

# VIKING LINE

## Viking Line, summer 2010 adventures

A holiday on the beautiful waters of the Baltic Sea is part of the programme of many families each summer. For the Swedes and Finns, spending a holiday close to home, for example by taking a boat trip or a cruise on the Baltic, is certain to be a popular alternative this year too. Capitals like Stockholm (Sweden), with a royal wedding in June, and the ever-popular Tallinn (Estonia) have a lot to offer holidaymakers. This summer the Viking Line's red vessels will offer, among other things, a variety of fun and entertainment for children. Well-known local stars have been engaged to entertain the smallest members of the family. A sea voyage also brings dazzling archipelago landscapes, fine dining experiences, pleasant memories and a sense of freedom.

### *Plenty for children to do on the red vessels*

Viking Line's popular children's departments will be open from June 17 to August 15, when the conference area of each vessel is transformed into an exciting Playland. In 2010 these play areas will have a jungle theme. This summer's Ville Viking Puppet Theatre, named for the ship's cat, will present a thrilling jungle adventure, whose main characters are Rockita the melodious snake and as back-up singers the two-headed dragon Billy and Bully plus Nisse the Rhinoceros.

*NEW THIS YEAR: A Guitar Hero programme* for older children.

From June 14 to August 15, all vessels will feature well-known local children's entertainers, appearing in various programmes and circus show numbers. This summer's repertoire includes singing clown Pelle Positiivi; magicians Luttinen, Kim Wist and Jari Reponen; Jokeri Pokeri Box, Arne Alligator, CariBianca, Professori Bluffo, Klovni Dodo and Maddaleena the singing puppet, as well as Pippi Longstocking.



Each vessel's own play staff will organise lots of children's activities during voyages, including puzzles, contests and games. *Ville Viking* will naturally also be on board.

### *Love is in the air in Sweden*

Swedish Crown Prince Victoria's fairytale wedding to Daniel Westling on June 19 will attract attention throughout the summer of 2010. There will be a two week-long celebration before the wedding, with a variety of visible activities and decorations throughout Stockholm, and the party atmosphere will continue even afterward. Viking Line takes its passengers right to the heart of the events, and the M/S Gabriella will delay its June 19 departure until 7.00 p.m. so that passengers can enjoy the wedding festivities during the afternoon. During the period June 7-19, a special menu in honour of the wedding will be offered on board Viking Line's vessels (except the Viking XPRS, which plies the Helsinki-Tallinn route). Products and souvenirs related to the wedding theme will be available in the duty- and tax-free shops on board.



#### *Viking Lines harbour terminal is near appealing sights and exciting experiences*

The Viking Lines terminal is located on the historic isle of Södermalm, close to SoFo (South of Folkungagatan), today Stockholm's trendiest neighbourhood. The district is full of distinctive shops and hundreds of restaurants, cafés and bars. For mystery novel and movie fans, the choice is obvious: a Stieg Larsson Millennium Tour, organised by Stockholm City Museum.

For details, see: <http://www.stadsmuseum.stockholm.se/index.php?sprak=english>.

For SoFo information, see [www.sofo.se](http://www.sofo.se) and use the Google translator from Swedish.

#### *New: Fotografiska Museet*

In May 2010, Stockholm's new museum of photography opened right next to the Viking Line terminal. The museum is housed in an old customs house and its exhibitions fill three floors. The opening main exhibition, running May 21 to September 21 is "Annie Leibovitz: A Photographer's Life, 1995–2005". See <http://en.fotografiska.eu/>.

#### *Summer atmosphere in Djurgården*

Djurgården, a former royal hunting ground on a scenic isle near Stockholm harbour and now part of an urban national park, houses many of Stockholm's most popular tourist attractions. This is where you will find the Skansen open air cultural history museum, Junibacken – a children's amusement park based on the storybooks of Astrid Lindgren,

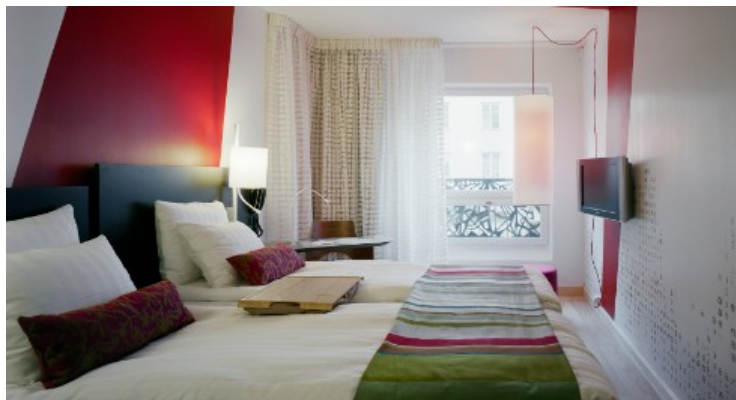
the world-famous Vasa Museum and the Gröna Lund amusement park. In the summertime, you can take a “water bus” to Djurgården from the harbour. If you are in Skansen on the right day, join the legendary live TV sing-along programme, Allsång på Skansen (Broadcasted Tuesdays at 8 p.m., June 29-August 17). Check out the websites [www.skansen.se](http://www.skansen.se), [www.gronalund.se](http://www.gronalund.se), [www.vasamuseet.se](http://www.vasamuseet.se), [www.aquaria.se](http://www.aquaria.se) and [www.junibacken.se](http://www.junibacken.se) and use the language selector at the top to choose English.

### *Comfortable city sightseeing*

On an Interbus tour, you can quickly familiarise yourself with Stockholm. You can buy tickets in the Viking Line ticket office, on board your vessel or on the bus. Water buses also depart from Masthamnen, a cruise terminal next to Viking Line. For tour information, see [www.stockholmsightseeing.com](http://www.stockholmsightseeing.com) and [www.interbus.se](http://www.interbus.se).

### *Accommodations in Stockholm*

Viking Line offers a wide range of hotels in central Stockholm, where passengers can spend the night inexpensively in the Swedish capital thanks to Viking Line’s discounts. For example, the popular Scandic Malmen family hotel, located on Södermalm (the South Side) not far from the Viking Line Terminal, is newly renovated and offers fine facilities including family rooms at affordable prices. For a complete list, see <http://www.vikingline.fi/destinations/stockholm/hotels/>.



Scandic Malmen

*New!* SkyView, where you can take one of two 16-person outdoor glassed-in gondola elevators up the exterior to the top of the Ericsson Globe, the largest spherical building in the world. See <http://www.globearenas.se/en/skyview.aspx>

### *Selected events in Stockholm* ([www.lovestockholm2010.com](http://www.lovestockholm2010.com) and click English)

June 6. Whitney Houston (Ericsson Globe)

June 10-13. Stockholm Jazz Festival (various venues)

June 11-September 12. SommarSalongen 2010 exhibition (Ulriksdal Palace)

June 19. The Royal Wedding (Stockholm)

June 25. Midsummer celebration (Skansen)

July 26-August 1. Stockholm Pride (Stockholm)

August 6. DN Gala track and field tournament (Stockholm Olympic Stadium)

August 10-15. Stockholm Culture Festival (various venues)

Lots more details about Stockholm events: [www.stockholmtown.com](http://www.stockholmtown.com) and click English

### Other interesting destinations in Sweden

One enjoyable destination for the whole family is *Kolmården*, Scandinavia's biggest wildlife park, with over 500,000 visitors per year. You can easily get to Kolmården in your own car, or take a bus: day trips from Stockholm to Kolmården depart every Tuesday, Thursday and Saturday from June 2 to August 22, 2010 (except June 26). The schedule is adjusted to fit the timetable of the Viking Line's Turku-Stockholm-Turku sailings. Viking Line also sells Kolmården hotel packages.

In addition, Viking Line sells travel packages to the Swedish Baltic isle of *Gotland*, including hotel and car ferry. Gotland boasts excellent golf courses, the unique walled medieval city of Visby and great beaches.

*Tom Tits Experiment* is a hands-on children's science museum in Södertälje, just south of Stockholm that makes a great day trip for the whole family. If you travel in the opposite direction from Stockholm, you can soon reach Sweden's oldest town, *Sigtuna*, which dates from the Viking Age. Near Sigtuna are two imposing palaces, Steninge Slott and Skokloster Slott. And not far away is the university city of *Uppsala*, where such local celebrities as 18<sup>th</sup> century scientist Carl Linnaeus and storybook character Pelle No Tail are visibly honoured.

## *Enjoy atmospheric Tallinn*

The fast, convenient vessel Viking XPRS lets you travel from the heart of Helsinki across the Gulf of Finland directly to central Tallinn in only 2½ hours. One of the Estonian capital's great advantages is that its attractive hotels, popular sights and restaurants, as well as many of the most interesting shops, malls and design stores, are within walking distance. The price level in Tallinn is still reasonable and the product range is diverse and first-rate.

### A wonderful day at sea and on land

Taking a Day Cruise on the Viking XPRS gives you a chance to have a great time both at sea and in Tallinn. You will have time to spend several hours on land. Back on board you can enjoy dancing, good food and shopping. (Helsinki-Tallinn Day Cruise offer including Bistro Buffet meals: Starting at EUR 74 per family (two adults, two children aged 6-11, Monday-Friday departures, June 1-30).

### Hotels in Tallinn

Viking Line offers some 20 different hotels in and within driving distance of Tallinn. Among the newer ones is the luxurious Swissôtel Tallinn, with great kids' rooms and the Meriton Grand Conference & Spa Hotel with its inviting spa department. For a complete list, see <http://www.vikingline.fi/destinations/tallinn/hotels/>



Kids' room/ Swissôtel Tallinn

Tips for families with children and others: LENNUSADAM, a harbour originally built for seaplanes in the 1920s. Today it is part of the Estonian Maritime Museum, where you can also see a submarine, an old icebreaker and other ships that you can also visit inside. Check out <http://www.meremuuseum.ee/?setlang=eng>. Other tips: Tallinn's new Museum of Puppet Arts and the hidden tunnels under the Toompea Bastions in the Old Town.



*Other destinations in Estonia:*

If you are bringing your car, it is worthwhile driving towards eastern Estonia. Here you will find the Aqua Hotel & Spa in Rakvere and Meresuu Spa & Hotel in Narva-Jõesuu with their inviting beaches. Both hotels are suitable for families with children and feature swimming pool areas. Adults can enjoy their beauty treatments. Nearby attractions include the Kohtla Mining Park-Museum (site of an old "burning stone" or oil shale

mine) and the city of Sillamäe, which was built and “closed” during the Soviet era because of its military chemicals factory.

*Selected events in Estonia during the summer of 2010:*

June 5-12. Tallinn Old Town Days

June 24-27. Medieval Days, Pärnu

July 7-10 “Öllesummer” beer festival, Tallinn

July 16-18. Tallinn Maritime Days, Tallinn

July 16-18. Hanseatic Days, Tartu

July 19-24. Saaremaa Opera Days, Kuressaare

July 22-25. Folk Music Festival, Viljandi

August 6-8. Viru Folk Music Festival, Käsmu

August 6-14. Leigo Lake Music Festival, Otepää

August 13-22. Birgitta Festival, Tallinn

August 20-22. White Lady Festival, Haapsalu

## *6,757 reasons to visit Åland*

*The Åland archipelago consists of 6,757 islands and skerries.* This archipelago, located midway between Sweden and the Finnish mainland, offers its guests peaceful relaxation as well as exciting activities and adventures. A unifying factor is the beautiful natural scenery and the sea surrounding you from all directions. Distances are also short. Viking Line has more than 350 holiday cottages to offer visitors to Åland. There are many alternatives ranging from individual cottages and holiday villages to hotels and seaside villas. In the Viking Line cottage booking service on the Internet, you will find complete information including photos of the available cottages.

Åland is popular among golfers. The Åland Golf Club is known as one of the most beautiful golf courses in the Nordic countries, offering great playing opportunities into October. Eckerö Golf, located in Kyrkoby Eckerö, is Ålands other big golf course, where players without a green card are also welcome. Viking Line has specially tailored golf packages, offering various overnight accommodations within walking distance of the gold courses.



Paf Open 2009 Swatch FIVB World Tour in beach volleyball

### *Selected summer events in Åland:*

June 20–24. Alandia Cup football tournament  
July 13–18. Åland Sea Festival  
July 16–17. Island in the Sun festival  
July 23–31. Rockoff Festival (featuring Swedish artists Kent and Lars Winnerbäck)

July 29-31. Viking Market, Kvarnbo, Saltvik  
August 5–7. Alandia Jazz Festival  
August 7–8. Bomarsund Days  
August 18–22. Paf Open, Beach Volleyball World Tour

*In Denmark, everything is close by*

Viking Line offers various combination packages to Denmark in partnership with Stena Line and Scandlines. We offer hotel packages to popular LEGOLAND® in Billund on the Jutland peninsula, with a number of different hotel alternatives.

*For further information, please contact:*

Christa Blomqvist, Information Officer, tel: +358 9-123 52 42

Johanna Boijer-Svahnström, Head of Information, tel: +358 18-277 48

Tuomas Nylund, Vice President, External Communications, tel: +358 9-123 52 72