



MDL MARINAS

News Release
For Immediate Release
18th August 2020

MDL Marinas launches The Even Keel (boating forum) and revitalises customer experience with new website

MDL Marinas has launched phase one of its digital transformation with a new online boating forum – The Even Keel – and a redesigned website.

The Even Keel forum - <https://forum.mdlmarinas.co.uk/>- is designed for all boat owners and provides a discussion platform as well as the space to share hints and tips about aspects of boating life, marina information, product reviews and more.

The main website's <https://www.mdlmarinas.co.uk/> redesign means MDL's current berth holders will be able to easily navigate details of MDL's 18 UK marinas when planning their boating weekends and longer breaks. It also offers updated information on all MDL's products and benefits. Online purchases and bookings will be available shortly. Berth holders have instant access to a new benefits area, are able to book a break in one of MDL's holiday parks, and can claim tickets for boat shows as well as being able to book boatyard services.

The website also allows those looking to berth with MDL to explore all the excellent marinas and benefits that the company has to offer in an easily accessible format and find out more details about the fantastic packages on offer, including Simply Berthing, recently launched specifically for boats under 10m.

Phase two of MDL's digital transformation will be launched in September. A new loyalty scheme - named OTIUM - will come into play, allowing berth holders to collect loyalty points and use them for specific services.

"This represents a great step forward for our customers," says Tim Mayer, MDL's Sales and Marketing Director. "Although we've always offered excellent benefits, the new system means that customers can pick and mix getting best value for the services they use whether they berth at an MDL marina or not."

MDL's website features information on its current highly competitive packages including Simply Berthing (boats under 10m), Dry Stack Berthing (up to 13m) Freedom Berthing (access to 150 marinas) and Platinum Berthing (includes five-star hotel gym/spa at Ocean Village Marina).

The website is also the access point for booking tickets to the Ocean Village Boat Show (<https://www.mdlmarinas.co.uk/events/2020-09-11/the-ocean-village-boat-show/>). This



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show is taking place on 11-20 September and offers a responsibly managed, well designed opportunity for buyers to get onboard boats they've been thinking about for the past year.

On display will be a selection of global power and sail brands, including Arcona Yachts, Axopar, Azimut, Bavaria Yachts, Bayliner, Beneteau Power, Beneteau Sail, Comitti UK & Caribbean, Brig RIBS, Cranchi, Cobra, Dazcat, Dehler, Discovery Shipyard, Dufour, Elan, Excess catamarans, Fjord, Fontaine Pajot, Galeon, Greenline Yachts, Hanse, Hylas, J-Boat, Jeanneau, Lagoon, Moody, Najad, Nautitech, Neel, Nimbus, Nordstar, Prestige, RS Sail Boats, Sea Ray, Sessa, and Seaward.

Bookings for appointments to see boats must be made in advance via MDL <https://www.mdlmarinas.co.uk/events/2020-09-11/the-ocean-village-boat-show/> as time slots are being allocated in order to manage the flow of people through the prestigious site.

Ends

Notes for editors:

MDL Marinas

- MDL Marinas is the UK's leading marina and water-based leisure provider and one of Europe's largest marina groups, offering members over 120 destinations to cruise to in the UK, France, Italy and Spain through Freedom Berthing. Currently MDL Marinas manage 18 UK marinas, 1 in Italy and 1 in Spain.
- MDL Marinas is proud to be landlords to over 500 marine business companies, with over 260 staff delivering the unique MDL experience to all members, guests and commercial partners.
- The company also advises on worldwide marina developments including Europe and China.
- For more information visit www.mdlmarinas.co.uk

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