new skills. For many, it is also meaningful to meet people on a daily basis and to be part of the onboard community, where every individual contribution plays a role in shaping the passenger experience."

A summer job can be the start of a career

Seasonal employment is an important recruitment pathway for the entire maritime industry. Many of Viking Line's current seafaring employees began their careers as summer workers or temporary staff. In addition, up to 120 students from various educational institutions take part in supervised onboard training on Viking Line vessels each year.

"Aboard our vessels there are around 50 different professions, offering excellent opportunities to move between roles and departments, advance into leadership positions and pursue further training throughout one's career. For many, a summer job is their first introduction to the maritime industry, which is why we take a long-term approach to the application experience and our employer brand. The starting point for summer recruitment is that candidates choose us first – before we have the opportunity to make our final selection."

For further information:

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