

News Release

Le Boat celebrates 50 Years of Boating Experience!

February 4, 2019, Ottawa, ON – Le Boat is celebrating 50 years of providing customers with unforgettable memories on the waterways of Europe and now in Canada.

Le Boat expanded to North America in 2018, opening in Smith Falls, ON, on the UNESCO World Heritage Rideau Canal. With Le Boats incredible success in their first year, 2018, they are preparing for a strong 2019 and are bringing 16 brand-new premier Horizon cruisers across from Poland.

To celebrate their 50th anniversary, Le Boat is offering travellers a special anniversary savings of up to \$100 off their cruise rental.

Anniversary Offer

- Save \$100 on seven-night cruises
- Save \$50 off short-breaks
- Quote LB50 at time of booking

Anniversary offer is valid all destinations, boats and departure months in 2019 and 2020, if you book before February 21, 2019.

Founded in 1969, Le Boat is now the market leader in canal cruise boat rentals, and the number-one provider of boating vacations on the beautiful rivers, lakes and canals of Europe and Canada. With the world's largest fleet of boats rental, and a wide range of boating destinations to choose from, Le Boat has come a long way from where it began.

Michael Streat founded 'Blue Line' (to later become Le Boat) on the Canal du Midi, France, with just eight boats. Now, Le Boat offers 18,000 cruises each year, in nine countries around the world and their fleet has grown to 940 boats. Le Boat offers cruise vacations on some of the world's most famous canals and waterways throughout France, UK, Ireland, Scotland, Italy, The Netherlands, Belgium, Germany and Canada.

At Le Boat we never stand still. We innovate and always strive to provide the best holiday adventures. In recent year we have changed what traditional holiday cruisers look-like, releasing our state-of-the-art Vision and Horizon boats. These boats have re-defined comfort and ease-of-use, modern design and offer the ultimate boating holiday experience.

In 2018 Le Boat announced the opening of their first North-American destination – the UNESCO World Heritage Rideau Canal in Canada, taking their decades of waterways experience in Europe and applied it to a whole new continent! With Le Boat's incredible success in their first year in Canada, they are continuing to grow their fleet to 20 brand new Horizon *Cruisers (five models to choose from, sleeping from 2-12 people)* and offering travellers the option of one-way cruises between their two bases on the Rideau waterway.

If you've never been on a boating vacation before, the concept is simple. Le Boat provides you with a boat, which will be your home and transport for the duration of your vacation. Pick it up from one of our many bases, situated along some of the most beautiful waterways in Europe and Canada, and the rest is entirely

up to you. Go where you want; do as you please. The only requirement is that you return it back to the base on time. *(the concept of renting a boat is just like a rental car!)*

All Le Boat vacations are geared toward the boater and non-boater in mind. No previous experience or boat license required. The boating control have been simplified, so basically there is a large steering wheel, a forward and reverse throttle and many of our new boats also have push button – or joystick bow and stern thruster. If you can drive a car you can drive our boats.

For more information on Le Boat's anniversary offer, [click here](#) or call 1.800.734.5491. [Click here](#) for images and a Le Boat history timeline infographic.

About Le Boat

Le Boat is Europe's premier boating vacation company, with 50 years of experience in the industry. Le Boat owns and operates one of the largest and most stylish selections of rental boats in Europe, and with a fleet of 940 boats, travelers are able to find a boat that best fits their budget, travel style and group size (sleeping from 2-12 people). All boats feature fully equipped kitchens, comfortable furnishings, showers and bathrooms, and warm air heating. Instructions and an orientation are provided to first-time renters, and no previous boating experience or license is required. Unlike conventional cruises that follow a pre-planned itinerary, Le Boat provides suggested itineraries, but cruisers are able to plan their own trip and stop as often and stay as long as they like along the canal.

-30 -

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Jessica Harcombe Fleming, Beattie Tartan: 403.828.1276 or Jessica.Harcombefleming@beattiegrou.com

Lisa McLean, Le Boat, Marketing Manager, Canada, USA and Latin America: 343.881.8812. or Lisa.McLean@LeBoat.com