



MDL MARINAS



News Release
For Immediate Release
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MDL expands Otium loyalty programme with 12 new partners as member rewards hit record levels

MDL Marinas has expanded its Otium loyalty programme with 12 new partners, taking the total number of partners to more than 50 and giving members access to an even wider range of boating products, services and lifestyle rewards.

The expansion follows another strong year for the scheme, with Otium members earning 1.6 million points in 2025 alone and redeeming 1.2 million points during the same period. Since the scheme launched in 2020, more than 5.5 million points have been earned, with 3.8 million points already redeemed – demonstrating how MDL is actively investing in real, tangible benefits for berth holders through the programme.

This level of redemption highlights the value of the scheme, with MDL effectively funding meaningful rewards that reduce everyday boating costs and unlock premium experiences for members across its marina network.

“Otium has really gathered momentum over the last few years, and that’s down to how much our members value the programme, and the partners involved,” says James Barnes, Managing Director, MDL Marinas. “Our new partners give people even more choice in how they earn and use their points, whether that’s for everyday boating needs or something a bit special.

“We’re always looking for ways to make Otium more useful and rewarding for our berth holders, and this expansion is a big step in that direction.”

Among the new partners joining Otium are Britannia Events, Clipper Marine, Compare Yacht Insurance, Fairview Sailing, Fox’s Yacht Sales, Powerboat & RIB, Royal Harwich Yacht Club, Sailing Logic and White Dot Sailing, alongside several Port Hamble and Woolverstone-based marine service providers.

Otium membership is free for MDL berth holders, who automatically earn points on purchases made across MDL marinas and boatyards. Points are redeemable against MDL



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services or with any Otium partner, helping members reduce everyday boating costs or enjoy premium experiences.

Cruising bundles remain one of the most popular redemption options, offering access to up to 160 marinas across Europe, while top partner redemptions currently include Renegade Brewery, Gaff Rigger, Ketch Rigger and the Harbour Hotel Southampton at Ocean Village Marina.

To learn more about MDL's Otium partners and 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

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