



News Release

For Immediate Release

22 January 2023

MDL Marinas welcomes brand new partnership with Club Lagoon

MDL Marinas is pleased to announce its exclusive partnership agreement with Club Lagoon at its world-class Ocean Village Marina in Southampton, offering a range of preferential rates and enhanced benefits for Club Lagoon members.

This strategic collaboration offers Club Lagoon members MDL's unwavering high level of service, as well as access to its Ocean Village Marina's five-star facilities. Club Lagoon, renowned for its commitment to delivering extraordinary yachting experiences, aligns seamlessly with MDL Marinas' dedication to providing premium berthing and amenities, and first-class service.

The partnership will offer numerous benefits for Club Lagoon members who are looking to berth at Ocean Village Marina. Members will receive 10% of the annual berthing tariff back in Otium Rewards points, double the usual amount. The points can be redeemed against a wide range of products and services, including fuel.

Launched in 2020, MDL's points-based loyalty programme has been designed to give customers a more personalised experience when using services provided by the marina group.

"With our Otium Rewards Loyalty Programme, berth holders get the chance to make real savings and can choose where best to apply their points to give them maximum personalised value from their berthing agreement," says Tim Mayer, Sales and Marketing Director.

In addition to the Otium Rewards, Club Lagoon members will benefit from exclusive discounts on short-term berthing at the marina as well as boatyard services at MDL's Saxon Wharf, located within short proximity. The discounts include 15% off winter monthly and visitor berthing at Ocean Village, and 20% off winter lifting and relaunching at Saxon Wharf.



Club Lagoon members will also receive a host of exclusive perks beyond the marina itself, where they will gain access to preferential berth holder offers at numerous bars, restaurants and businesses surrounding the marina.

“At MDL Marinas, our unwavering commitment is to elevate the experience for both berth holders and visitors at our marinas.”

“This new and exciting partnership with Club Lagoon stands as a tangible testament to our relentless pursuit of enhancing every aspect of the maritime experience. From premium berthing and first-class service to valuable rewards, our dedication shines through, providing not only a distinctive touch that sets our marinas apart but also valuable benefits that enable MDL berth holders to enjoy more of what they love.”

“We’re very much looking forward to welcoming Club Lagoon members to our flagship marina at Ocean Village and the MDL family,” concludes Mayer.

“We’re thrilled to embark on this exciting journey with MDL Marinas,” says Coentin Blanchard, Customer Relations Manager at Beneteau Group’s Club Lagoon. “The collaboration will offer lots of great benefits for our Club Lagoon members as well as access to MDL’s fantastic Ocean Village Marina.”

Ocean Village Marina

Recently awarded ‘Marina of the Year’ at the British Yachting Awards in December 2023, Ocean Village Marina is the UK’s first and only five-star marina, offering a raft of upmarket leisure facilities, luxury residential dwellings and a £50m luxury spa hotel complex. Surrounded by shops, bars, restaurants and a cinema, its waterfront is bustling and sophisticated, where eating out or enjoying an après sail beverage is as much a part of the boating experience as the on-water adventure is.

The marina accommodates a wide range of sailing yachts, motorboats and superyachts, as well as playing host to numerous yacht races. More recently it has become the venue for the exclusive South Coast and Green Tech Boat Show; a showcase of the world’s most popular sailing and power brands, taking place between 19 to 21 April 2024.

For more information on Ocean Village Marina and MDL Marinas’ Otium Programme please visit: www.oceanvillagemarina.co.uk & www.mdlmarinas.co.uk/otium/

Benefits for Club Lagoon members

Ocean Village

- 10% back from the annual berthing tariff in Otium Points
- 15% off daily visitor or monthly berthing rates during the winter season (November – February inc.)
- 20% back for Daily Visitor or 10% back on peak season monthly berthing rates in Otium Points (March – October inc.)

Saxon Wharf

- 20% off standard tariff on winter lifting and relaunching (November – February inc.)
- 10% off standard tariff for peak season lifting and relaunching at Saxon Wharf (March – October inc.)

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

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