

August 1, 2024



Viking Launches New Travel Advisor Portal

Enhancements Provide Partners With Everything Needed to Book and Market Online

LOS ANGELES--(BUSINESS WIRE)-- Viking® (NYSE: VIK) today announced the launch of its new and improved Travel Advisor Portal (Viking.com/advisor), which is designed to provide advisors with the tools and resources needed to sell Viking. As part of Viking's ongoing commitment to providing the best support to travel advisors and their clients, the updated platform offers a comprehensive suite of features to enhance the booking experience and streamline the marketing process. Advisor partners can access a wide range of tools, such as engaging marketing content and assets for building co-branded websites, as well as the popular Travel Advisor Academy to learn how to sell Viking's river, ocean and expedition voyages.

"For 27 years, curious travelers have explored the world in comfort with Viking, and one of the reasons we have enjoyed success is because of our relationships with travel advisors," said Torstein Hagen, Chairman and CEO of Viking. "We have always had some of the most trade-friendly policies, including our history first and only major cruise line with no NCFs. This new and improved portal is the latest step in our effort to be the best business partner for travel advisors."

Viking's Travel Advisor Portal features enhancements designed to streamline and simplify the booking experience. The new improvements include:

- **Journey through the booking process** – Search multiple cruise types with intuitive filters to find itineraries by city, port, month or date range.
- **Search for voyages by offer code** – Find and book qualifying sailings with a new offer code search feature.
- **Manage bookings more efficiently** – Sort bookings by upcoming payment deadlines with the new booking dashboard.
- **Find clients' bookings with ease** – Search for a booking by guest name and filter by booking status.
- **Choose a stateroom category** – Select from all stateroom categories with an interactive room selection.
- **Add Air Plus while making an online booking** – Avoid calling the Viking Air Department to add Air Plus earlier in the booking process.
- **Send an eQuote** – Download a PDF or print a quote for clients.

Today's announcement is the most recent trade-related milestone for Viking. Earlier this month, the company celebrated a new set of accolades from leading travel industry

publication *TravelAge West*, sweeping the 2024 WAVE Awards. Viking received top honors in the 2024 WAVE Awards from travel advisors in five categories including: *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*. 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.

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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