



Company Fact Sheet

OVERVIEW:

Viking River Cruises, the world's leading river cruise company, offers scenic cruising along the rivers of Europe, Russia, Ukraine, China, Southeast Asia and Egypt. Since its 1997 inception, the company has grown to a fleet of 33 vessels (in 2013), and provides unique, deluxe vacations to experienced travelers with an interest in geography, culture and history.

Viking ships are intimate, accommodating up to a few hundred guests at most, and are purpose-built to navigate the rivers they sail. Viking's cruises offer great value with all-inclusive pricing that includes accommodations in an outside stateroom, port charges, onboard internet/Wi-Fi, wine, beer and soft drinks with onboard lunches and dinners, Captain's Dinner and Welcome Cocktails, signature Culture CurriculumSM program and exciting shore excursions in every port, as well as hotel accommodations during city portions of cruisetour itineraries.

In 2012, the company began launching its state-of-the-art new Viking Longships, with a record-breaking six new ships entering service in a single season. Designed by celebrated maritime architects Yran & Storbraaten—the team behind the Disney Dream and the Yachts of Seabourn—the new ships integrate patent-pending technology and innovations such as diesel-electric hybrid engines, solar panels and onboard organic herb gardens. In 2013, Viking will break its own record with the launch of eight new ships in a single year.

The most award-winning river cruise line, Viking River Cruises has been recognized by the most trusted arbiters of excellence in the travel and cruise industries. Viking River Cruises was voted the No. 1 River Cruise Line in the *Travel + Leisure* 2012 World's Best Awards readers' survey and has consistently placed high on competitive rankings like *Condé Nast Traveler's* Gold List, Readers' Choice and Best Small Ships awards. The company has also been honored by prestigious organizations like Cruise Critic.

Meanwhile, travel agents have recognized the company with awards including *TravelAge West's* Best Line for River Cruising and *Travel Weekly's* #1 River Cruise Line.

MANAGEMENT:

Torstein Hagen, Chairman

ADDRESSES:

Corporate Headquarters
5700 Canoga Avenue, Suite 200
Woodland Hills, CA 91367
UNITED STATES

United Kingdom Sales/ Marketing Office
Nelsons House
83 Wimbledon Park Side
London SW19 5LP
UNITED KINGDOM

Germany Sales/Marketing Office
Jülicher Str. 26
50674 Köln
GERMANY

Australia Sales/Marketing Office
Level 8, 107 Walker Street
North Sydney 2060
AUSTRALIA

Additionally, there are operational headquarters in Switzerland, China, Russia and France.

**U.S. CORPORATE
PHONE NUMBER:**

(818) 227-1234

WEBSITE:

www.vikingrivercruises.com

EMPLOYEES:

Approximately 2,000

NUMBER OF SHIPS:

33 Ships (2013)

NUMBER OF BERTHS:

More than 4,300 berths

ITINERARIES:

25

CRUISE DURATIONS:

Eight to 23 days

SHIPS:

Viking Longships – Europe
Viking Aegir
Viking Atla (2013)
Viking Bragi (2013)
Viking Embla

Viking Forseti (2013)
Viking Freya
Viking Idun
Viking Jarl (2013)
Viking Njord
Viking Odin
Viking Rinda (2013)
Viking Skadi (2013)
Viking Tor (2013)
Viking Var (2013)

Europe

Viking Danube
Viking Douro (2013)
Viking Europe
Viking Fontane
Viking Helvetia
Viking Legend
Viking Neptune
Viking Prestige
Viking Pride
Viking Primadonna
Viking Schumann
Viking Sky
Viking Spirit
Viking Sun

Russia & Ukraine

Viking Helgi
Viking Ingvar
Viking Lomonosov
Viking Rurik
Viking Truvor

China & Southeast Asia

RV Indochina
RV Tonle
Viking Emerald

Egypt

MS Esplande
MS Mayfair
MS Omar El Khayam

RIVERS:

Europe

Danube
Douro
Elbe
Holland's Waterways
Main
Moselle
Saône
Seine
Rhine
Rhône

Russia & Ukraine

Dnieper
Neva
Volga

China & Southeast Asia

Mekong
Yangtze

Egypt

Nile
Lake Nasser

ITINERARIES:

Europe

Europe is the birthplace of Western civilization—travel along the Rhine, Danube, Seine, Elbe and other great European rivers to experience its long history and its flourishing contemporary culture.

- ***Cities of Light*** – 12 days Paris to Prague (or reverse)
- ***Danube Waltz*** – 8 days Passau to Budapest (or reverse)
- ***Elegant Elbe*** – 10 days Berlin to Prague (or reverse)
- ***European Sojourn*** – 23 days Amsterdam to Budapest (or reverse)
[new for 2013]
- ***France's Finest*** – 15 days Paris to Avignon (or reverse) combines *Paris & the Heart of Normandy* with *Portraits of Southern France*
- ***Grand European Tour*** – 15 days Amsterdam to Budapest (or reverse)
- ***Grand Rivers of Europe*** – 22 days Basel to Budapest (or reverse)
[new for 2013]
- ***Paris & the Heart of Normandy*** – 8 days Paris–Rouen–Paris
- ***Passage to Eastern Europe*** – 11 days Bucharest to Budapest (or reverse)
- ***Portraits of Southern France*** – 8 days Chalon to Avignon (or reverse)
- ***Portugal's River of Gold*** – 10 days Lisbon to Porto (or reverse)
[new for 2013]
- ***Rhine Getaway*** – 8 days Amsterdam to Basel (or reverse)
- ***Romantic Danube*** – 8 days Budapest to Nuremberg (or reverse)

- **Treasures of the Rhine** – 15 days Basel to Antwerp (or reverse)
- **Tulips & Windmills** – 10 days Amsterdam–Antwerp–Amsterdam
- **Vineyards & Vistas** – 8 days Trier to Nuremberg (or reverse)

Russia & Ukraine

Viking River Cruises began offering Russian river cruises 15 years ago. Russia cruises give you the chance to take in the colorful sights of Red Square and the royal retreats of St. Petersburg, while the Ukrainian cruise explores the renowned cities of Odessa, Yalta and Kiev.

- **Footsteps of the Cossacks** – 12 days Odessa to Kiev, with stops in Sevastopol, Zaporozhye and Yalta on the Black Sea (or reverse)
- **Russia Explorer** – 13 days St. Petersburg to Moscow, with stops in Uglich, Yaroslavl, Kuzino and Kizhi (or reverse) [new for 2013]
- **Waterways of the Czars** – 13 days St. Petersburg to Moscow with multiple overnights in both cities (or reverse)

China & Southeast Asia

Viking's China river cruises showcase the imperial and cultural highlights of Beijing, Shanghai and Xian. Asia cruises highlight the spectacular backdrop of this vast and varied continent.

- **China's Cultural Delights** – 17 days including 3 nights in Beijing, 1 in Xian and 2 in Shanghai, plus a 10-day cruise along the Yangtze from Chongqing to Nanjing (or reverse)
- **China Explorer** – 18 days including 3 nights in Beijing, 1 in Xian and 2 in Shanghai, a 6-day cruise along the Yangtze from Chongqing to Wuhan, plus land visits to Lijiang (UNESCO Site) and Chengdu (Panda Research Base) (or reverse) [new for 2013]
- **Imperial Jewels of China** – 12 days including 3 nights in Beijing, 1 in Xian and 2 in Shanghai, plus a 6-day cruise along the Yangtze from Chongqing to Wuhan (or reverse)
- **Roof of the World** – 16 days including 3 nights each in Beijing and Lhasa, 2 in Xian and 2 in Shanghai, plus a 6-day cruise along the Yangtze from Chongqing to Wuhan (or reverse)
- **Magnificent Mekong** – 15 days including overnights in Hanoi and Ho Chi Minh City, plus an 8-day cruise along the Mekong River. Tour includes visits to ancient Khmer monuments, Cambodia's French colonial capital Phnom Penh, the majestic temples of Angkor Wat and the floating markets of the river delta.

Egypt

With Egypt river cruises, you can explore the power of the ancient world as expert Egyptologists enlighten you on the myth and mystery of Egypt. See the convergence of ancient history and modern society as you visit

Cairo and enjoy Egypt cruises along the mighty Nile between Luxor and Aswan.

- ***Pathways of the Pharaohs*** – 12 days Cairo–Luxor–Nile–Lake Nasser, including time in Cairo and neighboring Giza, a 4-night cruise along the Nile and a 3-night cruise across Lake Nasser.

SHIP DESIGN:

Viking’s ships are designed by famed Scandinavian naval architects Yran & Storbraaten, who have also designed for Silversea, Yachts of Seabourn, Disney and Regent Seven Seas. The ships present a sleek and uncluttered design quality. Furnishings are crafted from fine woods and fabrics of wools, cottons, cashmeres and linens in a neutral palette. In 2012, Viking introduced new state-of-the-art Viking Longships that integrate patent-pending design and cutting-edge technology with comfortable amenities that reflect guest preferences and current travel trends.

ACCOMMODATIONS:

Viking offers elegantly appointed staterooms featuring European linens and duvets. Every stateroom is an “outside” stateroom complete with picturesque views of every destination; Viking Longships have a selection of staterooms from the Explorer Suites and Veranda Suites to cabins with a veranda or a French balcony with a floor-to-ceiling sliding glass door. *Viking Emerald* in China and Viking’s recently revamped Russian fleet also feature full, private verandas.

Most staterooms offer hotel-style beds in either single or double configuration. All staterooms feature a private bathroom and most include an individual climate control unit for maximum comfort. Stateroom TVs offer CNN and other English-language programming in addition to region-specific movies and documentaries allowing for additional cultural immersion. In Europe, television programming includes CNBC, ESPN, FOX, National Geographic and more.

CULINARY:

Viking River Cruises recognizes that cuisine is inextricably linked to culture, and has therefore designed a world-class food and beverage program that invites guests on a journey of discovery through the unique cultures and regions that are visited on a Viking cruise.

At each meal, guests are offered options ranging from classic favorites to more unique daily specialties, all cooked in state-of-the-art kitchens by chefs trained in Swiss culinary traditions. China itinerary menus were conceptualized by the world-renowned chef Martin Yan.

Breakfasts include a selection of European breads and pastries, cereals and fresh fruit or hot dishes like steel-cut oatmeal or an omelet upon request.

For lunch, guests can order from the menu and enjoy their meal in a casual setting such as the lounge or the al fresco Aquavit Terrace.

Dinnertime is a five-course meal in the elegant dining room where a selection of entrées, such as regional specialties or grilled chicken, steak or salmon, are presented on Villeroy & Boch china and crisp linens alongside sparkling crystal stemware.

Seasonal, regional offerings may include: smoked Peking duck in China; traditional *golubtsy*, stuffed white cabbage leaves with tomato sauce and sour cream, aboard Russian itineraries; and *hutspot*, a hearty beef stew with potatoes and vegetables, on Europe itineraries.

Viking River Cruises designs its restaurants to accommodate single-seating meals in a casual yet elegant sit-where-you-like atmosphere, unique to river cruising vessels.

Each onboard meal is accompanied by complimentary tea, coffee, soft drinks, house wine and beer; cocktails and additional wines available for purchase on a per-drink basis. Viking also offers Silver Spirits, a convenient premium beverage package that features upgrades to the complimentary wine served with lunch and dinner, as well as additional cocktails. Many Viking River Cruises guests also choose to bring specialty wine varietals and local liquors on board and are invited to enjoy them at meals without a corkage fee.

**ALL-INCLUSIVE
FEATURES:**

Viking River Cruises amenities and services allow guests to feel at home while discovering the cosmopolitan cities and quaint towns along the great rivers of Europe, Russia, Ukraine, China, Southeast Asia and Egypt. In addition, the all-inclusive pricing of a Viking River Cruises vacation provides significant value and many advantages not offered by do-it-yourself vacations or other touring options:

- Dining aboard
- On-shore dining for select itineraries
- Excursions and activities at ports of call
- Culturally relevant performances and demonstrations
- Onboard lectures

- Hotel accommodations for cruisetour packages
- Locked-in pricing once travelers have paid in full
- Low-cost international flights with included transfers available
- Escorted pre- and post-cruise land extensions (additional fees apply)

AMENITIES:

Onboard amenities include restaurant, bar, lounge, library, sun deck, onboard boutique and laundry service, as well as a wraparound promenade deck on some ships. Viking features non-smoking interiors on all ships. Some Viking ships offer an onboard doctor, tailor, elevator, sauna, pool, small gym and hairdresser.

All Viking ships in Europe, Russia and Ukraine offer complimentary shipwide wireless Internet service. Ships in China and Egypt offer an onboard Internet café for use free of charge.

CULTURE

CURRICULUMSM:

Viking River Cruises prides itself on providing guests with an immersive travel experience via its Culture Curriculum program.

Designed to complement excursions with enrichment offerings, hands-on activities and lectures, Viking's Culture Curriculum is a favorite amongst new and past guests for the way it illuminates the cultures and cities visited while on a cruise. Examples of these activities include: apple strudel-making workshops, wine tasting of regional vintages and attending a folkloric dance performance on some European itineraries. In Russia, guests might enjoy lectures on the Romanov Czars and traditional Russian tea time, while China itineraries might feature a Hubei bells performance or lectures on the Yangtze River and current affairs. Egypt cruisetours provide escorted tours by certified Egyptologists and unique experiences such as a camel ride at the foot of the Great Pyramids, while Mekong River programs offer the chance to visit Angkor Wat and attend an Apsara dance show.

Basic language lessons are provided in every region.

**CORPORATE SOCIAL
RESPONSIBILITY:**

Viking River Cruises is committed to being a responsible corporate citizen and consistently invests in the areas of sustainability, education and the arts.

Viking Legend and *Viking Prestige* currently feature an innovative propulsion system, allowing the ships to achieve an estimated 20 percent boost in fuel efficiency. The new Viking Longships incorporate the same

technology and feature energy-efficient hybrid engines, allowing for a quieter, smoother and more efficient journey. Also onboard are solar panels and an organic herb garden on the sun deck.

Viking River Cruises is also committed to directly investing in the communities in which it operates. Viking sponsors several schools located in China's Yangtze River Valley, providing donations that support the schools' infrastructure and afford supplies and financial aid to students, teacher training and award programs. While on a Chinese voyage, Viking River Cruises guests visit one of the schools for an excursion that offers a glimpse of daily life in China.

REWARDS, INCENTIVES & PROMOTIONS:

Every Viking guest is automatically enrolled in the Viking Explorer Society once they have booked their first journey. Members enjoy an array of benefits:

- Travel credits for guests who book a Viking cruise within one or two calendar years of their last cruise
- Onboard recognition
- Early awareness of new Viking ships and itineraries
- Travel gifts

The Viking Referral Rewards program allows guests to earn a \$100 travel credit for each friend who purchases a Viking vacation. Plus, each referred friend saves \$100 per person on their first trip. Upon the 13th successful referral, the guest receives a free river cruise valued up to \$3,300.

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*For additional information, images or industry perspective, contact vikingpr@edelman.com
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