



MDL MARINAS

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**News Release**

**For Immediate Release**

**15<sup>th</sup> September 2020**

**MDL Marinas launches Otium – an exciting new points-based loyalty programme**

Following nearly a year of development, MDL Marinas is launching a new points-based loyalty programme, Otium, to give customers a more personalised experience when accessing services provided by the marina group.

Customers using Otium will be able to collect points of differing values when they purchase products like fuel, yard services, and berthing. They'll subsequently redeem those points against additional services, or against their berthing contracts. The intention is that customers will be able to collect and redeem points with many of MDL's onsite tenants as the programme develops. MDL's yard services, fuel and berthing packages are all currently linked in.

"We felt it was time for something new that gives our customers and tenants more choice and control over how they redeem their annual berthing benefits," says Tim Mayer, Sales and Marketing Director at MDL. "The programme also allows non-MDL berth holders to accrue points at a lower rate to spend with us when they use our services throughout the year.

"It remains the case that being an annual berth holder with MDL is the best way to enjoy our services and keep boating costs down. But with Otium our berth holders can choose where best to apply their points to give them maximum personalised value from their berthing agreement. For example, if they don't want a lifting discount, they can use their points to discount fuel."

Otium, Latin for leisure time, will officially come online today (15th September 2020).

New berth holders will move straight to Otium, while existing customers can choose to remain on their current Freedom Berthing agreement or, at renewal, switch to Otium.

More information is available on MDL's website (<https://www.mdlmarinas.co.uk/otium/>). Simply Berthing, Dry Stack and Swing Mooring customers can also join Otium. (T&Cs apply).

"This is an exciting transition for our berth holders. We spend a lot of time talking to our customers and the theme of controlling benefits has risen higher on their agendas. It makes sense. Everyone knows that there are a lot of benefits to being a berth holder with MDL – over and above our stunning marinas and excellent teams – but some of our customers realised that they weren't able to make the most of all the opportunities MDL offered them. This way, with Otium, they can collect points and redeem them in whichever manner best



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suits their boating lifestyle. Whether that's against fuel, yard services, storage ashore or overnight stays. It's very straightforward and I expect most people are already using points-based programmes in their lives already," says Tim.

Michael Glanville, MDL's Managing Director says: "The launch of our loyalty programme marks another step forward in the development of our products and services, targeted at giving our customers the best possible experience and the most flexibility that we can.

"Otium focuses on changing the way boaters think about the value of being a berth holder or a casual customer with us. This launch marks just one of several new markets and products being launched at marinas across our network in the coming months. It's never been a better time to join MDL."

Find out more about Otium at <https://www.mdlmarinas.co.uk/otium/>.

## 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](http://www.mdlmarinas.co.uk)

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