

Tallink Grupp's loyalty program reaches three million members



Ari Moilanen with Tallink's Siiri Toomsalu, Vahur Söstra and Üllar Märtn onboard Megastar

[Tallink Grupp](#)'s loyalty program [Club One](#), one of the largest loyalty programs in the Baltic Sea region, has welcomed its three millionth member.

According to a press release, "the third millionth Club One member, Ari Moilanen, comes from Finland, and as a prize, is awarded a trip for a family of four in Business Lounge onboard Tallink's flagship vessel MyStar, which operates between Tallinn and Helsinki." Moilanen was welcomed to the loyalty program in March with a festive welcome event onboard the Megastar.

"Founded in 2007, Club One offers club members both the best customer experience and memorable moments in all Tallink and Silja Line destinations on shore and on board, which translate into bonus points collected that can be used for extra discounts from future trips, to pay for purchases in the Tallink webshop, as well as to upgrade the room category while staying in Tallink hotels," explains the release.

In 2011, Club One reached one million members. In 2019, it celebrated the fulfilment of 2.5 million customers and is now at three million, with most of the members coming from the companies' main markets — Finland, Sweden, Estonia and Latvia. In total, Club One has members from 217 countries worldwide.

"We are really happy to welcome member number three million to our Club One family. We are particularly delighted to see our loyal customer base continuously growing over the 16 years and that our membership has continued to grow even during the incredibly challenging last three years for the entire global travel sector that saw travel bans and restrictions introduced due to the COVID pandemic and now due to crisis caused by the war in Ukraine. To us, this is a sign of our Club One members' continued trust in us and that we are on track with creating added value to our members," Siiri Toomsalu, Head of Group B2C Loyalty and Offerings at Tallink Grupp, said.

"We are continuously developing our loyalty program. In addition to earlier member benefits, that allowed members to redeem their collected Club One points to upgrade their hotel room in Tallink hotels, to book ferry tickets and pay in Tallink webshop, in October 2022, we launched a new digital functionality called the Slider which gives our members more flexibility to use their collected Club One points. In addition, there are around 500 benefits active at any given time at all main destinations, onboard or as activity options. As a member of Club One, it is our guarantee, that you are always one step ahead."