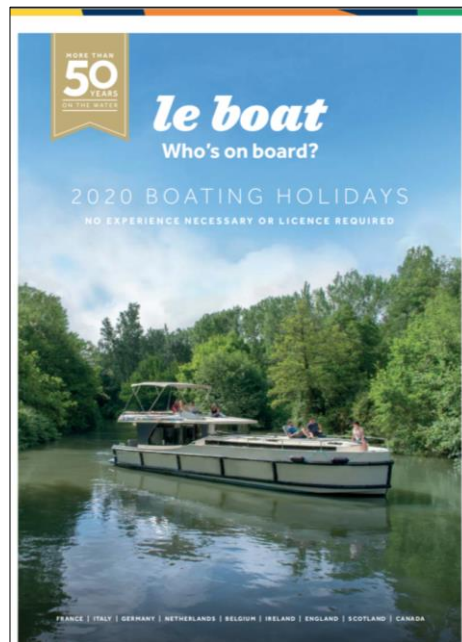


Media Information
Contact: Tim Blostone
Tel. 0203 763 5170 / 07966 707365



Le Boat unveils 2020 brochure as global fleet expands

Le Boat is the No.1 provider of boating holidays on Europe and Canada's beautiful inland waterways, with the world's largest fleet of over 900 self-drive boats. 2019 has so far been an exceptional year for the operator, as it celebrated its 50th birthday with a programme of significant upgrades to its craft and further expansion in Ontario, Canada. Following on from this success, Le Boat is delighted to announce the launch of its 2020 brochure as well as unveiling its latest special offer to book early for 2020. It has also been announced that additional Premier class cruisers will come into service next year, as demand for high-end product increases and the operator seeks to cement its position as the leading provider of self-drive river cruise holidays.



Le Boat's 2020 Brochure

The 2020 brochure is now available for download from the Le Boat website. The colourful brochure comprises 64 pages of inspiration and tips for first time cruisers as well as seasoned boaters, providing details of Le Boat's extensive operations in France, Italy, Germany, the Netherlands, Belgium, Canada and closer to home in England, Scotland and Ireland. It also features comprehensive information about the Le Boat range of craft, all of which are easy to operate and require no previous experience. Holidaymakers can choose from 44 boat models, categorised by three boat types – the Premier range, which are the newest in the fleet and boast state of the art engineering and modern fixtures and fittings; the Comfort & Comfort Plus range, which are excellent-quality, well-equipped boats of varying ages, designs and styles; and the Budget range, which are older, much loved classics.

The new brochure includes testimonials from previous customers and details of Le Boat's *Captains' Club*, the loyalty scheme that offers repeat discounts, early access to special offers, money-off a second cruise in the same year and more. Readers can also learn about Le Boat's superb range of extras, including bike hire, Wi-Fi, a grocery delivery service, pet friendly options, onboard barbecues and early boarding and late checkouts for those wanting to make the most of their time on the water. Additionally, there is a *Good to know* section, providing clear and useful answers to frequently asked questions about fuel, moorings, locks, transfers and parking. 17 individual destination guides are also available, featuring detailed itineraries, maps, cruising times, local attractions, dining suggestions and base profiles.

To celebrate the launch of the 2020 brochure, bookers can also take advantage of Le Boat's 2020 discounts, which are available across all its destinations for travel made next year on holidays of seven nights or more. The discounts of between 5% and 15% apply to all 2020 bookings made by 1 December 2019, with the level of discount dependent on the boat type chosen. What's more, a higher discounted rate of up to 25%, is available on bookings made by 30 September 2019, for travel on selected 2020 dates in late March, early April, mid-May and early October. And customers wishing to spread the cost of travel, can secure their 2020 holiday now with a 10% deposit payment, with the final balance due in December 2019.

The brochure launch coincides with the announcement that Le Boat is expanding its fleet further, with 11 new craft being delivered for the start of new season. Seven of the new boats will be Horizon 5 models, which are the largest of Le Boat's Premier range, sleeping up to 12 people in 5 en suite cabins. Benefiting from roomy, comfortable interiors and fully equipped kitchens, the Horizon 5 has a spacious sun deck with a barbecue and an in-built entertainment system. The Horizon 5 will see operations in Ireland for the first time, with additional craft to be sent to France and Holland. Meanwhile, four smaller Horizon craft will be deployed to Canada's Rideau Canal.



Horizon 5



Cheryl Brown, Managing Director of Le Boat says, “2019 is proving to be an extraordinary year for Le Boat and we look forward to building on this success in 2020. Our continued investment in our fleet and our expert team. ensures that our customers have the best choice of craft and enjoy the highest levels of quality and service. I am delighted with our 2020 brochure, which showcases our fantastic and diverse range of destinations and itineraries, and with our early bird booking discount, there has never been a better time to book a self-drive river cruise.”

#LeBoatMoments

To plan your Le Boat trip: Call 02392 801125 or visit www.leboat.co.uk

For further Le Boat press information or images, please contact:

Tim Blostone: tim@heavenpublicity.co.uk / 020 3763 5170

For more information please contact: Tim Blostone, Account Director, Heaven Publicity, Richmond Studios, 119 Richmond Road, Kingston upon Thames KT2 5BX 36. Tel: 020 3763 5170 Email: tim@heavenpublicity.co.uk