

# **le boat**

## Who's on board?

### LE BOAT ACQUIRE WEST HIGHLAND SAILING

Le Boat is delighted to announce the acquisition of West Highland Sailing on 1<sup>st</sup> November 2018. A franchise partner of Le Boat's for the past 17 years, West Highland Sailing operate Le Boat's Scottish franchise base in Laggan, providing boating holidays on the Caledonian Canal.

The current owners of West Highland Sailing, Ray and Mary Norris will be retiring, as the business joins Le Boat, part of the Travelopia Group.

First founded by the couple in 1982, West Highland Sailing continued to grow steadily and consistently over the years, to a fleet of 13 yachts today, of which 10 have been acquired by Le Boat.

Cheryl Brown, Managing Director of Le Boat, said "the purchase of West Highland Sailing is very exciting news, as we welcome team Laggan to the Le Boat family."

"Le Boat has seen long term growth in Scotland, including a 5% increase in visitors during 2018. The West Highland Sailing team in Laggan are experts on this cruising region, and for years have helped customers to enjoy the best of the Caledonian Canal. We will support the team to continue as normal, including the already outstanding levels of customer service."

The Caledonian Canal will remain part of Le Boat's global portfolio of 9 countries across Europe and Canada, providing a serene escape from modern life along Scotland's most notable waterway.

For more information about Le Boat, visit [www.leboat.co.uk](http://www.leboat.co.uk) or call 023 9280 1630.

Ends –

November 2018

#### **Media Contacts:**

##### **Lynsey Devon**

Phone: +44 (0) 203 763 5170

Mobile: +44 (0)7717 078862

[lynsey@heavenpublicity.co.uk](mailto:lynsey@heavenpublicity.co.uk)

#### **About Le Boat:**

Le Boat is the No.1 provider of boating holidays on Europe and Canada's beautiful inland waterways bringing together 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 9 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!

If you enjoy boating more than once a year, Le Boat's Ownership Programme allows you to become the enviable owner of a brand new Horizon boat, or choose from a range of other boats also available under the scheme. At no extra cost to you, Le Boat insure your boat, maintain it and take care of the mooring fees so you can enjoy 8 weeks of cruising a year on your boat, or a sister boat, across Le Boat's network of destinations.

Visit [leboat.co.uk](http://leboat.co.uk) for more information or to book.