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## Viking Recognized in Cruise Critic's 2024 Best in Cruise Awards

*Viking Wins Top Honors Across Luxury, River and Expedition Categories in the 16th Annual Awards*

LOS ANGELES--(BUSINESS WIRE)-- Viking® ([www.viking.com](http://www.viking.com)) (NYSE: VIK) today celebrated new accolades from Cruise Critic®, the world's largest online cruise resource. In the 2024 *Best in Cruise Awards*, Cruise Critic honored Viking with seven awards across the Luxury (Ocean), River and Expedition categories. In the Luxury (Ocean) category, Viking received two awards: *Best Enrichment* and *Best Spa*, an award Viking has won every year since introducing ocean voyages in 2015. In the River category, Viking was recognized with *Best Enrichment* and *Best New River Cruise Ships* for its new ships on the Nile. In the Expedition category, Viking was named the #1 Cruisers' Choice Cruise Line. Additionally, for the second consecutive year, editors awarded Viking *Best for Light Expedition* and *Best Spa*. Viking also received high ratings from travelers, ranking as a top Luxury (Ocean) line and a top River line in the Cruisers' Choice category.

This press release features multimedia. View the full release here:  
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"We are honored that Cruise Critic's editors and community members, who are also our guests, have once again recognized Viking with top rankings across our river, ocean and expedition products. Thank you to our entire Viking family for delivering experiences around the world that make prestigious awards like these possible," said Torstein Hagen, Chairman and CEO

of Viking. "We believe we have always done things differently in the industry, and we are pleased that our approach continues to resonate with both Cruise Critic's esteemed experts and our loyal guests. We look forward to introducing even more curious travelers to the Viking way of exploration in the years to come."

### **Cruise Critic's *Best in Cruise Awards***

Cruise Critic's *Best in Cruise Awards* recognize the best cruise lines and destinations of the year, as selected by the site's team of experts, as well as the most highly rated cruise lines of the year, based on reviews submitted to Cruise Critic by travelers themselves. Cruise Critic's experts commented on Viking's wins with the following:

- **Best Enrichment – Luxury:** *"It's clear Viking is a thinking-person's cruise line, and the cultural enrichment program, no matter the ship, is impressive. Daily schedules are packed with lectures on history, geography and culture, which help guests learn about the destinations in which they're sailing. Lecturers are smart and entertaining, turning potentially dry topics into rich material guests will remember long after the cruise is over. Guests will adore demonstrations, as well, like a traditional tea ceremony in China."*
- **Best Spa – Luxury:** *"Viking easily sweeps this category not just because its LivNordic spa complex is stunning, but also because its spacious thermal suite and hydrotherapy pool are provided gratis to every guest onboard. From its chilly snow room to its soothing saunas and heated ceramic loungers that bookend a large hydrotherapy pool, this is one of the most relaxing spa areas at sea. The Nordic Bathing Ritual night, offered once per voyage, is a truly immersive experience that we could do again and again."*
- **Best New River Cruise Ships – River:** *"Viking has become the leader in Nile River cruising, sailing a fleet of ships in Egypt. In 2024, Viking Hathor and identical sister ship Viking Sobek debuted, offering a comfortable and stylish way to explore Egypt. For those who know Viking, Hathor and Sobek feel familiar, with the line's hallmark Nordic decor and quiet luxury. Yet they're clearly designed for the Nile, offering immense top decks that provide shaded views of the scenery as the ships pass by, and smart touches like most cabins with walkout verandas and vast windows everywhere so you don't miss a thing."*
- **Best Enrichment – River:** *"You need only look at Viking's roster of cultural partners—which includes the BBC, the MET, TED, Classic FM, the Royal Academy and the British Museum – to see why Viking wins for best onboard enrichment. It also offers top-notch onboard lecturers, deep dives into local history, wine and food tasting, plus extremely knowledgeable guides and cruise directors. Viking.TV continues to set the bar high for enrichment with original programming viewable online and onboard."*
- **Best for Light Expedition – Expedition:** *"Viking builds thoughtful programming that ensures guests have the option to enjoy expedition cruising without breaking a sweat. The cruise line focuses on delivering memorable experiences in comfort. With ships that visit the Poles and the Great Lakes, Viking puts its cruisers in the heart of the action on comfortable, high-speed Special Operations Boats. Loading and unloading is a breeze, thanks to a smart, indoor roller system that keeps guests dry and comfy. Indoor viewing spaces abound, and expedition guides lead onboard sessions that include weather balloon releases."*

- **Best Spa – Expedition:** *"An expedition cruise can have you pushing your physical limits, but Viking has created the perfect way to relax and unwind: its incredible spas. Its two expedition ships offer a beautifully well-lit thermal spa that includes a thalassotherapy pool as well as spots for hot and cold treatments. Our favorite place is the gorgeous badestamp, a tiny pool with unimpeded views of the scenery. Best of all, it's all included. Viking also offers a well-rounded menu of spa treatments as well as a relaxing Nordic Bathing Ritual night."*
- **Cruisers' Choice – Best Expedition Line:** *"Reviewers applaud Viking's focus on a cruise that comfortably combines luxury, adventure and environmental responsibility. Guests are impressed by Viking's culinary offerings, boasting diverse menus and unlimited wine and beer, rivaling high-end restaurants on land. Engaging and informative excursions, led by expert guides, offer unique perspectives through Zodiac landings, kayaking and even submarine dives. The adults-only line offers cruisers the opportunity to participate in scientific research and engaging lectures that enhance the expedition experience."*

Today's announcement is the latest in a series of recent accolades for Viking. Viking was rated #1 for Oceans, #1 for Rivers and #1 for Expeditions by *Condé Nast Traveler* in the 2024 Readers' Choice Awards for the second consecutive year. This achievement marked the first time a travel company won these three categories in back-to-back years. Viking was also named Best Luxury Line, Best Line for Couples and Best Line in the Mediterranean in *U.S. News & World Report's* 2025 Best Cruise Lines ranking for the fourth consecutive year. Viking was also awarded 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.

## 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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Email: [vikingpr@edelman.com](mailto:vikingpr@edelman.com)

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