



MDL MARINAS

**News Release**  
**For Immediate Release**  
**23 February 2022**

**MDL Marinas expands Otium loyalty programme with new partners**

MDL Marinas is delighted to announce that it is expanding the scope of its Otium loyalty programme, increasing the number and variety of rewards through exclusive partnerships with its onsite tenants.

MDL's unique loyalty programme gives MDL's customers, whether visitors or berth holders, the chance to generate points from purchasing MDL services. These points can then be 'spent' on any MDL products, including fuel, boatyard services or berthing, creating fantastic savings for boaters and enabling them to enjoy the boating lifestyle even more.

Adding incredible value to the popular loyalty programme, which has seen over 6,500 people use it regularly since its launch, this exciting new development means MDL's Otium members can redeem their loyalty points through MDL tenants as well. Members now have the chance to save on and enjoy 5\* accommodation, meals out, boat charter experiences, essential boat maintenance work and a whole lot more.

Under the improved programme, members can exchange their points for services from a participating tenant, which can then be redeemed as full, or part payment, against the tenant's goods or services. Being an online system, the exchange can be requested at any time and is sent immediately via email, offering the ultimate in convenience.

"We're delighted to be expanding our Otium loyalty programme, offering our berth holders and visitors an even greater selection of exciting Otium rewards, enabling them to really maximise the enjoyment of their boating experience with us," says Tim Mayer, MDL's sales and marketing director.

"With more than 20 companies from across our extensive network of marinas already signed up to be partners, there's something for everyone, meeting many different boating needs and lifestyle choices."

MDL tenants already signed up include: First Class Sailing, the Gaff Rigger, Hamble Yacht Care, Ketch Rigger, Liberty Yachts Ltd, Marine Electronics Ltd, Motive Marine, Penton Craning, Pinnacle Performance, Precious Marine Ltd, Professional Rescue, Pure Latitude, ROC Marine Solutions Ltd, Salt Shack Café, Sandy Point Chandlery Limited and Southampton Harbour Hotel.

Otium members can view the participating tenants through the new Partners area, which has been added to the MyMDL customer portal on the MDL Marinas website.

If you're not already an Otium member, it's quick, easy and free to join, and you can start earning loyalty points and enjoying the benefits of Otium membership straight away.



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For more information on MDL's Otium Rewards loyalty programme visit: <https://www.mdlmarinas.co.uk/otium/>

For more information on MDL, its marinas, facilities and services visit: [www.mdlmarinas.co.uk](http://www.mdlmarinas.co.uk)

## 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 160 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](http://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.
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