

For country music lovers, there's only one place in the world to be June 6–9, 2024:

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BlueShoe Nashville

April 19, 2024: BlueShoe Bonus! Promo code for General Jackson Showboat River Cruise during CMA Fest Week



Hello, BlueShoe/CMA Fest 2024 travelers:

One of the most popular attractions in Nashville over the last few decades has been the [General Jackson Showboat River Cruises](#). Both lunchtime and dinner cruises on the Cumberland River are offered with meals served in its grand two-story Victorian Theatre. Being as this is Music City, live musical entertainment is naturally part of the experience.

We are pleased to announce that for the second year in a row the General Jackson Showboat office here in Nashville is offering a 20% discount for our BlueShoe clients during CMA Fest week.

Here are the details:

- BlueShoe Nashville clients will get 20% off the regular prices for a daytime or nighttime cruise
- Use promo code **BLUE20** to get the discount; code is valid June 1-15, 2024
- To book: you may book online at [General Jackson Showboat](#) or over the phone by calling 615-458-3942. Please reach out to Cynthia Johnson at cindy.johnson@gaylordhotels.com if you have questions or need assistance. Many thanks to Ms. Johnson for graciously arranging this discount for our BlueShoe clients.

About the General Jackson Showboat:

Built by the largest inland shipbuilder in the United States, Jeffboat, the General Jackson was launched April 20, 1985 on the Ohio River in Indiana to start the journey to its new home on Nashville's Cumberland River. At 274 feet long and 63.5 feet wide, it is one of the largest showboats ever built. Read more about the [General Jackson Showboat](#) and about the [daytime cruises](#).