

January 4, 2024



VIKING LAUNCHES NEW "DISCOVER MORE" SALE

Currently Running Through January 31, Viking's "Wave Season" Offer Applies to Voyages on All Seven Continents

LOS ANGELES, Jan. 4, 2024 /PRNewswire/ -- Viking® (www.viking.com) today announced the *Discover More* sale, providing North American travelers with a variety of new booking incentives across the company's collection of river, ocean and expedition voyages. From now through January 31, 2024, Viking is offering special fares, up to free airfare and a \$25 deposit on all itineraries—as well as additional savings for both new and returning guests.



"For more than 26 years, we have invited curious travelers to explore the world in comfort. We focus on the destination, and we design travel experiences for the thinking person. This approach has always allowed our guests to discover more history, science and culture when they travel with us," said Torstein Hagen, Chairman of Viking. "As this new year begins, we look forward to welcoming returning guests back on board, as well as introducing new travelers to the Viking way of exploration."

Viking now explores all seven continents, with river, ocean and expedition voyages calling in more than 500 ports in more than 85 countries. Highlights of the company's most popular itineraries include:

- **[Viking Homelands](#) (15 days; Stockholm – Bergen)** – Sail historic waters and discover more of Scandinavia with overnights in Stockholm, Oslo and scenic Bergen. See charming Ålborg and Gdańsk, and visit the grand cities of Berlin and Copenhagen. Witness breathtaking scenery from your ship as she glides through majestic Norwegian

fjords in the legendary homelands of the Vikings.

- **[Empires of the Mediterranean](#) (10 days; Venice – Athens)** – Ten days. Nine magnificent destinations. One epic journey. Sail the Adriatic and Aegean, taking in all the riches of this fabled region. On an exploration bookended by iconic Venice and Athens, discover the ancient ruins of Olympia and the Acropolis. Explore the medieval warrens of Zadar and Dubrovnik, and admire the famed whitewashed villages of Santorini. Delight in the beauty of Corfu and be captivated by Koper, the gateway to picturesque Slovenia.
- **[Rhine Getaway](#) (8 days; Amsterdam – Basel)** – Explore one of Europe's best-loved rivers. Discover the turreted fortresses, grand cathedrals, historic cities, medieval towns and stunning scenery of the Middle Rhine—a UNESCO World Heritage Site. Taste the region's renowned white wines, the roots of its terraced vineyards reaching back to Roman times. Savor the various culinary traditions of Alsace. With calls in Amsterdam, Cologne and Basel, this journey reveals a rich landscape of beauty and culture.
- **[Danube Waltz](#) (8 days; Budapest – Passau)** – Soak up soothing steam at a Budapest thermal bath. Learn to waltz at a Viennese dance school. Savor Austro-Hungarian cuisine in Vienna and Budapest. Admire the Wachau Valley's beauty. Explore lesser-known Central European cities like Bratislava and Passau. Witness daily monastic life on an exclusive visit to Göttweig Abbey. This eight-day itinerary reveals the best of these places while cruising leisurely through spectacular scenery.
- **[Great Lakes Collection](#) (15 days; Ontario – Duluth)** – Join Viking for a unique voyage across the historic waterways of all five of the majestic Great Lakes. Experience culture-rich urban centers and admire the awesome power of thundering Niagara Falls. Explore the granite islands and sheltered inlets of Georgian Bay and traverse the famous Soo Locks. Study the aquatic ecosystems of the lakes as you journey and venture into the dense boreal forests that line the shores of Lake Superior and Lake Michigan.
- **[Antarctic Explorer](#) (13 days; Buenos Aires – Ushuaia)** – This ultimate adventure takes you to the Antarctic peninsula, where you will witness towering glaciers, snow-covered landscapes, immense icebergs and once-in-a-lifetime wildlife viewing. In the footsteps of explorers such as Amundsen, Shackleton and Scott, you will be one of the few to discover the world's last truly wild frontier. Each day brings new surprises and the opportunity to change plans to maximize wildlife sightings and adapt to ever-changing weather.
- **[Heart of the Delta](#) (12 days; New Orleans - Memphis)** – Immerse yourself in history and heritage on this journey bookended by New Orleans and Memphis. Attend a Privileged Access Mississippi Delta blues experience in Greenville and be inspired by the stories of famed musicians and iconic civil rights heroes. Savor delicious Cajun and Creole cuisine, as well as Memphis's famous barbecue. And stir your soul with the rhythms of Dixieland jazz, Delta blues and gospel.

Recently, Viking was honored with seven awards—more than any other line—in the 2023 Cruise Critic Editors' Picks Awards, including Best River Line, Best for First-Timers and Best Service in the river category. The company also made history when it was voted #1 for rivers, oceans and expeditions by *Condé Nast Traveler* in the publication's 2023 Readers' Choice Awards. Viking was also voted to the top of its categories for rivers, oceans and expeditions by *Travel + Leisure* in the 2023 World's Best Awards. No other travel company has simultaneously received the same honors by both publications.

Booking Details

From now through January 31, 2024, Viking is offering North American travelers the *Discover More* sale, with up to free international airfare, special fares and a \$25 deposit—with additional savings for both new and returning guests—on all-inclusive river, ocean and expedition voyages. 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 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 at the top of its categories 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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