Heaven Publicity Brought on Board to Bolster Le Boat's UK Growth

Wednesday 23 September, 2015

Le Boat, Europe's largest operator of self-drive boating holidays and part of the TUI Group, has appointed lifestyle travel specialists Heaven Publicity to lead its UK PR activity.

As the first external PR agency to be brought in by the marine holiday company, Heaven Publicity will work with Le Boat to capitalise on the rising interest in UK and European boating holidays. As part of this, it will also support the launch of its upcoming new fleet of pleasure cruisers, designed with couples in mind, and help publicise its new range of cruising area guides.

A key focus of Heaven Publicity's trade and consumer media campaigns will be to challenge existing perceptions of boating holidays by showing the diverse and varied range of holiday experiences a boating holiday can provide, from the slow paced to the active adventure; as well as emphasising how Le Boat's on-board training before setting off means no previous waterway experience is required.

Lynsey Devon, Managing Director of Heaven Publicity, said: *"Since working with Cheryl at TUI I've always considered Le Boat a true gem amongst self-catering holidays. For me the freedom offered by being afloat is matched by the opportunities to discover a new side to a destination - there are just so many great stories to tell along the way.*

"We're therefore very excited about helping Le Boat spread the word on its active style of travel and highlighting how holidaymakers can dial up or down the adventure to create their perfect break."

Cheryl Brown, Le Boat's Managing Director, said: *"After 40 years of helping travellers explore Europe's waterways and with so many product developments coming up we felt it was time for Le Boat to navigate unchartered marketing waters.*

"Lynsey and her team share our philosophy that seeing somewhere from the water gives you a whole new perspective on a destination. With their injection of passion, travel expertise and powerful media campaigns we look forward to working together to inspire new audiences to enjoy the variety of experiences our Le Boat style of travel offers."

To discuss potential feature ideas or press trip opportunities to experience a Le Boat holiday first-hand, contact the Heaven Publicityteam. For more information on Le Boat visit www.leboat.com.

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Note to editors

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About Le Boat

Le Boat is the largest operator of self-drive boating holidays on the waterways of Europe, operating its own fleet of 900 self-drive cruisers from a network of over 39 different departure bases across nine European countries. Le Boat brings together over 40 years of expertise and experience of Crown Blue Line and Connoisseur in Europe and Emerald Star in Ireland. Visit www.leboat.com.uk for more information. Le Boat is part of TUI Group, a leading international leisure travel group which operates in approximately 180 countries worldwide and serves more than 30 million customers in over 25 source markets. The Marine division operates some of the world's leading marine recreation and yachting brands including The Moorings, Sunsail and Le Boat. Visit www.tuigroup.com for more information.

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