

February 18, 2026



Viking Announces New Mississippi and Ohio River Voyages for 2027

Now Open for Booking, Two New Itineraries for the Viking Mississippi Expand Company's Ports of Call in the United States

LOS ANGELES--(BUSINESS WIRE)-- Viking® (www.viking.com) (NYSE: VIK) today announced that new itineraries on the Mississippi and Ohio rivers for 2027 are now open for booking. Sailing on board the [Viking Mississippi](#), guests can choose the new 15-day [Bayous, Blues & Bluegrass](#) itinerary, which operates between New Orleans and Louisville, with ports of call along the Mississippi and Ohio rivers. A shorter option—the 8-day [Mississippi & Ohio River Explorer](#) itinerary—offers a journey between Memphis and Louisville.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260218671123/en/>

Viking today announced that new itineraries on the Mississippi and Ohio rivers for 2027 are now open for booking. Sailing on board the Viking Mississippi, guests can choose the new 15-day Bayous, Blues & Bluegrass itinerary, which operates between New Orleans and Louisville, with ports of call along the Mississippi and Ohio rivers. A shorter option—the 8-day Mississippi & Ohio River Explorer itinerary—offers a journey between Memphis and Louisville. For more information, visit www.viking.com.

“Wherever they are in the world, our guests are interested in the history, culture and culinary traditions of the destinations they visit,” said Torstein Hagen, Chairman

and CEO of Viking. “The towns and cities along the Mississippi and Ohio rivers are close to home for quite a few of our guests—and are fantastic destinations that many have yet to discover.”

The new itineraries expand the company's destination-focused offerings on the Mississippi River and include:

- **NEW for 2027 [Bayous, Blues & Bluegrass](#) (15 days; New Orleans – Louisville)**—Explore the rich heritage of the American South, birthplace of some of the country's most beloved culinary and musical traditions. Along the Mississippi River, grand homes preserve the South's past. Step into Civil War history at Vicksburg and feel the rhythm of the blues in Greenville. Further north, sample smoky barbecue in Tennessee and discover Kentucky's legacy of craftsmanship, from the powerful Louisville Slugger to smooth bourbon.
- **NEW for 2027 [Mississippi & Ohio River Explorer](#) (8 days; Memphis – Louisville)**—Sail on the Ohio and Mississippi rivers as they wind past scenic wetlands, quaint towns and storied cities. Classic American musical genres—the blues, rock 'n' roll and

bluegrass—arose along these waterways. Discover the legacies of icons such as B. B. King and Elvis Presley in Memphis, Tennessee. In Kentucky, Louisville's baseball museum preserves the spirit of America's favorite pastime while its bourbon distilleries honor generations of craftsmanship.

- [**Mississippi River Odyssey**](#) (22 days; New Orleans – St. Paul) – Revel in the charm of “America's Great River” as you set sail along the Mississippi. Admire the historic mansions and grand homes atop its bluffs, and delve into America's Civil War history. Delight in the region's famed Southern cuisine and sample Memphis's renowned barbecue, alongside artisan beers. Birthplace of American music—blues, jazz and soul—the Mississippi celebrates its musical heritage in the towns and cities that line its legendary shores.
- [**Mississippi Delta Explorer**](#) (8 days; New Orleans – Memphis) – Discover Darrow, the gateway to the grand homes of the Lower Mississippi and explore the fascinating towns along the banks of the Mississippi that preserve the memory of the American South's early history. Learn about Natchez's French and Acadian heritage and pay your respects at the Vicksburg battlefield. Savor delicious Cajun and Creole cuisine, as well as Memphis's famous barbecue, as you celebrate musical legends in the birthplace of rock 'n' roll.
- [**Heartland of America**](#) (8 days; St. Louis – St. Paul) – Journey along the Upper Mississippi while you hear stories of intrepid pioneers and the Lewis and Clark Expedition. Walk in the footsteps of famed writer Mark Twain and learn about the Norwegian migration to the Midwest. Enjoy the view as your ship navigates through the river's intricate lock system and experience the region's many cultural treasures—from ragtime, polka and Norwegian folk music to Wisconsin cheese, craft beer and hearty stews.
- [**New Orleans & Southern Charms**](#) (8 days; New Orleans roundtrip) – The Lower Mississippi is rich with charm, history and hospitality. Explore historic estates and visit notable Civil War sites. Sample the bustling French-flavored port cities of New Orleans and Baton Rouge. Sway to the tempos of Dixieland jazz, gospel and blues. Savor gourmet Cajun and Creole cuisine, as well as traditional Southern fare. Join us, and see why local Cajuns say, “*Laissez les bons temps rouler*” (Let the good times roll).

The Viking Mississippi

Hosting 386 guests in 193 all-outside staterooms, the state-of-the-art *Viking Mississippi* is inspired by Viking's award-winning river and ocean ships and features elegant Scandinavian design, as well as public spaces that are familiar to guests but reimagined for Mississippi River voyages. The ship's cutting-edge design, expansive windows and comfortable amenities make the *Viking Mississippi* the first truly modern ship in the region.

Booking Details

From now through February 28, 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/20260218671123/en/>

Email: vikingpr@edelman.com

Source: Viking