

LE BOAT, THE NO.1 PROVIDER OF BOATING HOLIDAYS, OPENS ITS THAMES BASES AND SEES 253% INCREASE IN STAYCATION BOOKINGS

HOLIDAYMAKERS RUSH TO SNAP UP POST-LOCKDOWN SUMMER BREAKS ON THE RIVER THAMES AND CALEDONIAN CANAL

[Video of the open bases](#)

Following the announcement by the government, that from Saturday 4 July, holidaymakers can travel to self-contained accommodation in England, Le Boat, the leading provider of self-drive boating holidays, has experienced a huge rush in demand for July, August and September. Of the bookings taken last week, there was a 253% increase in staycation bookings and 87% were for the next two months alone.

Plus, with the Laggan base in Scotland opening on 22 July, a 222% increase in revenue for an escape to the picturesque Highlands was seen. Again, July and August were most popular and with most people looking for a short break of up to six nights.

Overall, staycations saw a total increase of 314% in revenue, with the River Thames seeing the highest volume at +445%.

Cheryl Brown, Le Boat's MD says: *"It has been brilliant to see such an upturn in bookings and a thirst for people wanting to experience self-drive boating holidays on the River Thames and in Scotland. Remarkably, 80% are new customers who have been looking for an alternative holiday where they can escape and be in a bubble with their family, whilst exploring lesser-populated destinations in the UK. Seeing life from the water is a memorable experience and a fabulous way to ease back into nature. Le Boat offers the ideal product for a "social distancing holiday" this summer."*

Boats are still available to book for August and September and cost from £1,239 for a [Consul](#) boat (sleeping up to four).

Jumping on board a Le Boat holiday is an exclusive way to explore multiple destinations without the need to unpack and repack each time, while ensuring reunited groups of friends and family have their own private space.

For first timers, there is no experience or license required, the onboard kitchens come fully equipped for self-catering needs, beds come with linen and bathrooms have showers, hot water and toilets. Have the comforts of home with the chance to enjoy a leisurely meander, or a more adventurous journey, along these beautiful waterways.

A one-week family break this summer (departing 3 August), on a [Calypso](#) boat (sleeping eight) leaving from Benson in Oxon, costs from £3,719 total (was £4139 total – saving 10%) per boat, £465 pp. Le Boat ([023 9222 2751](tel:02392222751), www.leboat.co.uk)

Alternatively, a one-week family break this summer (departing 14 August), on a [Crusader](#) boat (sleeping six) leaving from Laggan, costs from £2,519 total (was £2,799 total – saving 10%) per boat, £420 pp. Le Boat ([023 9222 2751](tel:02392222751), www.leboat.co.uk)

The company has also announced it is rolling out additional health and safety measures under its 'Covid Safety Charter'. Le Boat has evolved its current operations to make sure it has taken every precaution to afford all customers an even safer and healthier holiday experience. This includes supplying pre-departure information digitally, giving safety videos in advance, stepping up the cleaning of Le Boat's bases and boats, Perspex screens at receptions and providing hand sanitiser. Only one person will be required at check-in and customers will be responsible with bagging personal rubbish and stripping beds at the end of their trip. Le Boat's 'Go Boating with Confidence' flexible-booking policy, allows customers to amend their booking up to the day of departure.

For more information call 023 9222 2751 or visit www.leboat.co.uk

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About Le Boat:

Le Boat is the No.1 provider of boating holidays on Europe and Canada's beautiful inland waterways bringing together more than 50 years of experience, expertise, and memories. With the world's largest fleet of over 900 self-drive boats, including its newest premier Horizon cruisers, and the widest choice of fabulous boating destinations to choose from. Operating a network of more than 39 departure bases across nine destinations, Le Boat's boating holidays can be whatever you want them to be from a full-on action-packed adventure or a slow-paced, relaxing chance to unwind. With no previous experience necessary, boating holidays can be enjoyed by anyone!