



MDL MARINAS

**News Release**  
**For Immediate Release**  
**27 July 2022**

### **MDL customers earn £1.3 million with Otium Rewards**

Since its launch in September 2020, MDL Marinas' customers have earned over 1.3 million pounds with MDL's Otium Rewards loyalty programme.

Designed to give a more personalised marina experience, MDL's Otium Rewards is a unique points-based loyalty programme which offers MDL's customers, whether visitors, monthly or annual berth holders, the chance to generate points from purchasing MDL services.

In the two years since it was launched, the 8,500 Otium Rewards members who regularly use the popular loyalty programme have collectively earned an incredible 1,302,296 points. Of these, 545,521 points have been 'spent' on MDL products, including fuel, boatyard services or berthing, creating over half a million pounds in savings for boaters and enabling them to enjoy the boating lifestyle even more.

Further adding exceptional value to its customers through its Otium loyalty programme, MDL recently increased the number and variety of rewards available to members through exclusive partnerships with its onsite tenants. Points can now be redeemed against 5\* accommodation, meals out, boat charter experiences and essential boat maintenance work, with many more opportunities to make fantastic savings being added all the time.

"We're delighted with the success of our Otium loyalty programme," says Tim Mayer, sales and marketing director at MDL Marinas. "It continues to grow through the new partnerships we're creating within the expanding MDL community, offering our customers more choice and control on how they spend their valuable Otium points.

"The very real savings available on many boating related products and services help to keep boating costs down, as well as enable someone to really maximise their enjoyment of our marinas and time out on the water, in a way that suits them."

Tenants from across MDL's 19 UK waterside locations offering savings on products and services through Otium Rewards include: Allspars (Plymouth). The Bistro Shamrock Quay, Boxmarine Chandlery, British Offshore Sailing, First Class Sailing, FlexiCharter, the Gaff Rigger, Hamble Point Yacht Charters, Hamble Yacht Care, Hudson Marine, Ketch Rigger, Liberty Yachts Ltd, Lock and Quay Bar & Restaurant, Marine Electronics Ltd, Motive Marine,



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Penton Craning, Pinnacle Performance, Powerboat Training UK, Professional Rescue, Pure Latitude, ROC Marine Solutions Ltd, Salt Shack Café, Sandy Point Chandlery Limited, Southampton Harbour Hotel, Universal Yachting Ltd, Volspec Ltd, Woolverstone Lodge Park and Zenith Marine.

Otium members can view how many points they have 'banked' through the Otium Rewards area in the MyMDL customer portal on the MDL Marinas website. Participating tenants can be viewed through the Otium Partners area.

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.

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>

## 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

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