



News Release
For Immediate Release
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MDL Marinas trials Falco's Smart Marina technology at Hamble Point Marina

Following the successful pilot programme at its Queen Anne's Battery marina in Plymouth, MDL is now pleased to announce the second phase of its visitor berthing initiative, with the smart marina wireless technology being deployed at its popular Hamble Point Marina at the mouth of the River Hamble, ensuring more efficient marina operations for an enhanced customer experience.

As part of its digital transformation, MDL Marinas has partnered with innovative marine digitalisation firm Falco and its marina management software provider Havenstar with a view to adopting the Smart Marina technology across its network of marinas, with the initial trial taking place at its Devon-based Queen Anne's Battery marina in June 2023.

Connecting the marina office, staff and boaters digitally, the Smart Marina wireless technology works by detecting occupancy in real time with the use of motion sensors installed at each berth.

The benefits of the synergy between Falco's Smart Marina technology and Havenstar allows marina teams to have instant data on boat movements, providing more accurate numbers in terms of spaces available for visiting yachts at any given time.

"After trialling the project at our Queen Anne's Battery marina, we found the real time data on the number of available berths, without having to physically check, enabled marina staff to spend more time on the pontoons meeting and greeting customers, improving the quality of the marina experience for berth holders and customers alike." says Tim Mayer, MDL's Sales and Marketing Director.

"By giving us better visibility of occupancy, the Smart Marina technology offers the perfect solution for customers to secure visitor berths, increasing peace of mind and offering better customer service all round," continues Mayer.

As part of the installation, key metrics can also be collated offering opportunities to increase availability and customer service, as well as forming a larger deployment model, with real-time group-wide occupancy across its 18 sites.



Berth holders and visitors can already book visitor berthing at MDL marinas using the bespoke online booking system. Using the new digital interface, berth holders are also rewarded with Otium points through MDL's loyalty programme.

"After the success of Queen Anne's Battery, we're excited to be enacting the second phase of this unique smart marina system, with a view to using the technology across our entire marina network in the future, offering our customers a totally connected marina experience," concludes Mayer.

MDL will be implementing a total of 84 sensors across the marina and 14 sensors onto the Events pontoon at Hamble Point Marina.

Hamble Point Marina

Nestled right at the mouth of the River Hamble, Hamble Point Marina commands an enviable location, granting effortless access to the renowned waters of the Solent. Its prime spot draws competitive sailors from across the globe, making it a valued hub for both racing enthusiasts and leisure cruisers alike.

With its 230-berth capacity, the marina is more than just a docking space; it's a haven boasting a wealth of onshore amenities. From the inviting ambiance of the Ketch Rigger bar and restaurant to the finest collection of new and pre-owned boats available along the South Coast, Hamble Point Marina caters to every seafarer's needs.

The marina also offers a secure dry stack system, housing 137 berths for boats up to 10 metres, with unlimited launching available seven days a week.

For more information on Hamble Point Marina visit www.hamblepointmarina.co.uk

For more information on MDL and its 18 UK waterside destinations, premium berthing, boatyard services, holiday parks and eco gyms visit www.mdlmarinas.co.uk/.

For more information on Falco's Smart Marina Solution visit wefalco.com/en_us/

For more information on Havenstar marina management software visit havenstar.com.

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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.
- For more information visit www.mdlmarinas.co.uk

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