



MDL MARINAS

News Release

For Immediate Release

7 January 2025

MDL Marinas launches exclusive January offer for Otium members

With the 2025 cruising season just around the corner, MDL Marinas, one of Europe's largest marina groups, is offering boaters an exciting opportunity to embark on extraordinary adventures. From 6 January, Otium members can take advantage of an exclusive offer to purchase a 5-day cruising bundle using card payment, giving even more boaters the chance to explore stunning coastlines and maximise their time on the water.

Previously available only through Otium reward points, these popular cruising bundles unlock access to MDL's network of 18 stunning UK marinas. Now, members can buy the 5-day cruising bundle with card payment or a combination of card and points. This special offer runs until 31 January 2025, and the cruising bundle nights do not expire and will remain available for the full duration of Otium membership.

To highlight the incredible savings on offer, 5 visitor nights at MDL's prestigious Hamble Point Marina for a 10-metre boat would normally cost £268. With Otium, members can purchase a 5-day bundle for £110, representing a significant saving of £158. That's only £22 per night compared to the usual £53.60, saving an impressive £31.60 per night.

In addition to the 5-day bundle, MDL offers 14-day and 28-day cruising bundles both redeemable via Otium points. For boaters looking to venture further afield, points can be redeemed for MDL's Pass-Ports Escapes package, offering complimentary access to over 140 marinas across Europe. This unparalleled flexibility and choice allow boaters to cruise more for less, whether exploring local waters or embarking on European adventures.

"At MDL Marinas, we are committed to inspiring our community of boaters and helping them make the most of their time on the water," says Tim Mayer, Sales and Marketing Director at MDL Marinas. "With our cruising bundles, we aim to help them do this while providing unbeatable convenience and exceptional value."

Otium, meaning 'leisure time' in Latin, is MDL's unique and free-to-join loyalty rewards scheme, designed to add significant value and flexibility to members' boating experience.



MDL MARINAS

Berth holders and visitors can earn points on every pound spent with MDL, which can then be redeemed for savings on berthing, fuel, storage and luxury experiences. With over 30 partners, including the 5-star Harbour Hotel at Ocean Village Marina, Mediterranean at Bray Marina and MDL's Musto Store, Otium offers a wealth of ways for members to personalise their rewards and enhance their experience both on and off the water.

"The Otium scheme is designed to provide our members with a truly personalised and rewarding experience," adds Mayer. "The scheme's flexibility enables members to use their points on the services they value most."

Joining Otium is free and simple. Berth holders automatically become members as part of their berthing package, while non-members can join for free at the visitor level.

To sign up and book a Cruising Bundle, visit www.mymdl.co.uk

To learn more about Otium Rewards, visit www.mdlrewards.co.uk

For more information about MDL and its marinas, 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

MAA

- MAA provides simple, no-nonsense solutions to companies' advertising, PR, media buying and marketing communications needs.



MDL MARINAS

maa.
marketing | design pr media digital

- From brand development to website design, digital marketing to PR, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA can offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

For media enquiries, more information, product tests or hi-res images:

MAA

Mike Shepherd

Email: mike@maa.agency

Tel: +44 (0) 23 9252 2044.

T: 023 9252 2044
E: mike@maa.agency
www.maa.agency

MAA
Units SF1-2, Endeavour Quay,
Mumby Road, Gosport, PO12 1AH