



FINNISH SEA & LAKE CRUISE

GULF OF FINLAND AND LAKE SAIMAA
AS FUTURE CRUISE DESTINATIONS

4 FACTS

Potential customers are interested to cruise in the Gulf of Finland and Lake Saimaa

4-7

DAY'S CRUISE IN
THE GULF OF
FINLAND AND
LAKE SAIMAA

71%

OF THE
RESPONDENTS
INTERESTED TO
CRUISE IN THE GULF
OF FINLAND AND
LAKE SAIMAA

35%

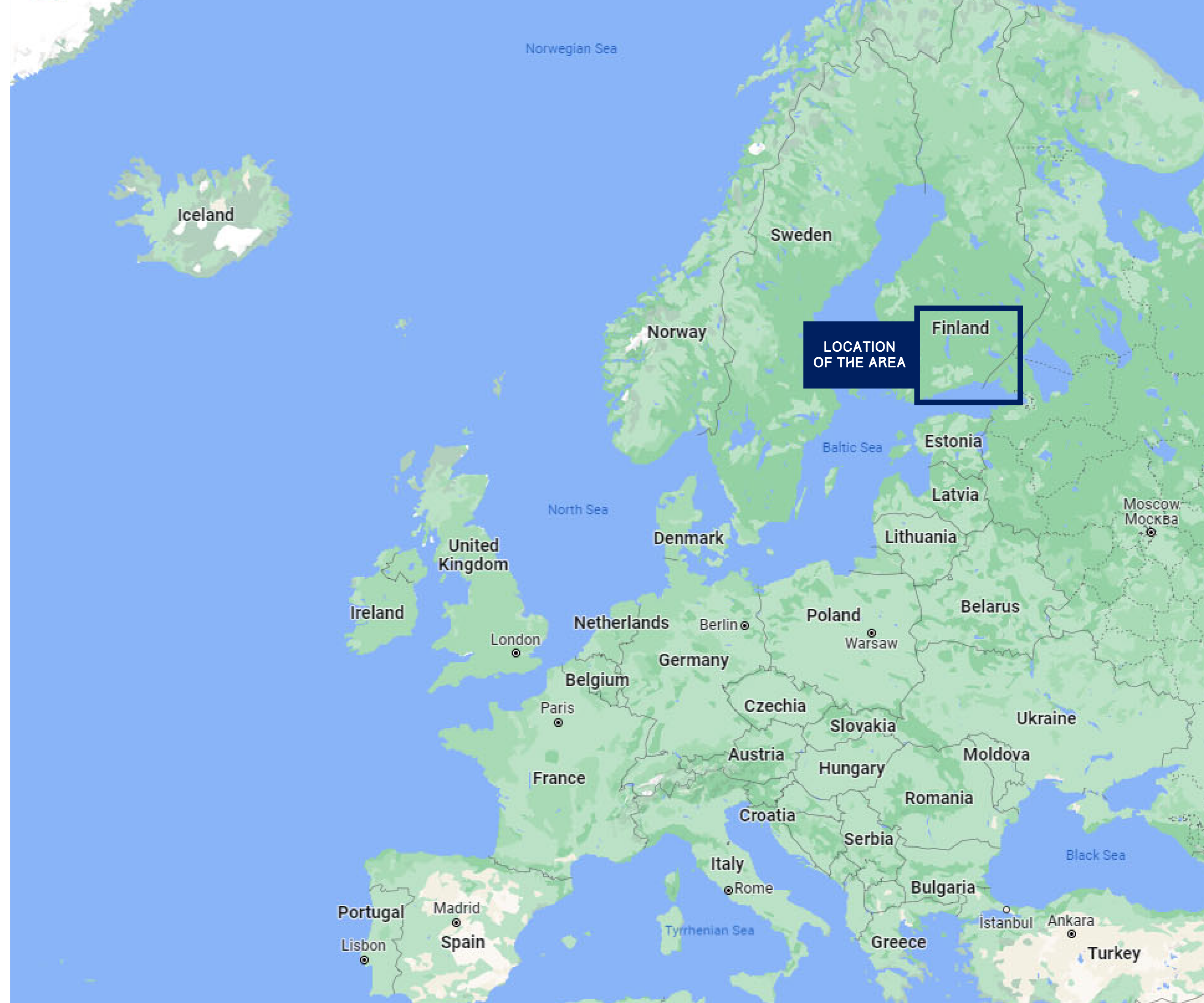
OF THE RESPONDENTS
WOULD BE WILLING
TO PAY 1.700€-5.200
FOR A CRUISE

~3300€

AVERAGE PRICE
OF THE 7-DAY-
CRUISE

LOCATION IN EUROPE

Finland's south coast and Lake Saimaa offers many different options for itineraries



VARIOUS

ITINERARY POSSIBILITIES

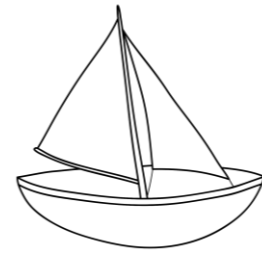
ITINERARY 1

Helsinki – Hanko – Kotka – Saimaa Canal –
Lappeenranta – Puumala – Savonlinna –
Varkaus – Kuopio

ITINERARY 2

Helsinki – Hanko – Kotka – Saimaa Canal –
Lappeenranta – Puumala – Savonlinna –
Joensuu





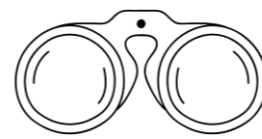
HELSINKI

Urban Nordic city beat, welcome to the landscape of the World's happiest nation.



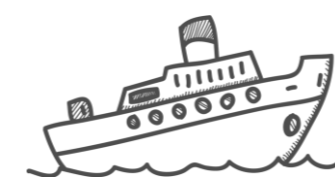
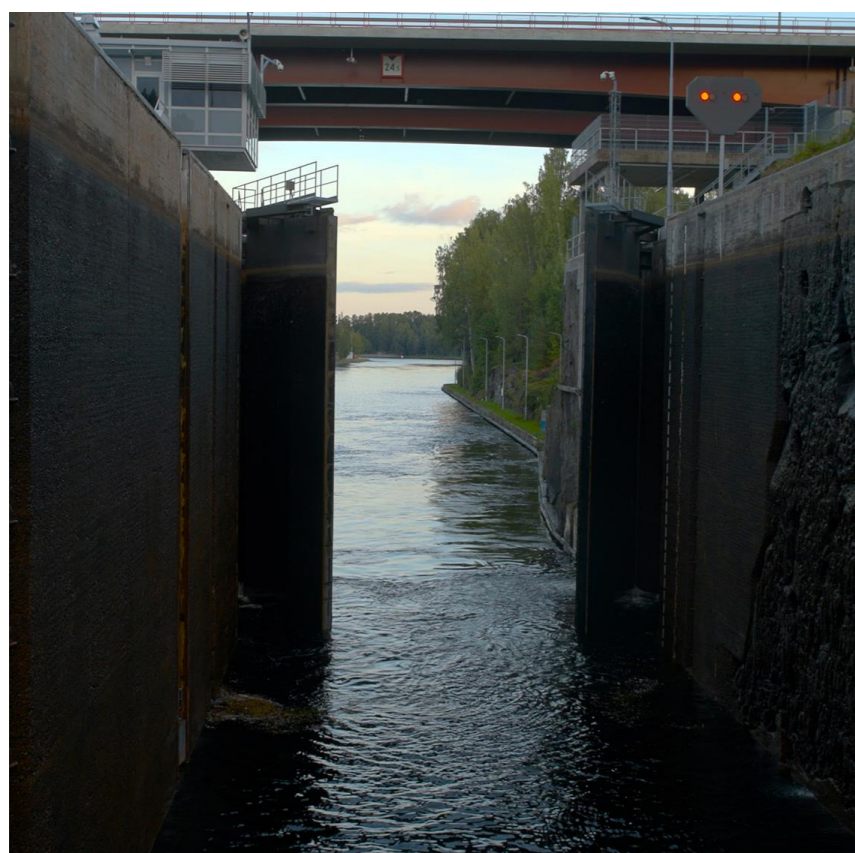
HANKO

Southern style beach city life.



KOTKA

Experiencing the sea life in the archipelago of Gulf of Finland.



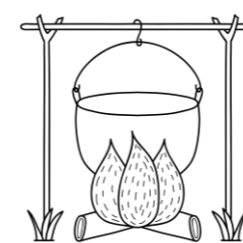
SAIMAA CANAL

Travel through the border area to the
Lakeland Finland.



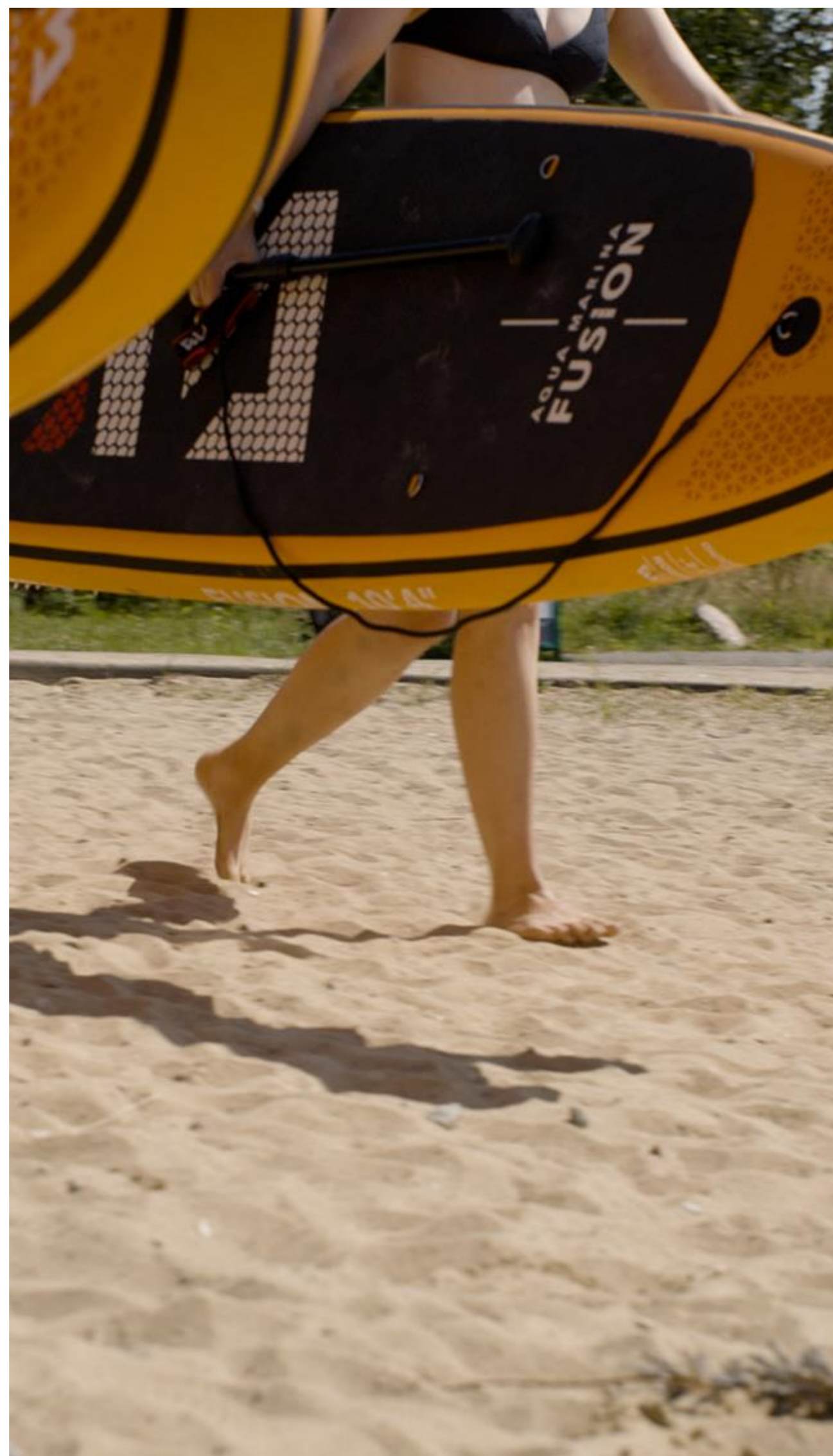
LAPPEENRANTA

At the roots of Finnish tourism.



PUUMALA

Life and fun in the central of the Lakeland.



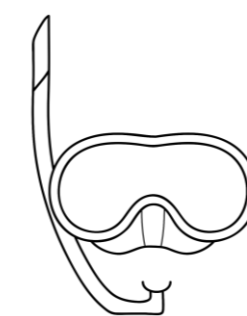
SAVONLINNA

The city full of culture and gastronomy.



VARKAUS

The development journey from the factory society to the architecture.



KUOPIO

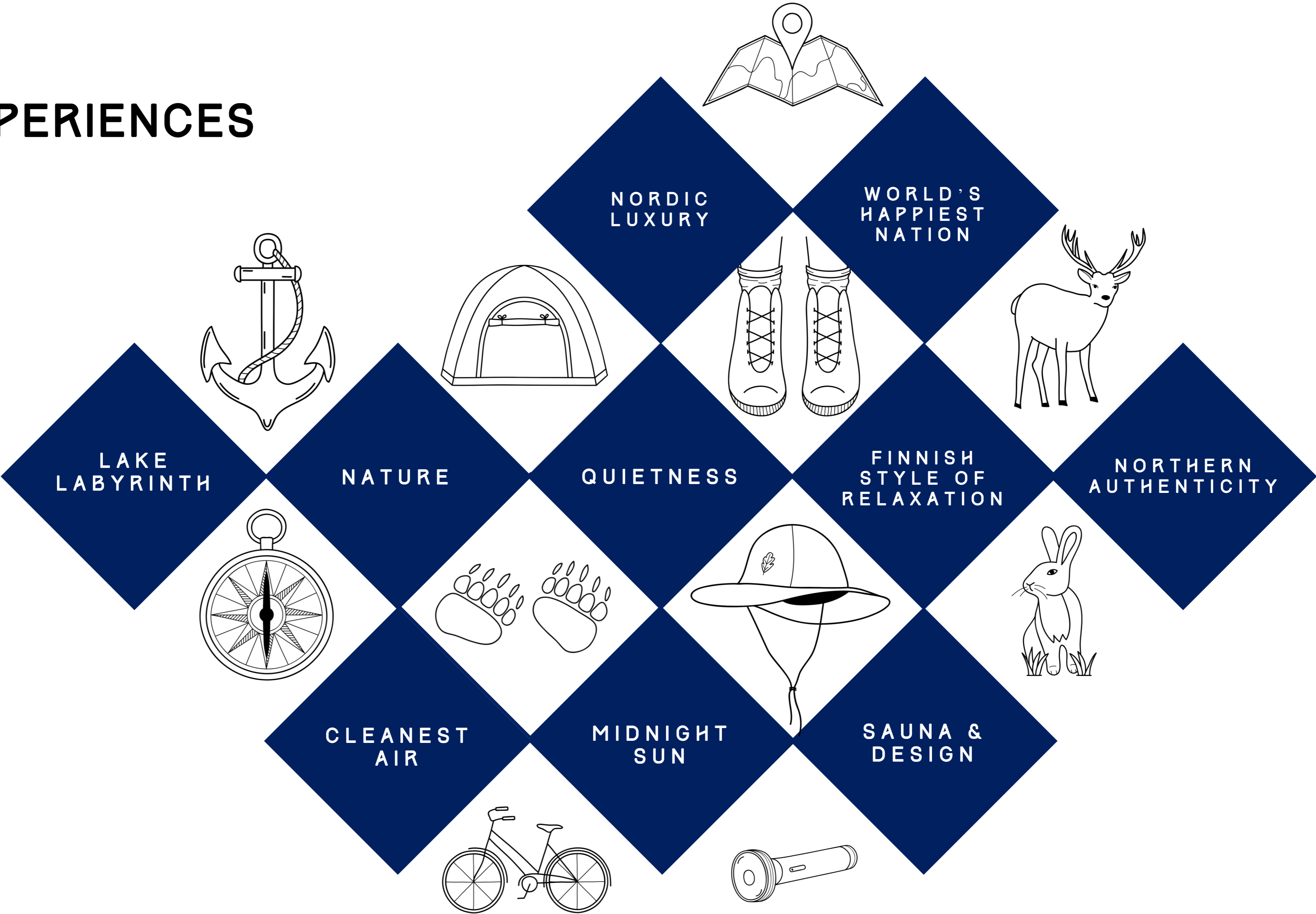
The modern metropole of the East: from the top science to the eastern religious heritage and culinary.



JOENSUU

From the city to the wilderness, life and adventures in the Eastern national landscape.

UNIQUE EXPERIENCES



U N I Q U E



E X P E R I E N C E S

CUSTOMER POTENTIAL

7-DAY CRUISE

CUSTOMER POTENTIAL

160.000

690.000

810.000

1.100.000

2.180.000

NEED FROM THE
POTENTIAL*

3.50%

0.81%

0.69%

0.51%

0.26%

SCENARIO
DESCRIPTION

- Based on only those interested to travel Nordics or Baltics for a cruise
- Base from Taloustutkimus Ltd. studied countries and additional countries derived from the original study.

- Caribbean, USA Westcoast, Mexico and Mediterranean cruising passengers taken out from the figures.
- Base from Taloustutkimus Ltd. studied countries and additional countries derived from the original study.

- USA and Canada figures include only those cruise passengers travelled to Nordics or Baltics, other countries all the cruise customers
- Base from Taloustutkimus Ltd. studied countries and additional countries derived from the original study.

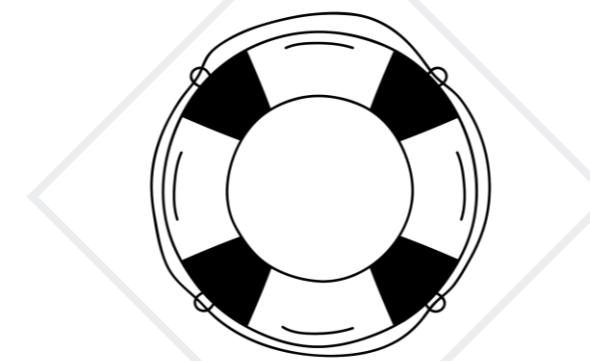
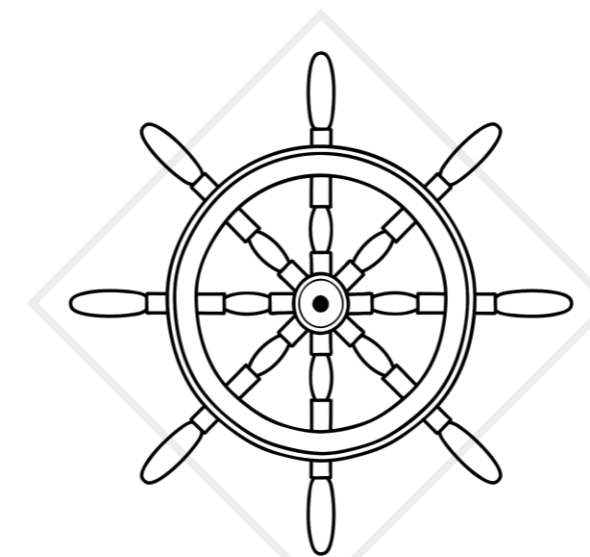
- USA and Canada figures Caribbean, USA Westcoast and Mexico taken out, other countries all the cruise customers
- Base from Taloustutkimus Ltd. studied countries and additional countries derived from the original study.

- All the cruise customers from all the countries
- Base from Taloustutkimus Ltd. studied countries and additional countries derived from the original study.

* IF CRUISING SEASON IS FROM APRIL TO OCTOBER, 7 MONTHS, ONE CRUISE EACH WEEK, FULL SHIP CAPACITY 200 PASSENGERS

RESTRICTIONS IN THE SHIP SIZE - IF OPERATED TO LAKE SAIMAA AREA VIA SAIMAA CANAL

GULF OF FINLAND PORTS - NO SUCH STRICT RESTRICTIONS



SAIMAA CANAL

The maximum measurements of the ship when operated in the Saimaa Canal:

- Length 82,50 meters
- Width 12,60 meters
- Height 24,50 meters
- Draft 4,35 meters
- The Canal and fairway draft until Varkaus 4,45 meters, above Varkaus 4,35 meters

PASSENGER CAPACITY

Cruise ship passenger capacity 120-200 pax

NET CAPACITY

Approximate net capacity 1500 and estimated Draft under 4,00 meters



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MORE INFORMATION:

Cruise development project website
<https://urly.fi/2PnL>