

PRESS RELEASE



French America Line, the World's Newest Cruise Line, Has Been Named a Preferred Partner By Journese, Luxury Travel Division of Pleasant Holidays



French America Line's Louisiane

GREATER NEW ORLEANS - July 7, 2016 - [French America Line](#), the world's newest cruise line that begins sailing experiential U.S. river cruises aboard its new flagship *Louisiane* later this year, has been named a preferred partner with [Journese](#), the luxury brand of Pleasant Holidays, one of the country's largest tour operators.

"It's an honor that French America Line is the newest addition to the Journese coveted U.S. and cruise portfolio for discerning travelers. To set a new standard on U.S. waterways, we designed the intimate *Louisiane* for just 150 guests with an attentive U.S. crew of 64. And we've orchestrated an unprecedented array of refined onboard services and amenities of the caliber enjoyed aboard luxury European river cruises. Our experiential hallmarks are refined Southern and Continental food by award-winning Chef de Cuisine Regina Charboneau; daily expertly guided shore experiences enhanced with engaging talks by onboard Illuminators, and nightly best-of-America entertainment," said Tom Markwell, President, French America Line.

"French America Line is a great fit for Journese, as the new cruise line offers diverse and rarely sailed river cruises visiting charming American destinations with a wealth of amenities, enriching excursions and superb dining and entertainment that Journese guests are seeking. We're proud to include Journese among the unique lifetime experiences our travel agency partners can offer their clients," said Amy Comparato, Brand Director, Journese.

Brimming with French flair and joie de vivre befitting her home port of Greater New Orleans, *Louisiane* will sail five- to 10-day cruise tours that celebrate regional food, culture and history along the Mississippi, Ohio, Tennessee, Cumberland and Red rivers in areas that were once known as French America during the time of American colonization.

Louisiane signatures include:

- Virtually all-inclusive pricing, including all chef-designed meals, free-flowing hand-selected beverages, spirits and wines; one-night pre-cruise deluxe hotel stay with breakfast; daily Traveler Collection shore excursions; complimentary WiFi
- 75 inviting suites and staterooms, all with plush amenities and many with verandas or French balconies, with Hermès bath amenities in suites and L'Occitane en Provence bath amenities in staterooms
- Two open seating dining venues, 24-hour in-room dining
- Three lounges, complimentary nightly entertainment
- Expert onboard Illuminators offering enriching talks and chats
- Bicycles, helmets and maps for private shore explorations
- Onboard full service Currents Spa and healthy menu choices at every meal
- Optional Curator Collection private shore experiences and pre- and post-cruise extension add-ons
- To learn more, visit Journese.com or call the Journese Cruise Specialists at [800-442-9244](tel:800-442-9244).

About French America Line's *Louisiane*

French America Line was created to introduce a new era of premium U.S. river voyages with the launch of the elegant flagship *Louisiane*. The intimate ship accommodates a maximum of 150 guests in 75 stylish suites and staterooms with unobtrusive service from a U.S. crew of 64. Inaugural sailings begin Fall 2016 aboard the charming ship brimming with French flair and signature experiences celebrating regional food, music and history. Engaging itineraries on America's most iconic rivers and waterways ranging from five to 10 days will present guests with unique insights into life along the Mississippi, Ohio, Tennessee, Cumberland and Red rivers, visiting places where larger riverboats simply cannot navigate. Departures aboard *Louisiane* for fall 2016 are now on sale, and 2017 will be available late summer 2016. Pricing is virtually all-inclusive, with pre-cruise one-night deluxe hotel stay; all meals and free-flowing hand-selected beverages, beers, wine and spirits; nightly live entertainment, informative cultural and historical talks, and memorable Traveler Collection shore excursions in every port of call included in the tariff. To reserve or learn more, please visit www.frenchamericaline.com or call [1-888-387-1140](tel:1-888-387-1140).

About Journese

Journese - Curators of Fine Travel

Journese is the luxury brand of Pleasant Holidays, offering fully customized four- and five-star journeys across the globe, including Australia, Canada, the Caribbean, Central America, Cook Islands, Europe, Fiji, Mexico, New Zealand, The Hawaiian Islands, The Islands of Tahiti, United Arab Emirates and the United States. Serving discerning vacationers since 1977, Journese provides travel advisors and vacationers with superior boutique service, expert knowledge, private transportation options and upscale activities. Journese is a member of the United States Tour Operator Association (USTOA) and participates in the \$1 million travelers' assistance program. CST 1007939-10.

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