



### **Le Boat unveils new partnership with Sedna System**

Le Boat has announced a new strategic partnership with Sedna System to grow its global agent business, and make Le Boat inland waterway boating holidays accessible to more people than ever before.

The No.1 provider of boating holidays on Europe and Canada's beautiful inland waterways is working with the Leader in Yacht Management System to distribute its fleet of over 900 self-drive boats using a clean, clear and secure API and Canal Boat Search Engine.

Eric Ahuir, Founder and CEO, Sedna System said: "I am extremely excited about our partnership with Le Boat. Le Boat is the worldwide leader in canal boat holidays, making them the perfect fit to our existing product lines. Sedna System provides complete solutions to over 12,000 charter brokers, travel agents & tour operators globally for bareboat, crewed yachts, cabin charters & canal boats. Today we have close to 7,000 boats in 70 destinations, and this partnership will enable more travel agents and tour operators globally to access and book Le Boat than ever before."

The new partnership allows Le Boat to increase its reach by providing real-time boating holiday data via the Sedna API system, increasing leads and clients for agent partners. The accurate search criteria allows Sedna partners to provide up to date canal boat availability on their own websites, complete with boat details and 360° virtual tours, and quotation summary with online booking facility.

The Canal Boat Search Engine comes complete with a contact us form to allow agents to contact Le Boat's boating experts.

Cheryl Brown, Managing Director, Le Boat said: "We are excited to announce our new partnership with Sedna System. Sedna for Le Boat is the perfect partnership - very dynamic, innovative and easy to work with. We spent a lot of time researching management systems and Sedna System were well established and well respected in the industry with recommendations from all over the world. We look forward to welcoming new agent partnerships on board".

The launch of the new partnership coincides with the launch of Le Boat's 2021 brochure, as well as details of an early booking incentive. The operator continues to see a huge demand from holidaymakers wanting to reconnect with loved ones and escape the crowds and across Europe and Canada, including a number of domestic holiday destinations for customers in France, Germany, the UK, Ireland and Canada.

Bookings for the 2021 boating holiday season made before 3<sup>rd</sup> January will be protected by the operator's [Go Boating with Confidence](#) policy, which allows customers to change their booking free of charge up to the day of their departure, in the event they are prevented from travelling due to Covid related reasons.

**To become a Le Boat Partner:** email [sales@leboat.co.uk](mailto:sales@leboat.co.uk) or call 0208 234 6598.

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