



MDL MARINAS

## News Release

### For Immediate Release

21 January 2025

#### **MDL Marinas partners with Pick a Pier to launch industry-wide programme**

MDL Marinas, one of Europe's largest marina groups, has joined forces with Pick a Pier to develop an innovative pilot programme designed to unite the marina industry, create new opportunities for stakeholders and enhance the customer experience through a seamless loyalty network for visitor berthing.

The initiative, set to launch in the upcoming 2025 sailing season, invites independent marinas to collaborate on a shared programme aimed at increasing berth utilisation, attracting new customers and fostering deeper engagement across the boating community.

The pilot programme builds on the strengths of MDL's Otium loyalty scheme, which includes the renowned Pass-Ports Escapes package offering customers free visitor nights at over 140 European marinas, and Pick a Pier's Sail Club providing reciprocal loyalty benefits to marina users.

By joining the scheme, this industry-first approach will allow members to redeem points on visitor berthing across an expanded network of marinas, creating a seamless and unified loyalty experience.

The pilot programme is designed to offer a host of benefits to participating marinas, including:

- **Enhanced berth utilisation:** Improve occupancy rates by connecting with a wider network of boaters and offering greater incentives for marina visits.
- **Reciprocal loyalty integration:** Members of MDL's Otium, Pick a Pier's Sail Club and new partners can redeem points across multiple marinas, creating a more rewarding experience for customers.
- **Transparent transactions:** Simplified pricing and point exchanges ensure clear and fair participation for all involved.
- **Increased collaboration:** Join a network of over 140 marinas already leveraging Pick a Pier's digital platform to connect with global loyalty programmes like TransEurope Marinas and Blue Flag Marinas.



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“This pilot programme is a call to action for marinas to come together and explore a new way of engaging customers,” says Tim Mayer, MDL’s Sales and Marketing Director.

“By leveraging our Otium programme and Pick a Pier’s innovative platform, we can create a truly connected industry that benefits everyone. We’re excited to work with like-minded stakeholders to shape this initiative for the future.”

Pick a Pier’s innovative digital platform provides participating marinas with a seamless digital gateway to integrate with multiple loyalty networks. This technology not only enhances customer experience but also promotes a more sustainable and collaborative marine industry.

“We are proud to partner with MDL Marinas to bring this visionary programme to life,” says Idan Cohen, Co-Founder and CEO of Pick a Pier. “Our shared values of innovation, sustainability and collaboration make this an exciting opportunity to reshape the boating industry. By working together, we create a network that benefits marinas and boaters alike.”

### **Be part of the change**

MDL Marinas and Pick a Pier are calling on marina operators to join the conversation. Participating in this collaborative effort offers a unique opportunity to shape the future of the industry, unlock the potential of marina assets and promote loyalty benefits.

Marinas interested in joining the Pick a Pier programme should email the team at [alliance@pickapier.com](mailto:alliance@pickapier.com) for more information.

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](http://www.mdlmarinas.co.uk)

For more information on Pick a Pier visit <https://company.pickapier.com>

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### **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](http://www.mdlmarinas.co.uk)

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