

Media Information
Contact: Tim Blostone
Email: tim@heavenpublicity.co.uk



It's all aboard as Le Boat reports buoyant sales

Le Boat is the No.1 provider of boating holidays on Europe and Canada's beautiful inland waterways, operating in nine countries across 17 regions, with the world's largest fleet of over 900 self-drive boats. The UK based operator is delighted to announce exceptional domestic results for August and September, with revenue up 239% in its English boating region and up 150% in its Scottish boating region on the same time in 2019. The Le Boat team are also predicting a bumper 2022 performance in both destinations, with UK revenue already up 162% versus 2019 for the season, with a surge in repeat and new customers.

The company's figures reflect recent reports that the appetite for British boating holidays have swelled during the pandemic. For those in search of a socially distanced holiday, that allow guests to make the most of the outdoors and reconnect loved ones, a Le Boat staycation provides the ideal solution. But even as restrictions ease, and life begins to return to normal, demand for Le Boat's domestic product has continued to soar.



Le Boat holidays on the [Thames](#) allow travellers to explore the western section of the river. Here moorings are easy to find and the distance between locks is greater than at the river's eastern end, which means more cruising. Boaters can opt to start from Benson, ideal for those wanting a trip that takes in the dreaming spires and universities of Oxford and Henley-on-Thames, the home of British rowing. Alternatively, they can depart from Le Boat's base at Chertsey, just a short distance from Hampton Court to the east, or Windsor to the west. Meanwhile, a Le Boat holiday in northern [Scotland](#) involves exploring Loch Ness and the Caledonian Canal, with hilltop castles, quiet waterside towns, cosy pubs, whisky tastings, and beautiful highland scenery awaiting guests.

With the increased interest in domestic travel, additional Le Boat craft have been made available in both British boating regions in 2021, with 10 more boats deployed to the Thames and five additional boats sent to the Caledonian Canal. Similarly, Le Boat moved 10 more boats to the River Shannon for the 2021 season, in response to a boom in Irish domestic travel.

Holidaymakers continue to be reassured by Le Boat's [Covid Safety Charter](#), which was implemented last year and applies to all its destinations at home and abroad. The extensive health and safety procedures ensure customers have a safe and worry-free experience, without hindering the sense of freedom that a Le Boat holiday provides. The measures include supplying pre-departure information digitally, including a comprehensive safety video, enhanced cleaning processes at the Le Boat bases and on the boats, and the introduction of Perspex screens and hand-sanitiser at receptions. Furthermore, holidaymakers are protected by the operator's [Go Boating with Confidence](#) flexible booking policy, which allows customers to change their booking free of charge up to the day of their departure, in the event of travel restrictions coming into force. And for those that do not want to rebook immediately, there is the option to receive a credit note for use towards a future holiday departing any time before 31 October 2022 or receive a guaranteed cash refund.

With demand already high in 2022 across all Le Boat destinations, customers are encouraged to reserve now to ensure they secure the boat type and dates that they desire. An early booking discount offer of up to 20%* is available on holidays taken next year of seven nights or more, and of 15% on breaks of 3 - 5 nights. The incentive, which is valid on bookings made by **1 September 2021**, is applicable to every boating region in the UK, Ireland, France, Germany, Holland, the Netherlands, Belgium, Italy and Canada.

Cheryl Brown, Managing Director of Le Boat says, "Le Boat holidays offer the perfect sanctuary, reuniting friends and family across the globe. As we lead the domestic boom in boating holidays, it's fantastic to welcome so many holidaymakers to the waterways, both new and returning customers".

**See the Le Boat website for offer terms and conditions*

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

[Download](#) the Le Boat 2021 brochure

For further Le Boat press information, please contact: Tim Blostone: tim@heavenpublicity.co.uk / 020 3763 5170