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## Viking Earns Top Honors in U.S. News & World Report's 2025 Best Cruise Line Rankings

*Viking Recognized for Fourth Consecutive Year as Best Luxury Line, Best for Couples and Best in the Mediterranean*

LOS ANGELES--(BUSINESS WIRE)-- For the fourth consecutive year, Viking® ([www.viking.com](http://www.viking.com)) (NYSE: VIK) has been named Best Luxury Line, Best Line for Couples and Best Line in the Mediterranean by *U.S. News & World Report* in the publication's 2025 Best Cruise Line rankings. The *U.S. News & World Report* travel rankings reflect a comprehensive analysis of expert opinions and traveler reviews, as well as recommendations and insider knowledge from the publication's in-destination seasoned writers and editors.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241120237745/en/>



For the fourth consecutive year, Viking has been named Best Luxury Cruise Line, Best Cruise Line for Couples and Best Cruise Line in the Mediterranean by *U.S. News & World Report* in the publication's 2025 Best Cruise Line rankings. Pictured here, two sister ships in Viking's award-winning ocean fleet in Santorini, Greece. For more information, visit [www.viking.com](http://www.viking.com). (Photo: Business Wire)

"We are honored to be recognized once again by *U.S. News & World Report* for our commitment to delivering the highest quality experiences for our guests. Thank you to our entire Viking family around the world for helping make these awards possible," said Torstein Hagen, Chairman and CEO of Viking. "We have always done things differently, and we are pleased that our approach continues

to resonate with guests and industry experts."

Today's announcement is the latest in a series of recent accolades for Viking. Viking was rated #1 for Rivers, as well as #1 for Oceans and #1 for Expeditions, by *Condé Nast Traveler* in the 2024 Readers' Choice Awards for the second consecutive year. 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 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](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 and CEO 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](http://www.viking.com). For Viking's award-winning enrichment channel, visit [www.viking.tv](http://www.viking.tv).

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