



MDL MARINAS



## News Release

### For Immediate Release

12 June 2025

#### MDL Marinas launches 'Dock & Discover' campaign to reward UK cruising in 2025

Boaters cruising the UK this summer can now earn rewards, from marina dining vouchers to a luxury holiday for two, simply by exploring MDL's marina network as part of the company's new Dock & Discover campaign.

With domestic travel expected to grow throughout 2025, the initiative encourages boaters to make the most of the UK's waters while enjoying exclusive benefits. According to VisitBritain's May 2025 Domestic Sentiment Tracker, 78% of UK adults plan to take an overnight stay in Britain over the next 12 months – a clear sign that interest in staycations remains strong.

With 18 marinas located across the South West, South Coast, Thames and East Coast, MDL offers both variety and convenience for UK boaters. The Dock & Discover campaign aims to enhance the cruising experience by turning every overnight stay into an opportunity for rewards, a chance to discover new destinations and turn summer boating plans into a true adventure.

To take part, boaters simply join MDL's free Otium loyalty programme, which already offers rewards on berthing and marina services. For this campaign, members will also receive an Explorer's Card, stamped at each MDL marina they visit. As stamps accumulate, members unlock access to exclusive prizes.

After four overnight stays, members are entered into a draw for a **£100 marina restaurant voucher**. Six nights offers the chance to **win a three-night break** at an MDL holiday park. And after ten overnight stays, participants are entered into a grand prize draw for a **dream holiday for two**. Bonus entries are available for collecting 12 stamps or for visiting marinas in different regions.

"Dock & Discover is designed to give our berth holders and visitors an added reason to cast off and cruise," says Tim Mayer, Sales and Marketing Director at MDL Marinas. "It's about celebrating the best of UK cruising, rewarding exploration and helping boaters get even more from their time on the water."



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Running until the end of September 2025, the campaign gives boaters a full season to collect stamps and earn rewards while enjoying the best of UK waters.

For full details on how to take part in Dock & Discover, including rewards and participating marinas, visit: [www.mdlmarinas.co.uk/dockanddiscover](http://www.mdlmarinas.co.uk/dockanddiscover)

For more information about MDL's 18 UK marinas, visit: [www.mdlmarinas.co.uk](http://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](http://www.mdlmarinas.co.uk)

#### MAA

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