

# MARINA DAY

## SATURDAY 9 JUNE 2018



In 2015 MDL's marina in Sant Carles, Spain, introduced an annual open day to attract the public, create a customer event and better integrate with the local town and its businesses. The event was a huge success for all concerned and was quickly adopted by the rest of the

marinas in Catalonia. Because the event now included all of Catalonia's marinas, in 2016 it attracted regional news channels who helped to promote and accelerate the popularity of the event to the general public. In 2017 the event was adopted by the whole of Spain and is now

firmly established in the annual calendar. Given its success, MDL UK are going to join in on the fun and add this to their events diary.

MDL are encouraging other UK marinas to also host a Marina Day on 9th June 2018 with the objective of attracting a new demographic to marinas to enjoy

all that marinas and their tenants have to offer and ultimately introduce a new generation of people to our wonderful boating world.

TYHA Council believe that this is an excellent idea and are keen build a critical mass of marinas participating which will undoubtedly raise the profile of marinas and help find our future customers. Many of you will already have your calendar finalised for 2018 however the plan is to hold a Marina Day on the second Saturday in June every year, so in 2019 the date will be 8th June.

**So what can you do on your Marina Day? Well just about anything that you think your customers / staff and the general public would enjoy!**

**At the Sant Carles Marina Day in 2017 with the help of tenants and third parties they delivered the following:**

- Rib rides
- Windsurf demonstration
- Introduction to paddle boarding
- Visit boats – staff and boat owners show people around boats in the marina
- Guided tours of Your Marina
- Speakers' Corner – some short interesting presentations
- Pop up food stalls

- Workshops and displays of marine crafts
- An introduction to working in a marina
- Interactive games/competitions (sail hoisting and rope work)

You could also consider things like a chandlery sale, mini boat jumble, try a kayak, flare demo, RNLI demo.

**Dependant on your Open Day plans it may be advisable to seek some help from:**

- Your tenants
- Local Sea Cadets, Sea Scouts

- or other uniform groups
- Local RNLI station
- Local industry associations
- Local Charities
- Local community groups (such as U3A and Rotary)

So, in summary, it's a fun day of 'street fair' type attractions to a scale that suits your operation and resources.

Just imagine the exposure and interest that marinas could attract by having a coordinated Marina Day every year across Europe, the Northern Hemisphere or even the world!



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