

January 14, 2026



# Viking Recognized in USA TODAY 10BEST 2026 Readers' Choice Awards

*Viking Ranked #1 in Seven Categories, Including Best River Line and Best Ocean Line*

LOS ANGELES--(BUSINESS WIRE)-- Viking® ([www.viking.com](http://www.viking.com)) (NYSE: VIK) today announced it earned top honors in *USA TODAY 10BEST* 2026 Readers' Choice Awards, ranking #1 across the *Best River Cruise Line*, *Best Ocean Cruise Line*, *Best Alaska Cruise* and *Best Cruise Line for Shore Excursions* categories. In addition, Viking's ocean ships, the *Viking Mars*® and the *Viking Star*®, received individual honors for *Best Adults-Only Cruise* and *Best Cruise Ship for Dining*, respectively. *USA TODAY 10BEST* Readers' Choice Awards highlight top travel experiences as selected by readers, following nominations by a panel of travel experts.

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Viking today announced it earned top honors in *USA TODAY 10BEST* 2026 Readers' Choice Awards, ranking #1 across seven categories, including Best River Line and Best Ocean Line. *USA TODAY 10BEST* Readers' Choice Awards highlight top travel experiences as selected by readers, following nominations by a panel of travel experts. Pictured here, a Viking Longship sailing the Danube River. For more information, visit [www.viking.com](http://www.viking.com).

"We are honored to be recognized by *USA TODAY* readers for both our river and ocean voyages," said Torstein Hagen, Chairman and CEO

of Viking. "We have always done things differently in the travel industry—we focus on the destination, and we do not try to be all things to all people. These awards are a testament to the hard work and dedication of the entire Viking family across our fleet."

Today's announcement adds to a growing list of accolades for Viking. Viking was rated #1 for Oceans and #1 for Rivers by *Condé Nast Traveler* for the fifth consecutive year 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. Additional recognition includes eight awards in *Cruise Critic's* 2025 Best in Cruise Awards and, for the fifth year in a row, top rankings from *U.S. News & World Report* as "Best Luxury Line," "Best Line for Couples," and "Best Line in the Mediterranean." Viking also earned AOL's Best Cruise Line for 2025 and continues to receive "Recommended" ratings for its ocean ships in *Forbes Travel Guide*.

## 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) 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](http://www.viking.com).

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