



MDL MARINAS

News Release

For Immediate Release

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### **Desty Marine joins MDL Marinas' Otium loyalty scheme as a partner**

MDL Marinas is delighted to announce that Desty Marine has become the latest high-profile business to join its Otium loyalty programme, taking the total number of partners in the scheme to an impressive 45. Desty Marine, based at Hamble Point Marina, is a renowned name in the marine industry, providing professional yacht repair, maintenance and refinishing services to boat owners across the UK.

Otium is MDL's exclusive loyalty programme, designed to reward customers with points that can be redeemed for discounts on marina services and a wide range of boat-related services offered by Otium partners. The partnership with Desty Marine represents a significant step in expanding Otium's reach and appeal, with Desty Marine's reputation and expertise perfectly complementing the existing array of businesses within the scheme.

"We're thrilled to welcome Desty Marine to our growing network of Otium Partners," says Tim Mayer, MDL's Sales and Marketing Director. "Their longstanding reputation for excellence in yacht care and maintenance adds incredible value to our loyalty programme, and we're confident that our members will benefit immensely from the services and expertise they bring to the table. The addition of Desty Marine is yet another milestone in our efforts to provide unparalleled benefits to our Otium members."

"We're excited to partner with MDL Marinas and join the Otium loyalty programme" says Neil Desty, Managing Director. "At Desty Marine Hamble, we take pride in delivering top-quality yacht repair, paint and refinishing services, and this partnership allows us to extend those benefits to even more boat owners. We look forward to welcoming Otium members and providing them with the high standards of craftsmanship and care that we're known for."

Desty Marine joins an impressive lineup of businesses across the marine and leisure industries that are part of the Otium loyalty scheme. Recent additions to the programme include MediterraneanvM Bray at Bray Marina, Square Rigger at Sparkes Marina, Renegade Brewery, The Pumproom at Copper Rivet Distillery in Chatham and OneSails GBR (South) at Hamble Point Marina, among others.



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Otium members can view all participating partners by visiting the Otium homepage and selecting the 'Otium Partners' section on the MDL website: [mdlmarinas.co.uk/otium](https://mdlmarinas.co.uk/otium).

If you're not already an Otium member, it's quick, easy and free to join, and you can start earning loyalty points and enjoying the benefits of Otium membership straight away. For more information on MDL's Otium Rewards loyalty programme visit: [mdlmarinas.co.uk/otium](https://mdlmarinas.co.uk/otium).

For more information about MDL and its marinas, visit [www.mdlmarinas.co.uk](https://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](https://www.mdlmarinas.co.uk)

#### MAA

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