

Rederi AB Göta Kanal cancels its 2020 cruises

In March this year, the cruise season for Stromma's Rederi AB Göta Kanal looked set to be the best year ever in terms of sales. Then the Coronavirus pandemic hit. Customers from countries beyond Sweden's borders cancelled their cruises. This, together with the uncertainty surrounding the travel recommendations for people living in Sweden, eventually made the bookings situation so critical that the shipping company had no choice but to cancel this year's cruise season. This means that the shipping company's three vintage canal boats will not be sailing at all this year.

Rederi AB Göta Kanal can trace its history back to 1869, with the founding of the Ångfartygsaktiebolaget Motala Ström shipping company. Ever since, the shipping company's canal boats have been cruising Sweden's Göta Canal every year, with the exception of a few years' interruption during WW1, as well as one year during WW2.

- "With this historic background, you realise the exceptional and serious situation in the world," says Peter Henricson, Business Unit Director, Stromma Sweden. "We've waited until the very last minute to cancel the season, but given the absence of our overseas tourists and the continued uncertainty over domestic travel preventing Swedes from booking their summer holidays, we are forced to acknowledge that we're no longer in a position to go ahead with the season. The market has basically vanished.
- The entire tourism industry is in a serious situation and this has hit us hard. I'm glad to report that many people who cancelled this year have moved their booking to next year. We're pinning our hopes on a successful season next year instead," Peter Henricson concludes.

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Stromma is the leading provider of experiences within sightseeing in Northern Europe. Stromma offers experiences that aim to give every single guest lifelong memories. These experiences focus on sightseeing tours, entertainment and activities for tourists, local residents and companies. Stromma has a history dating back to 1809 with a strong tradition of historic and cultural values. Today Stromma operates in 13 destinations; Amsterdam, Utrecht, Copenhagen, Århus, Oslo, Bergen, Ålesund, Geiranger, Stavanger, Stockholm, Gothenburg, Malmö and Helsinki. Stromma's 15 brands include the well-known names Göta Kanal Rederiaktiebolag, Paddan Sightseeing, Strömma Kanalbolaget, Canal Tours Copenhagen, Helsinki Sightseeing, Canal Tours Amsterdam, but also unique experiences like Birka (the Viking City), A'dam Lookout and Vaxholms Kastell. Read more on www.stromma.com.