

October 1, 2024



Condé Nast Traveler Readers Name Viking #1 for Rivers, #1 for Oceans and #1 for Expeditions for Second Consecutive Year

Viking Makes History Again in the 2024 Readers' Choice Awards

LOS ANGELES--(BUSINESS WIRE)-- For the second year in a row, Viking® (www.viking.com) (NYSE: VIK) has been voted #1 for Rivers, #1 for Oceans and #1 for Expeditions by *Condé Nast Traveler* in the publication's 2024 Readers' Choice Awards. This achievement marks the first time a travel company has won these three categories in back-to-back years. Viking made history in 2023 by being the first travel company to be voted #1 in all three categories simultaneously.

This press release features multimedia. View the full release here:

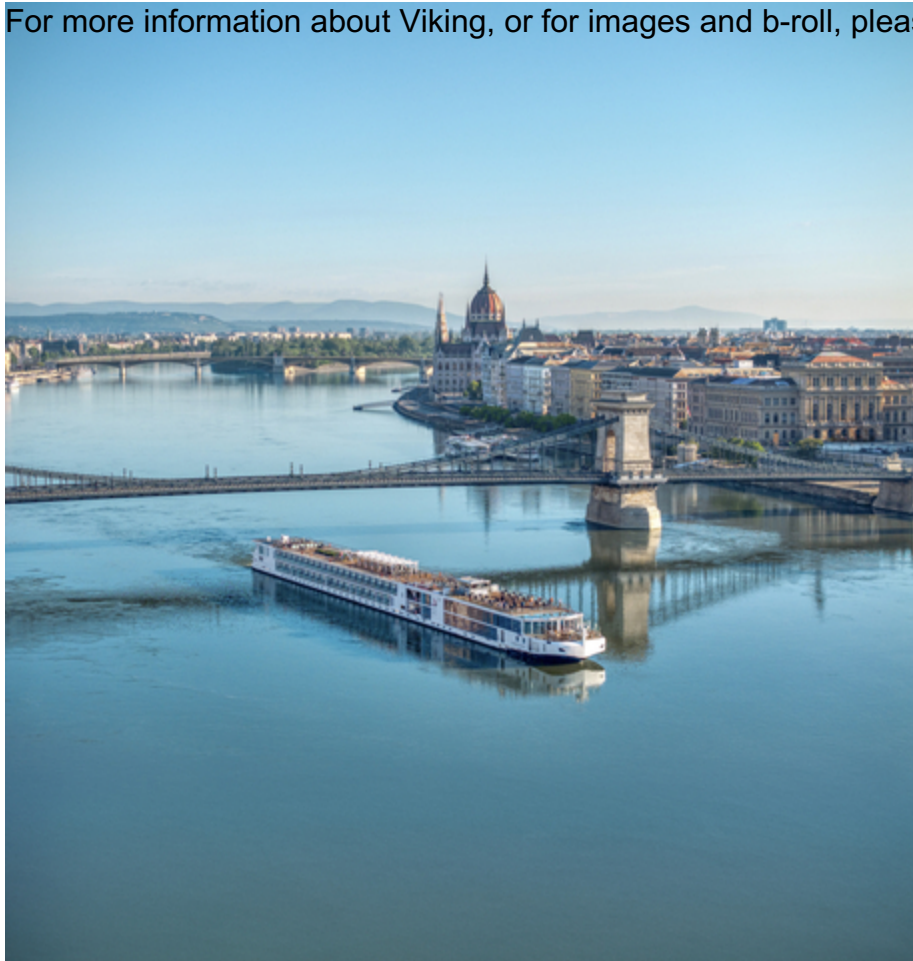
<https://www.businesswire.com/news/home/20241001409543/en/>

"It was quite something to be voted #1 for rivers, oceans and expeditions in the same year. For our guests, *Condé Nast Traveler* readers, to award us the same honor two years in a row is truly special. Thank you to our entire Viking family for delivering the experiences around the world that make these awards possible," said Torstein Hagen, Chairman and CEO of Viking. "We have a clear focus, and we do not try to be all things to all people. We are pleased that our guests appreciate this different approach, and we look forward to introducing more curious travelers to the Viking way of exploration in the years to come."

Today's announcement is just the latest milestone in a series of recent accolades for Viking. Viking was named a "World's Best" for oceans, rivers, and expeditions in *Travel + Leisure's* 2024 World's Best Awards. No other travel company has simultaneously received the same honors from both publications—something Viking has now achieved two years in a row. In addition to the awards from *Condé Nast Traveler* and *Travel + Leisure*, 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; Best Adventure Cruise Line by the editors and panel of experts in the *Women's Health* 2024 Travel Awards; and Best Expedition Cruise Line, Worldwide in the *Men's Health* 2024 Travel Awards. Viking's ocean ships have also been rated and "Recommended" as part of the Forbes Travel Guide 2024 Star Awards, an annual independent evaluation for luxury travel brands. Additionally, Viking received seven awards at the 2023 Cruise Critic Editors' Picks Awards—more than any other line—across the luxury, river, and expedition categories.

Media Assets

For more information about Viking, or for images and b-roll, please contact vikingpr@edelman.com.



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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 and 2024 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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