

45

NEW VIKING RIVER SHIPS  
IN 4 YEARS

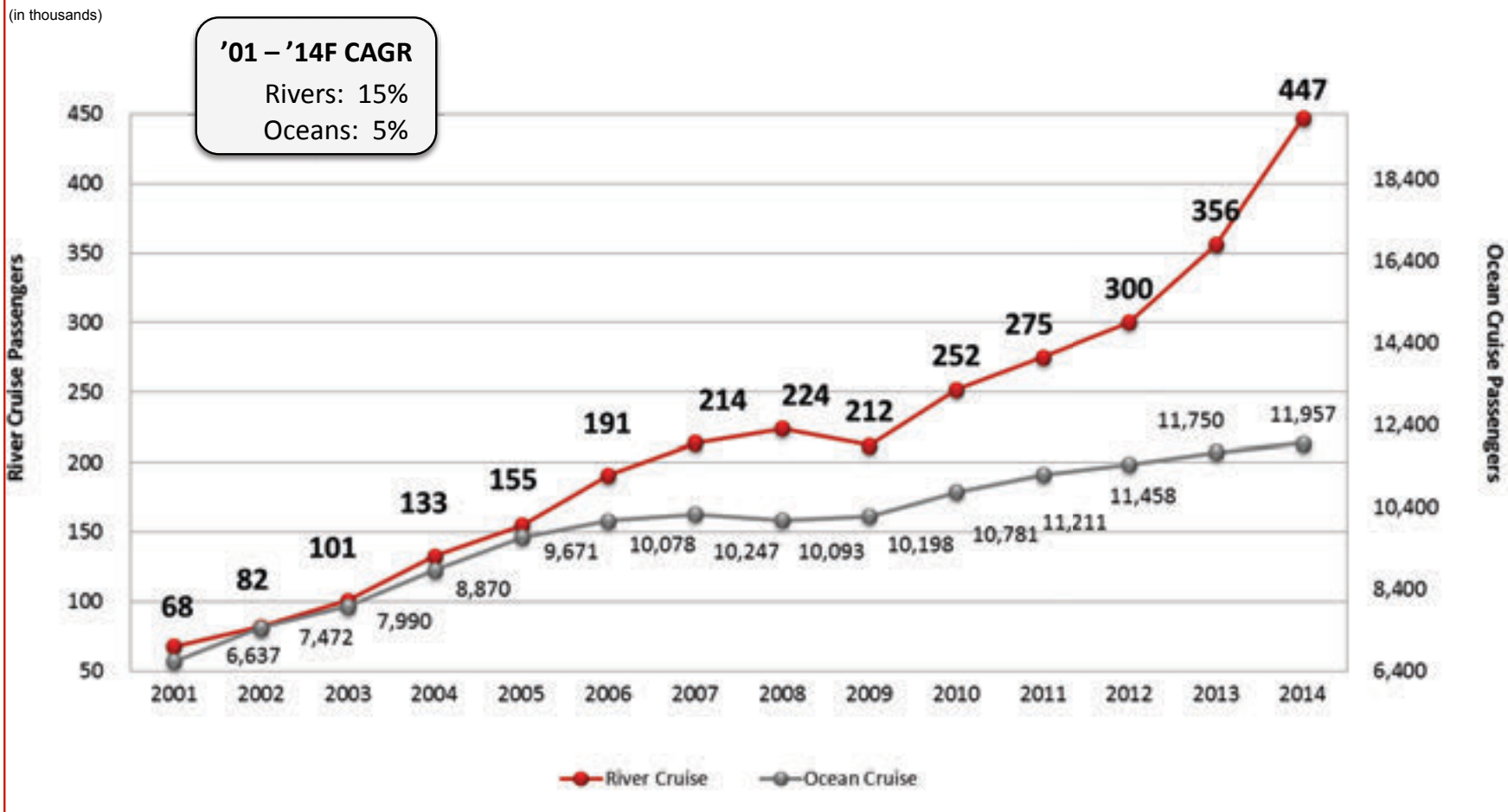


THE WORLD'S LEADING RIVER CRUISE LINE...BY FAR

# Small industry but growing rapidly



## North American demand for river vs. ocean cruises



Source: [http://cruising.org/news/press\\_releases/2014/01/state-cruise-industry-2014-global-growth-passenger-numbers-and-product-o](http://cruising.org/news/press_releases/2014/01/state-cruise-industry-2014-global-growth-passenger-numbers-and-product-o)  
January 2014

CAGR: Compounded Annual Growth Rate

- In the US, roughly 10,000 Baby Boomers turned 65 on January 1, 2011 and about 10,000 per day will turn 65 every year for the next 19 years
- By 2030, 18 % of the US population will be 65 or over

(source PewResearchCenter)

# New for 2015 – Viking Rivers



Viking's River Cruise fleet will now total **64**

## Viking Longships

- 10 additional new Viking Longships
- 2 new ships on the Elbe River

## Two New Products

- Legends of the Rhine – 7 nights
  - Cruise Amsterdam to Frankfurt
- Rhine Rhapsody – 9 nights
  - 1 Night Paris, 7 night cruise Trier to Basel and 1 night Basel, Switzerland



# World's Most Award-Winning River Cruise Line



## Travel + Leisure World's Best

Named "World's Best River Cruise Line" in the *Travel + Leisure* 2013 World's Best Awards Readers' Choice survey, the 18th annual awards by this leading monthly travel publication. Also recognized in 2004, 2005, 2006, 2008, 2009, 2010, 2011 and 2012.



## Cruise Critic Editors' Picks

Named "Best River Cruise Line" in Cruise Critic's® 6th Annual Editor's Pick Awards in 2013. Recognized the entire Viking Longship fleet as 2012's "Best River Cruise Ship". And, in 2011, Cruise Critic Editors chose Viking as the "Best River Cruise Line".



## Condé Nast Traveler's Gold List

Ranked by readers of *Condé Nast Traveler* in the annual Gold List, Reader's Choice and Best Small Ships lists. For 2013, 14 of Viking's ships received recognition among the "Best Cruise Ships in the World." Also recognized in 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011 and 2012.



## National Geographic's The 10 Best of Everything

Viking's *Imperial Jewels of China* as well as other itineraries in Europe, Russia, China and more, featured in *National Geographic's* "The 10 Best of Everything: An Ultimate Guide for Travelers," edited by noted author and world traveler Nathaniel Lande.



## British Travel Awards

Named the "Best River Cruise Line" in the 2012 British Travel Awards. Based on votes by tens of thousands of travel consumers, agents and industry professionals, the awards are considered the authority on travel industry performance in the U.K. Also recognized in 2009, 2010 and 2011.



## Seatrade's Cruise Awards

Recognized in 2011 with the inaugural River Cruise Innovation Award, presented to a company, organization or individual who has provided an exceptional service, or product or initiative in the river cruise sector.



## Travel Weekly Readers' Choice Awards

Named the "Best River Cruise Line" by readers of this prestigious industry publication eight years running. Won in 2006, 2007, 2008, 2009, 2010, 2011, 2012 and 2013.



## TravelAge West WAVE Awards

Honored with the 2013 WAVE Awards for "Best Overall Cruise Line for River Cruising" and "Best River Cruise Line for Travel Agent Support." Also won "Best Overall Cruise Line for River Cruising" in 2006, 2007, 2008, 2009, 2010, 2011 and 2012.



## Recommend Readers' Choice Awards

Readers of *Recommend* have awarded Viking "Best River Cruise Line" in the magazine's 2013 annual survey of its travel agent readers. Also won in 2006, 2007, 2008, 2009, 2010, 2011 and 2012.



## Luxury Travel Advisor Awards of Excellence

In 2011, Viking was awarded "Best Luxury River Cruise Company." As stated by the magazine, "The awards bestow honor upon those individuals, destinations and travel companies that add true panache to the world of luxury travel." Also won in 2009.

# World's Most Award-Winning River Cruise Line



## CONDÉ NAST TRAVELER

*9x Winner: Gold List, Readers' Choice & Best Small Ships*

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For 2014, *Condé Nast Traveler* Readers' Poll ranked our **Viking Longship** the **#1 River Cruise Ship**, and 16 other Viking ships were also awarded top-ranking spots.



# Introducing Viking Oceans



Welcome MS Viking Star, Viking Sea, Viking Sky





# New for Viking Oceans

## Ocean Cruise Ships

2015

- Viking Star
  - Baltic and Mediterranean itineraries

2016

- Viking Sea
- Viking Sky
- New Cruise Itineraries
  - Into the Midnight Sun
  - Baltic Jewels & The Midnight Sun



# Statistics of MS Viking Star, Viking Sea, Viking Sky



Length overall	227.2 meters (745.4 feet)
Gross Tonnage (GRT)	47,800 tons
Cabins	465 (all veranda cabins)
Passengers	928
Crew	465

# The LivNordic Spa



# Explorer's Lounge



**Viking Star staterooms features the ultimate in cruising.**

<b>Cabin Type</b>	<b>Cabin</b>	<b>Balcony</b>	<b>Total</b>
Veranda (V)	224 sq.	45 sq.	270 sq.
Deluxe Veranda (DV)	224 sq.	45 sq.	270 sq.
Penthouse Veranda (PV)	280 sq.	56 sq.	338 sq.
Penthouse (Junior) Suite (PS)	336 sq.	67 sq.	405 sq.
Explorer Suite (ES)	560 sq.	111 sq.	757 -1163 sq.
Owner's Suite			1448 sq.

# A View With Every Stateroom



Veranda Stateroom

Tastefully Decorated



Veranda Stateroom

# Spacious and Inviting





# Viking Travel Agent Academy



## VIKING TRAVEL AGENT ACADEMY

The **Viking Travel Agent Academy** program is designed for the agent who really wants to learn how to sell this profitable and ever growing aspect of the cruise industry. Once you complete all three courses earn **\$50 per booking for 60-days**.

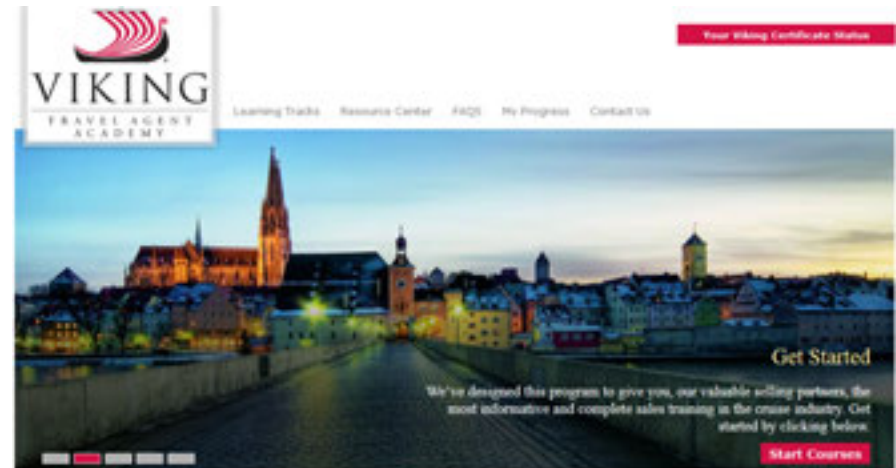
**Now Available**

**Specialist Course 1: A Foundation in River Cruising**

**Specialist Course 2: Danube River Specialist**

**Specialist Course 3: Rhine, Main, Moselle and Elbe**

**WWW.VRC.COM/AGENTS**



- ### Specialist Courses
1. Specialist Course 1: A Foundation in River Cruising
  2. Specialist Course 2: The Danube River
  3. Specialist Course 3: Rhine, Main, Elbe & Moselle
  4. Specialist Course 4: France & Portugal
  5. Specialist Course 5: China

### Learning Tracks

Welcome to the Learning Tracks section of the Viking Travel Agent Academy. To start on your certification process scroll down to the select course of your choice and click on the 'Get Started' button located below the image.



#### Specialist Course 1: A Foundation in River Cruising

This is the course that will really get you started on your river cruise selling journey. Everything from "Why Viking and how are we different" to touring the innovative Longships. We call this your foundation course for a reason—once you understand the competitive advantages of Viking and how to position river cruising, you are on your

way to selling a product that not only makes for happy clients who will be repeat passengers but also a lucrative product for you to sell. NO NCFs. Inclusive Pricing. Real Documents. Largest Fleet of river ships. Ready to get going?!

### PROMOTIONS



#### Specialist Course 2: The Danube River

Increase Your Profits – Average Commission **\$1,600**



## No NCF's for both Rivers And Oceans

Earn commission on all aspects of your clients' bookings:

- ✓ Cruise and air
- ✓ Pre and Post packages
- ✓ Port charges
- ✓ Taxes and fees
- ✓ Travel protection plans
- ✓ Gift orders
- ✓ Shipboard credits
- ✓ Upsell items
- ✓ And more

**\$1,600** average commission

Commissions paid **29 days** prior to sailing



*If an agent sells anything Viking,  
they earn a commission on it.*

*Our partners are paid for  
everything they sell.*

- Torstein Hagen, Chairman