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## Viking Sweeps TravelAge West's 2024 WAVE Awards with Recognition Across River, Ocean and Expedition Voyages

*Viking Receives Top Honors From Travel Advisors in Five Categories Including "River Cruise Line Providing the Best Travel Advisor Support" and "Cruise Line with the Highest Client Satisfaction"*

LOS ANGELES--(BUSINESS WIRE)-- Viking® ([www.viking.com](http://www.viking.com)) (NYSE: VIK) today is celebrating a new set of accolades from leading travel industry publication *TravelAge West*. The company earned five category wins—securing recognition across its river, ocean and expedition product lines—in the 2024 WAVE Awards. Voted on by travel advisors and readers, Viking earned top honors in three river categories: *River Cruise Line Providing the Best Travel Advisor Support*, *Best River Cruise Line for U.S. Sailings* for its voyages on the *Viking Mississippi*, and *Best New River Cruise Ship* for the newest vessel on the Nile River, the *Viking Aton*. Additionally, Viking was awarded *Cruise Line with the Highest Client Satisfaction (less than 1,300 passengers)* for its ocean voyages and *Expedition Cruise Line with the Highest Client Satisfaction*.

For 55 years, *TravelAge West* has been a leading source of travel industry news and product information. More than 6,400 travel advisor professionals throughout the U.S. and readers of *TravelAge West* voted on the best-of-the-best from a list of Editor's Pick award recipients that were chosen after careful review by Kenneth Shapiro, Publisher and Editor-in-Chief of *TravelAge West*, and the editorial team of *TravelAge West*. Review methods included product analysis, on-site visits, a survey of a select group of industry advisors and online research.

"We are honored to be recognized by *TravelAge West* and travel advisor professionals," said Torstein Hagen, Chairman and CEO of Viking. "For more than 27 years, our relationships with travel advisors have played a significant role in our success. We have always prioritized being the best business partner with our trade-friendly practices, including our history as the first and only major line with no NCFs. We are especially proud to be recognized for providing travel advisor support and client satisfaction, and we look forward to continued success with our travel advisor partners."

Today's announcement is Viking's latest milestone in a series of recent accolades. Viking made history when it was voted #1 for rivers, oceans and expeditions by *Condé Nast Traveler* in the publication's 2023 Readers' Choice Awards. The company was also voted to the top of its categories for rivers, oceans and expeditions by *Travel + Leisure* in the 2023 World's Best Awards. No other travel company has simultaneously received the same

honors by both publications. Viking also led the 2023 Cruise Critic Editors' Picks Awards with seven awards – more than any other line – across the luxury, river and expedition categories – including Best Cabins and Best Spa in the luxury category. Viking was named Best Luxury Line, Best Line for Couples and Best Line in the Mediterranean in *U.S. News & World Report's* 2024 Best Cruise Lines ranking; among the Best Cruises by the editors and panel of experts in *Women's Health* 2024 Travel Awards; and two of Viking's ocean ships, the [Viking Sky](#)® and the [Viking Neptune](#)®, were rated and "Recommended" as part of the Forbes Travel Guide 2024 Star Awards, an annual independent evaluation for luxury travel brands.

## Media Assets

For more information about Viking, or for images and b-roll, please contact [vikingpr@edelman.com](mailto:vikingpr@edelman.com).

## About Viking

Viking (NYSE: VIK) was founded in 1997 and provides destination-focused journeys on rivers, oceans and lakes around the world. Designed for curious travelers with interests in science, history, culture and cuisine, Chairman Torstein Hagen often says Viking offers experiences for The Thinking Person™. Viking has more than 450 awards to its name, including being rated #1 for Rivers, #1 for Oceans and #1 for Expeditions by *Condé Nast Traveler* in the 2023 Readers' Choice Awards. Viking is also rated at the top of its categories for rivers, oceans and expeditions by *Travel + Leisure*. No other travel company has simultaneously received the same honors by both publications. For additional information, contact Viking at 1-800-2-VIKING (1-800-284-5464) or visit [www.viking.com](http://www.viking.com). For Viking's award-winning enrichment channel, visit [www.viking.tv](http://www.viking.tv).

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