



News Release

For Immediate Release

21 August 2024

MDL Marinas partners with iconic Guinness Bar at SIBS 2024

MDL Marinas, one of Europe's largest marina groups, is thrilled to announce its sponsorship of the legendary Guinness Bar at the 2024 Southampton International Boat Show (SIBS), running from 13th to 22nd September at Mayflower Park.

This exciting partnership offers MDL berth holders exclusive hospitality at one of the show's most popular venues, enhancing their overall experience.

As part of this sponsorship, MDL berth holders attending the show will receive a complimentary pint of the world's most famous stout at the Guinness Bar. For those who prefer a non-alcoholic option, a variety of refreshing soft drinks will also be available.

To further enhance the show experience, MDL Marinas is hosting an exclusive 'Welcome Breakfast' for its berth holders on Friday 13th September, from 10:00 to 12:00 at the Guinness Bar. Guests will enjoy a choice of a bacon or egg roll, accompanied by a hot drink, to start the first day of the show on a high note.

"We are thrilled to sponsor the Guinness Bar at this year's Southampton International Boat Show," said Tim Mayer, Sales & Marketing Director, MDL Marinas.

"The show is a cornerstone of the boating calendar, and we're delighted to offer something special to our valued customers. Located in a prime position, the Guinness Bar is a renowned meeting spot, and we're pleased to help make our customers' experience even more memorable."

"We're delighted to welcome MDL Marinas as the sponsor of the iconic Guinness Bar at the 2024 Southampton International Boat Show," says Adrien Burnand, Head of Marketing and Communications, British Marine.

"This partnership adds an exciting dimension to the show, offering enhanced hospitality to MDL's valued berth holders. It's partnerships like these that elevate the show experience, making SIBS a must-attend event for boating enthusiasts from around the world."



MDL Marinas' berth holders also benefit from discounted entry to the show, further highlighting the advantages of being part of the MDL community. In addition to exclusive events, berth holders enjoy membership of MDL's Otium Rewards loyalty programme, which allows them to earn points on all MDL services.

These points can be redeemed on future products, including cruising bundles that offer overnight stays at over 160 marinas within the MDL network, as well as on Otium partner products such as boat maintenance and hotel stays, offering the opportunity to enjoy significant savings.

The Southampton International Boat Show is one of Europe's key marine events, attracting boating enthusiasts from across the globe. MDL Marinas' sponsorship of the Guinness Bar reflects the company's commitment to delivering outstanding experiences to its customers, both on and off the water.

About MDL Marinas

MDL Marinas is one of Europe's largest marina groups, with 19 first-class marinas and boatyards in prime locations across the UK and Europe. With over 50 years of expertise, MDL is dedicated to providing exceptional facilities and services to the boating community, enriching the lifestyle of boat owners and visitors alike.

For more information about MDL Marinas, please visit 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.
- For more information visit www.mdlmarinas.co.uk



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