



**FOR IMMEDIATE RELEASE**

## **Viking and SHL Announce Exclusive Partnership for Hospitality Excellence on River Ships**

*Unique Collaboration is the First-of-its-Kind in the Cruise Industry*

**Basel, Switzerland (December 22, 2025)** – Viking® ([www.viking.com](http://www.viking.com)) (NYSE: VIK) and SHL Schweizerische Hotelfachschule Luzern ([www.shl.ch/en](http://www.shl.ch/en)) today announced an exclusive strategic partnership designed to redefine hospitality standards in river cruising. Viking is a global leader in experiential travel with a fleet of more than 100 ships, including 89 river vessels, and operations teams based in Basel. Since 1909, SHL Schweizerische Hotelfachschule Luzern has been the innovative training institution offering hands-on hospitality management programs as well as training opportunities and consulting services in the field of “Best Customer Experience” for companies from a wide range of sectors. This industry-first collaboration combines Viking’s ongoing commitment to delivering unparalleled guest experiences with SHL’s century-long tradition of Swiss hospitality excellence.

The partnership focuses on crew development and continuous education as the cornerstone of exceptional service. Through SHL-certified training programs, Viking’s hotel crew will receive formal recognition for their skills, strengthening Viking’s reputation as an employer of choice and ensuring guests enjoy world-class service while on board. Key initiatives of the partnership include:

- **Certification and co-branding of Viking’s training programs:** SHL will review, audit and certify Viking’s established hospitality training programs, providing participants with diplomas endorsed by one of Switzerland’s most prestigious hospitality schools. In addition, SHL will help Viking to continuously develop and innovate these trainings to ensure they keep meeting the highest standards in hospitality education.
- **Train-the-trainer program:** SHL will support Viking with a formal and structured approach to developing Viking’s trainers, ensuring consistent delivery of high-quality education across its river fleet.

"At Viking, our mission is to help guests explore the world in comfort," said Harald Seebacher, Senior Vice President of Passenger Operations for Viking. "This partnership with SHL strengthens that mission

by investing in our crew's education and ensuring they have the tools to exceed expectations every day."

"We are proud to bring Swiss hospitality excellence to the river cruise industry through this unique collaboration," said Timo Albiez, Director of SHL Business Areas AG. "Together with Viking, we aim to set new standards for training and quality that will benefit both crew and guests."

The exclusive collaboration between Viking and SHL reflects both organizations' shared commitment to quality, innovation and continuous improvement—establishing a new benchmark for hospitality training within the cruise industry.

### **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).

### **About SHL Schweizerische Hotelfachschule Luzern**

Since 1909, SHL Schweizerische Hotelfachschule Luzern has been the innovative training institution offering hands-on hospitality management programmes as well as training opportunities and consulting services in the field of «Best Customer Experience» for companies from a wide range of sectors. In addition to the internationally recognised study programmes «**Hotelier(e)-Gastronom(in) HF**» and «**Bachelor of Science in Hospitality Management**», SHL is also involved in various projects on the international stage by being actively involved in the design and development of industry-specific training initiatives. For additional information, contact SHL at (+41 41 417 33 01) or visit [www.shl.ch](http://www.shl.ch).

### **Image Captions** (original files sent separately)



Smiles all around after signing the cooperation agreements: (from left to right) Alberto Leopaldi and Harald Seebacher representing Viking, alongside Timo Albiez and Martin Barth from SHL.



A handshake to seal a successful partnership: (from left to right) Alberto Leopaldi and Harald Seebacher representing Viking, together with Timo Albiez and Martin Barth from SHL.