

Nina Tähtinen | International Sales Director

Captains Cruise 27 - 29 AUG 2025

 **TALLINK** | **SILJA LINE** 



Happy Baltic Sea Day!

- We are partnering 3rd year with Finnish non-profit organisation [John Nurminen Foundation](#)
- In 2025, 0,20 € from each Captain's chocolate bar sold onboard is donated to the foundation towards key partnership projects aimed at saving the Baltic Sea, its environment and culture.

#balticseaday



Taking part in
**BALTIC SEA
DAY**
28.8.2025

Tallink Grupp

Tallink Grupp is the leading European provider of leisure and business travel and sea transportation services in the Baltic Sea region.



KEY FACTS ABOUT TALLINK GRUPP



12 vessels

11 passenger vessels
1 cargo vessels



5 regular routes
on the Baltic Sea



3 vessels in charter

Both long-term
and medium-term



3.4 million
Club One members



4 hotels

3 in Tallinn
1 in Riga



20 Burger King restaurants
Estonia, Latvia, Lithuania



1 stand-alone
restaurants
in Tallinn



> 4800 employees
Estonia, Finland, Germany,
Sweden, Latvia and
Lithuania



Shopping

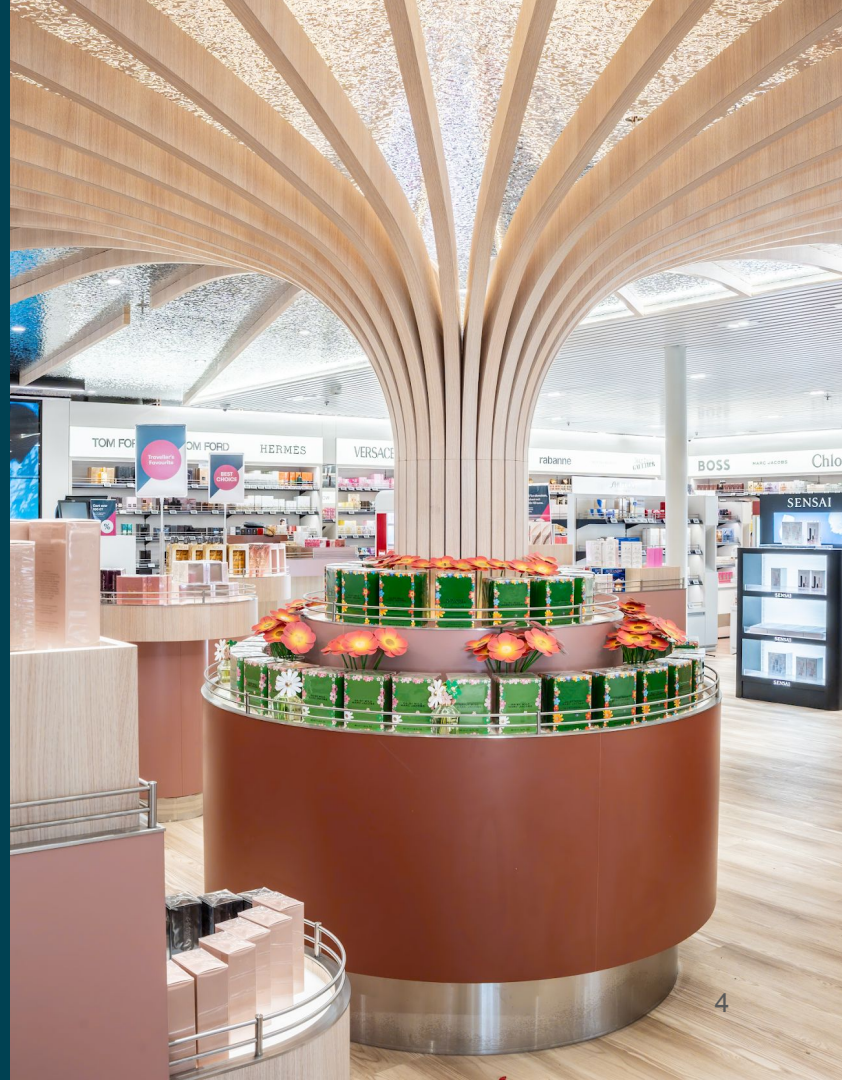
42 on-board, 6 on-shore,
webshop



5,6 million passengers
In year 2024

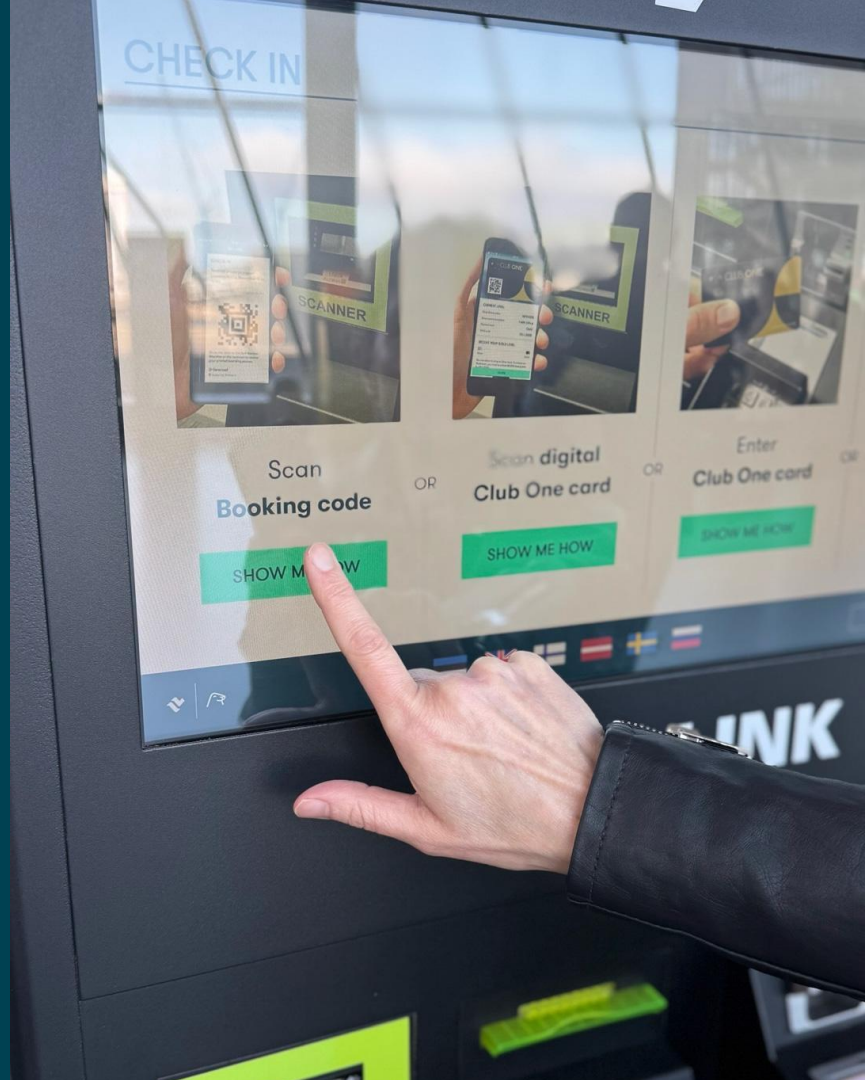
Company news

- At the beginning of the year, €22 million was invested to extend vessel lifespans and enhance the passenger experience.
- Signs of recovery in all markets & segments
- Passenger numbers in the rise
Q2/ 2025 were +2,5% vs LY same time
- Helsinki-Stockholm July
cabin occupancy was 91%



Never Settling, Always Improving

- Digital developments throughout the customer journey
 - website
 - online booking
 - self check-in
 - MyTallink App
 - Club One
 - Alipay & WeChat Pay
- Our focus is on strengthening digital services, while ensuring that customer segments who value face-to-face interactions continue to receive high-quality personal service.



Sustainability actions

- Certified with ISO 14001:2015 by Lloyds Register, and MARPOL - High level international environmental management certificates.
 - Zero Spill policy.
 - Low Sulfur fuel and real time fuel consumption monitoring systems in use.
 - On-shore power used in harbor visits.
 - Vacuum auto-mooring equipment in harbors
 - First Cruise company in the world to offer MSC certificated shrimps and herring
 - Vegan and locally produced food on board.
 - Baltic Sea real time water quality measurement laboratory
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- Overall, Tallink Grupp has already achieved around 44% CO2 emissions reductions compared to base year 2008 and is on the path to achieve at least 50% reductions by 2030 compared to 2008



**SUSTAINABLE
TRAVEL**
FINLAND™

Beyond the High Season

- Bleasure & Workcations
- Including ships & hotels we have over 70 conference rooms + Starlight venues
- Climate driven demand
Nordic offers fabulous coolcations and ice-breaking experiences
- Combined itineraries for Aurora chasers
- Future scenarios remain subject to significant political and economical uncertainty



Let's spread the Happiness

- Recipe for sweet moments:
Sea, Sparkling, Shows, Sunsets, Silence, Sauna,
Snow & Santa
- La Dolce Vita!
Popular Italian theme returns onboard cruise
vessels for the autumn season from 1 September



Wishing you the **nicest day!**



@tallinksiljalineinternational

Suggested hashtags in your social channels

#tallinksiljaline

#tallinksiljamoments

#siljasymphony

#captainscruise