

Every Ash Cloud Has A Stena Lining



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Stena Line, a leading ferry company, is finding that as National Ferry Fortnight takes place across the UK, the continued uncertainty surrounding air travel due to the volcanic ash cloud is prompting more than just a temporary increase in passenger numbers.

Since the first airport closures at the end of April, the company has had the opportunity to promote the experience of travelling by ferry to more than 60,000 additional consumers on its Irish Sea routes alone. Passengers affected by airport closures have been contacting Stena Line in their droves to compliment the company.

Indeed many consumers claim to have been converted from air travel as a result of their experiences. Stena Line's UK Communications Manager, Nigel Tilson, explained:

"Many people who have been using the budget airlines for a number of years have grown used to the 'no frills' approach but as airlines have increasingly cut services in order to cut costs, Stena Line has invested millions in upgrading ports, vessels and onboard facilities.

"While we don't expect every new customer to travel exclusively with us in the future, we do hope to see a long-term increase in passenger numbers as people realise that the benefits of travelling with us extend beyond our lack of baggage restrictions and the absence of lengthy check-in procedures and additional charges for basic services. It was gratifying, for example, to see how passengers responded to onboard services such as Stena Plus with its complimentary food and drinks,

waiter service, newspapers, magazines and free wifi, kids facilities such as our Curious George soft play area, and our nail bar and massage area were a big hit with those looking to unwind.

"We have had an amazingly positive response from customers who travelled with us during the period of airport closures, many of whom had not set foot onboard a passenger ferry for a number of years. Our high standards of customer care have been rewarded by the recognition of customers who have been contacting us in large numbers to express their thanks for the way in which staff in all areas of the organisation coped under great pressure during what has been a very busy time for us," he added.

Notes to Editors:

About [Stena](#) [Line](#):

Stena Line is the market leader on the Irish Sea, offering the biggest fleet and widest choice of routes between Britain and Ireland, including [Belfast to Stranraer](#), Holyhead to Dun Laoghaire and Dublin Port, Fishguard to Rosslare and Fleetwood to Larne. The company carries almost three million passengers on its [Irish Sea routes](#) each year, more than its rival [ferry operators](#) combined.

National Ferry Fortnight, 8–22 May, is an initiative organised by the Passenger Shipping Association to encourage travellers to consider the option of a ferry holiday.

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