



The coolcation trend brought more international travellers to Viking Line

Nearly 1.8 million passengers travelled on Viking Line's vessels between June and August, while international travellers helped extend the summer season into early September. Their numbers increased by 10 per cent compared with last summer.

Viking Line's five vessels carried a total of 1,776,787 passengers during June-August. Passenger volumes remained almost unchanged from the previous summer, when 1,780,094 passengers travelled with the company. Capacity increased significantly during the summer through additional departures to Tallinn operated by Viking Cinderella and Gabriella during the peak holiday season from 17 June to 9 August.

International interest in Baltic Sea travel continued to grow. A total of 10 per cent increase of international guests travelled on Viking Line between June and August, compared with the previous summer. Growth was strongest on the Helsinki-Tallinn route, up 14.7 per cent, and on the Helsinki-Mariehamn-Stockholm route, up 13.7 per cent. International tourism continues to extend the summer season on board well into September.

A total of 215,460 passenger cars were transported on Viking Line vessels during June-August, an increase of 1.4 per cent compared with summer 2025.

"We are pleased with the outcome of the summer season. Demand for our services remains stable, and our routes attract not only travellers from neighbouring regions but also visitors from further afield. We are particularly delighted to see growth in both international passenger numbers and car passengers", says Viking Line CEO **Marcus Risberg**.

According to the Shipping 2026 survey published by EPSI Rating this spring, Viking Line achieved the highest customer satisfaction among passenger shipping companies. The company exceeded the industry average on all key indicators, including customer loyalty, brand image and service quality.

"Our summer NPS surveys also show that customers value the travel experience we provide. Our crews and shore-based teams have done an outstanding job during the busiest weeks of the year," says Marcus Risberg.

During the past summer season, Viking Line became the only ferry operator to offer passengers returning from Estonia to Helsinki the opportunity to stay overnight on board while the vessel was moored at Tallinn harbour.

"The new service received an excellent response. A night on board Viking XPRS gives guests more time to enjoy a day in the city, while also offering added convenience for motorists returning from longer journeys. The holiday experience is perfectly rounded off with breakfast on board and stunning sea views," says Viking Line Communications Director **Johanna Boijer-Svahnström**.

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