



MDL MARINAS



News Release

For Immediate Release

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Iconic waterside restaurant The Hut joins MDL Marinas' Otium° Rewards programme

MDL Marinas is delighted to announce that one of the South Coast's most iconic waterfront destinations, The Hut on the Isle of Wight, has joined its growing Otium° Rewards programme.

The new partnership means Otium members can now spend their Otium° Rewards points at the renowned beachside restaurant, adding one of the Solent's most sought-after waterfront dining destinations to the programme and creating an irresistible new "Dock and Dine" experience for boaters exploring the region.

Accessible by water and just a short cruise from several MDL Marinas across the Solent, including Hamble Point Marina, Ocean Village Marina, Mercury Yacht Harbour and Port Hamble Marina, The Hut has become one of the region's standout destinations.

For many Solent boaters, it's the perfect excuse to cast off for the day – arriving by boat, soaking up the views across Colwell Bay and enjoying a long, relaxed lunch by the water. With a menu featuring freshly landed seafood, native lobster, premium steaks and sharing platters, The Hut has earned a reputation for exceptional food, warm hospitality and spectacular coastal views.

The Hut's addition further strengthens Otium's growing network of partner rewards, giving members even more ways to enjoy time on the water. By partnering with destinations that are already part of many customers' cruising plans, Otium turns the rewards members earn throughout the season into memorable experiences on and off the water.

"Bringing The Hut into the Otium programme is fantastic news for our members," says Sophie Kirkpatrick, Head of Sales & Marketing at MDL Marinas. "For many of our customers, a trip to The Hut is already part of a great day on the water, so welcoming them into Otium felt like a natural fit.

"We're continually growing the programme with partners that our customers genuinely value. The Hut is exactly the kind of destination our members love to visit, and this partnership gives them another compelling reason to cast off and explore the Solent."



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The partnership reflects MDL's ambition to create a rewards programme that goes beyond the marina. By partnering with well-known destinations like The Hut, Otium helps members get even more from every boating trip, while supporting the businesses that make the UK's cruising grounds such enjoyable places to visit.

"We're really pleased to be joining Otium and to be part of a rewards programme that is so closely connected to the boating community," adds George Adams, co-owner of The Hut. "The Hut has always been a popular destination for South Coast boaters, so offering Otium members another reason to make the trip across to the Island feels like a great fit. We look forward to welcoming Otium members to The Hut and inviting the boating community to come over and make a day of it."

Otium rewards both MDL berth holders and visitors every time they enjoy life on the water. Annual berth holders benefit from enhanced rewards, while all members can earn points on eligible purchases across the MDL network. Points can be redeemed instantly against MDL services or exchanged for vouchers to enjoy experiences with Otium partners, including The Hut, allowing members to turn the rewards they've earned into everything from essential boating services to a memorable waterside lunch overlooking Colwell Bay.

For more information about MDL's Otium® Rewards programme and its growing network of partners, visit www.mdlmarinas.co.uk/otium/

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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