

January 5, 2026



Viking Launches “The Viking Savings Event”

Currently Running Through January 31, New “Wave Season” Offer Applies to Small Ship Voyages on All Seven Continents

LOS ANGELES--(BUSINESS WIRE)-- Viking® (www.viking.com) (NYSE:VIK) today announced *The Viking Savings Event*, providing North American travelers with new booking incentives across the company’s extensive range of destination-focused voyages. From now through January 31, 2026, Viking is offering up to 35 percent off all-inclusive voyages, up to free international airfare and a \$25 deposit for all itineraries—plus additional savings for returning guests—on select 2026–2028 river, ocean and expedition itineraries.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260105671844/en/>

Viking today announced The Viking Savings Event, providing North American travelers with new booking incentives across the company’s extensive range of destination-focused voyages. From now through January 31, 2026, Viking is offering up to 35 percent off all-inclusive voyages, up to free international airfare and a \$25 deposit for all itineraries—plus additional savings for returning guests—on select 2026–2028 river, ocean and expedition itineraries. For more information, visit www.viking.com.

company’s most popular itineraries include:

- **Grand European Tour** (15 days; Amsterdam – Budapest) – Admire Rhine Valley vistas from a 900-year-old castle. Sample the culinary delights of Austria’s Wachau Valley. Learn the Viennese waltz, visit Melk’s Benedictine Abbey and ponder Nuremberg’s World War II history. Indulge your senses on this 15-day journey spanning the best of Europe, tracing the Rhine, Main and Danube rivers between the windmill-dotted waterways of Holland and the stunning landscapes of Hungary, with engaging encounters at every bend.
- **Rhine Getaway** (8 days; Amsterdam – Basel) – Sail the picturesque Rhine River and explore a region celebrated for its history and charm. The Middle Rhine, a UNESCO World Heritage Site, is lined with castles, cathedrals and vineyard-laden hills. In Alsace, French and German traditions intertwine, creating a cultural tapestry renowned for its cuisine and architecture. History and innovation are revealed at Kinderdijk, where The Netherlands’ iconic windmills stand as symbols of Dutch ingenuity.
- **Romantic Danube** (8 days; Regensburg – Budapest) – Visit historic Salzburg.

Viking explores all seven continents, with river, ocean and expedition voyages calling in more than 500 ports in more than 85 countries. Highlights of the

Explore Göttweig Abbey, one of Austria's most revered monastic centers, and make dumplings with Wachau Valley apricots. Spend two days in Vienna and celebrate the city's musical heritage at a concert featuring works by Mozart and Strauss. Soak in the healing qualities of Budapest's thermal baths. With medieval towns, grand cities and stunning scenery, this eight-day journey on the "Blue Danube" is one you are sure to love.

- **[Lyon & Provence \(8 days; Avignon – Lyon\)](#)** – Sail along the scenic Rhône River through the beautiful French countryside. Discover Roman Provence at Les Arènes d'Arles and the Pont du Gard. Explore the world's largest Gothic palace at Avignon's grand Palace of the Popes. Excite your palate in Lyon, capital of French gastronomy. Savor local wines, hunt for truffles and see how chèvre cheese is made. Come witness the beauty that inspired artists like Cézanne and Chagall on this eight-day voyage.
- **[Iconic Western Mediterranean \(8 days; Barcelona – Rome \(Civitavecchia\)\)](#)** – Trace the shores of the Mediterranean coast with calls to Spain, Italy and France's famed Riviera. Immerse yourself in Catalonian and Tuscan art, architecture and history during overnights in Barcelona and Tuscany. In the South of France, stroll the network of canals in Sète, immerse yourself in nature in the Calanques National Park and visit Monte Carlo, Monaco's glamorous city by the sea, a blend of old-world elegance with modern luxury.
- **[Ancient Mediterranean Treasures \(8 days; Istanbul – Athens \(Piraeus\)\)](#)** – Trace the origins of civilization as you sail the Aegean Sea. Spend two days in Istanbul, a compelling blend of Eastern and Western cultures. Travel to the ruins of Troy, long steeped in myth and a UNESCO World Heritage Site. Explore historic sites in Ephesus and experience the distinct character of the islands of Rhodes and Crete. Discover the architectural legacy of ancient Athens and the city's charming port of Piraeus during an overnight stay.

Viking was rated #1 for Oceans and #1 for Rivers by *Condé Nast Traveler* for the fifth year in a row in the 2025 Readers' Choice Awards. Viking is also rated a "World's Best" by *Travel + Leisure*—no other travel company has simultaneously received such honors by both publications. Viking also earned eight honors in Cruise Critic's 2025 Best in Cruise Awards and, for the fifth consecutive year, was recognized by *U.S. News & World Report* as the "Best Luxury Line," "Best Line for Couples" and "Best Line in the Mediterranean." Additional accolades include AOL's Best Cruise Line for 2025 and continued "Recommended" ratings for Viking's ocean ships in *Forbes Travel Guide*.

Booking Details

From now through January 31, 2026, *The Viking Savings Event* offers North American travelers up to 35 percent off all-inclusive voyages, up to free international airfare and a \$25 deposit for all itineraries—plus additional savings for returning guests—on select 2026–2028 river, ocean and expedition itineraries.

Call Viking toll-free at 1-855-8-VIKING (1-855-884-5464) or contact a travel advisor for details.

Media Assets

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

About Viking

Viking (NYSE:VIK) is a global leader in experiential travel with a fleet of more than 100 ships, exploring 21 rivers, five oceans and all seven continents. 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 and #1 for Oceans five years in a row by *Condé Nast Traveler* in the 2025 Readers' Choice Awards. Viking is also rated a "World's Best" by *Travel + Leisure*—no other travel company has simultaneously received such honors by both publications. For additional information, contact Viking at 1-800-2-VIKING (1-800-284-5464) or visit www.viking.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20260105671844/en/>

Email: vikingpr@edelman.com

Source: Viking