

For country music lovers, there's only one place in the world to be June 8–11, 2023:

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BlueShoe Nashville

May 5, 2023: BlueShoe Bonus! Promo code for General Jackson Showboat River Cruise during CMA Fest Week



May 5, 2023

Hello, BlueShoe/CMA Fest 2023 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 reached out to the General Jackson Showboat office here in Nashville a couple of months ago and asked about the possibility of a discount for our BlueShoe clients during CMA Fest week and happily, they came through!

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
- To book: please reach out to Cynthia Johnson at cindy.johnson@gaylordhotels.com or book over the phone by calling 615-458-3942. 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](#).