

## News Release

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# **Pick a Pier sees massive surge in marina sign ups, with more than 30 prime marinas in Q1 joining their platform**

Pick a Pier, founded in 2017 by a team of passionate boating enthusiasts using technology solutions to connect boaters and marinas, has gained over 30 new marina signings to their AI-driven platform in Q1, 2022, offering hundreds of marinas on their platforms.

Marinas from across Europe have signed up to the Pick a Pier platform, including UK-based gold anchor awarded, TransEurope Marina, Emsworth Yacht Harbour. Joining them on the list of new signings includes Blue Flag certified Marina di San Lorenzo, the 830 berth Port de La Baule Le Pouliguen, Blue Star Marina award-winning Marina de Lagos, the Netherland's Jachthaven Waterkant and Real Club Náutico Castellón in Spain, and many others across the continent.

One particular benefit of the Pick a Pier platform for marinas is the inclusive payment service that makes the lives of both boaters and marina staff easier and enables the marinas to provide fast and smooth service.

President of Marina Uno, Giorgio Ardito: "We are excited to get onboard with Pick a Pier especially to help in communicating with our existing berth holders and promoting the marina to new visitors."

"We look forward to using Pick a Pier to help us optimise our berth availability and reduce admin burden for both us and our boaters," says Tom Marfleet, Marina Manager at Emsworth Marina.

Pick a Pier's CEO Idan Cohen comments, "Our mission is to make boating more accessible, convenient, and sustainable. Marinas using Pick a Pier are able to offer an increased level of customer communications and service, resulting in maximised profitability. It also allows Marinas to provide boaters with quick responses, excellent customer service and easy access to berthing.

"We are excited to have new marinas onboard with Pick a Pier and know they will instantly benefit from optimised operations and unlocking berths to accommodate boaters. By joining Pick a Pier, these marinas have access to boaters and berth holders in real-time using

our intuitive platform that provides a new level of transparency, communication, and profitability.”

The Pick a Pier platform is the innovative tool marinas need to make the most of their resources and embrace environmentally-minded business practices while providing a simple and effective option for boaters to plan their voyages. It also includes the exclusive boater loyalty programme, Popeye® Sail Club created to provide the most passionate boaters with a better way to set sail.

## **ENDS**

### **Media enquiries:**

High-res images are available online at <https://maa.agency/media-centre>.

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### **About Pick a Pier**

Pick a Pier was founded in 2017 to make sailing more accessible, enable boaters to get everywhere, and connect boaters worldwide. Optimising the use of marina berths through sharing economy principles to reduce the need for construction of additional berths, promote maritime tourism, and increase the profitability and sustainability of the marina industry.

For more, visit <https://pickapier.com>