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Viking Named a “World’s Best” for Oceans, Rivers and Expeditions by Readers of Travel + Leisure in 2024 Awards

Viking Makes History in the 29th Annual World’s Best Awards

LOS ANGELES--(BUSINESS WIRE)-- *Travel + Leisure* readers have voted Viking® (www.viking.com) (NYSE: VIK) a “World’s Best” for oceans, rivers and expeditions in the 2024 World’s Best Awards, which were announced today. Viking was once again named #1 for Oceans and #1 for Expeditions and was again voted one of the World’s Best river lines. Viking is also rated #1 for Oceans, #1 for Rivers and #1 for Expeditions by the readers of *Condé Nast Traveler*. No other travel company has simultaneously received the same honors by both publications—something Viking has achieved two years in a row.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240709182470/en/>



Since 1995, *Travel + Leisure*, the largest travel magazine brand in the U.S., has invited readers to cast their vote for the World’s Best in cruising with considerations in the following features: cabins/facilities, food, service

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of the World's Best river lines. Pictured here, a Viking ocean ship in Iceland. For more information, visit www.viking.com. (Photo: Viking)

itineraries/destinations, excursions/activities and value.

"We are honored that the readers of *Travel + Leisure*, who are also our loyal guests, have once again recognized Viking as a 'World's Best.' Thank you to our entire Viking family around the world for delivering the experiences that make these awards possible," said Torstein Hagen, Chairman and CEO of Viking. "We have always done things differently, and we look forward to introducing even more guests to the Viking way of exploration in the coming years."

With a clear focus on creating experiences for The Thinking Person, Viking does not try to be all things to all people. This approach has resonated with guests, and today's announcement is just the latest milestone in a series of recent accolades. In addition to the awards from *Travel + Leisure* and *Condé Nast Traveler*, Viking dominated 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 both the *Women's Health* and *Men'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.

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 a "World's Best" 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. For Viking's award-winning enrichment channel, visit www.viking.tv.

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