



MDL MARINAS



## News Release

### For Immediate Release

16 September 2025

## Launch of MDL's Current Compass heralds new era of data-driven insight for the marine industry

MDL Marinas, the UK's leading marina group, is proud to announce the launch of Current Compass, delivering high-value, real-world data Insights to marine industry stakeholders.

The next iteration of MDL's successful Insights report, Current Compass marks an evolution in the company's analytics offering, providing actionable intelligence grounded in operational reality – not projections or assumptions.

For the past two years, MDL has produced an annual Insights report shared with selected partners to help guide strategic decision-making. Now, with the introduction of Current Compass, this data-driven publication is available for purchase to all industry professionals.

Below are some insights from the Current Compass Report 2025:

1. **Market transition: From volume to value** – MDL's latest Current Compass report highlights a shift in the UK marina market from volume to value, with boaters spending more on premium, experience-led services.
2. **Seasonal trends: Opportunities across the calendar** – Seasonal trends show strong spring demand and winter revenue stability, while summer is beginning to rebound.
3. **Regional insights: Solent leads, Southwest gains ground** – Regionally, the Solent continues to dominate, though the Southwest is gaining momentum and the Thames and East Coast present untapped potential.
4. **Customer demographics: Aging base, emerging opportunities** – The customer base remains predominantly over 55, but younger boaters represent a growing opportunity for more flexible, lifestyle-driven offerings.
5. **Boat types and spending patterns** – Motorboats lead in numbers, while demand for convenience and technical services remains strong across both motor and sail sectors.



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Unlike many traditional market reports based on surveys or estimations, the Current Compass Annual Report is derived from actual behavioural and operational data collected across MDL's extensive marina network. The result is an unprecedented level of accuracy, reliability and relevance, offering a clear picture of what's really happening in the UK's boating sector.

"We created Current Compass to meet the growing demand for accurate, meaningful insight in the marine sector," says Tim Mayer, Sales and Marketing Director at MDL Marinas. "Businesses don't need more noise, they need clarity. And with Current Compass, we're delivering just that: trusted, current, actionable intelligence drawn from real-world operations, not hypothetical models."

Designed to support boatbuilders, brokerages, marine service providers and sector investors, the Current Compass report identifies market shifts, customer behaviour trends and regional performance variations that can directly inform commercial strategy and investment planning.

Early recipients of MDL's original insights work have already found value in the data – using it to better understand their customers, adjust offerings and optimise their operations.

"MDL's insight report helps give us an objective overview of the industry, keeping in tune with what our customers want and how their needs change over time. This makes it easier to plan ahead, improve our services and stay one step ahead in a busy, competitive market," says Phil Dollin, Director, Inspiration Marina Group.

#### Key features of Current Compass:

- Authentic operational data – Insights grounded in live marina activity and customer behaviour.
- Actionable intelligence – Clear, evaluative insights, more than just raw data.
- Market applicability – Designed specifically for marine sector professionals and decision-makers.

With Current Compass, MDL Marinas is not only sharing its expertise but helping shape a smarter, more responsive marine industry. This annual publication is now available for purchase at [www.currentcompass.co.uk](http://www.currentcompass.co.uk), with an introductory 20% discount available until



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30 September. The usual price is £225, but for a limited time, you can secure your copy for just £180 using the code **CC2025** at checkout.

For more information on MDL and its 18 premium 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)

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