



MDL MARINAS

maa.
marketing | design pr media digital

News Release
For Immediate Release
29 June 2021

Double points back on visitor berthing and boatyard services this summer with MDL's Otium Rewards

Visitors to any of MDL Marinas' 19 beautiful waterside destinations can earn double points this summer on visitor berthing and boatyard services through MDL's Otium loyalty programme, offering boat owners a wealth of rewarding staycations during the holiday season.

MDL's unique loyalty programme gives all MDL's customers the chance to generate points from purchasing MDL services, whether visitors, monthly or annual berth holders.

Running until 31 July 2021, the double points promotion on visitor berthing offers Otium Rewards members (visitors) 20% back (usually 10%) in points on visitor berthing and Berthing Plus Otium members (berth holders) 40% back in points (usually 20%).

Several MDL boatyards will also be offering double points back on boatyard services until the end of July, including quick summer scrubs to help keep the underside of sailing yachts and power boats in tip top condition. The double points promotion on boatyard services offers Otium Rewards members 28% back in points (usually 14%) and Berthing Plus Otium members 44% back in points (usually 22%), ideal for assisting in covering the costs of maintaining the performance and fuel efficiency of a customer's vessel.

These additional points can then be spent on other MDL services, including fuel, boatyard services, berthing or the next visit so you pay less for your next getaway. Or put them towards an annual berth and enjoy the MDL experience all year round.

"There's never been a better time to visit one of marinas," says Tim Mayer, MDL's sales and marketing director. "Visitors will experience the same excellent customer experience provided by our marinas team, but come away with twice as many points to 'spend' on whichever of our services suit their boating needs and lifestyle.

"With overseas travel being so disrupted at the moment, our Otium loyalty programme allows our berth holders and visitors to explore somewhere different and enjoy a break with family and friends, without the need to venture abroad. This promotion means they'll also be earning double points at the same time. It's a win win situation.

"Any boat owner can sign up to Otium Rewards for free via www.mdlrewards.co.uk, and while they're earning double points, they can cruise some of the best coastline in the UK."

To find out more or to sign up for Otium Rewards visit <https://www.mdlmarinas.co.uk/otium/>

For more information on MDL and its marinas please visit <https://www.mdlmarinas.co.uk>

T: 023 9252 2044
E: susannah@maa.agency
www.maa.agency

MAA
15 Haslar Marina
Gosport
PO12 1NU



MDL MARINAS

ENDS

Notes for editors:

MDL Marinas Group Ltd

- MDL Marinas Group 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 and Spain. Currently MDL Marinas manages 18 UK marinas and one in Spain.
- MDL Holidays is part of the MDL Marinas Group, offering waterside holidays in luxury lodge and holiday park accommodation.
- New to the MDL Marinas Group, MDL Fitness is a range of green gyms where the fitness equipment converts human kinetic energy into electricity.
- MDL Marinas Group is proud to be landlords to over 500 marine businesses, with over 260 staff delivering the unique MDL experience to all berth holders, visitors and commercial partners.
- The company also advises on worldwide marina developments.
- For more information visit www.mdlmarinas.co.uk

MAA

- MAA provides simple, no-nonsense solutions to companies' advertising, PR, media buying and marketing communications needs.
- From brand development to website design, digital marketing to PR, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

For media enquiries, more information, product tests, or hi-res images:

MAA

Susannah Hart
Email: susannah@maa.agency
Tel: +44 (0) 23 9252 2044.

or

Mike Shepherd
Email: mike@maa.agency
Tel: +44 (0) 23 9252 2044