



TRANSEUROPE MARINAS

Minutes of a meeting held online at 14.00 (UTC+1) on Tuesday, 20th April, 2021.

1.0 Welcome.

Melanie Symes welcomed all present, thanking attendees for making the time to attend, given the additional pressures and challenges resulting from the current situation.

Attendees:

Name	Marina
Rob Vanderbergh (RV)	VN Blankenberge
Renata Marevic (RM) (EU Treasurer)	Marina Punat
Nienke Zetzema (NZ)	Waterland Monnickendam
Maarten Desloovere (MD)	VY Nieuwpoort
Roberto Perocchio (RP)	Marina del Cavallino
Covadonga Rodríguez (CR)	Puerto Deportivo de Gijón
Stuart Jones (SJ) (UK Treasurer)	Penarth Quays
Kerrie Gray (KG)	Poole Quay
Melanie Symes (MS) (Secretary)	-

2.0 Apologies

Many members were not able to attend due to work commitments or other engagements. Apologies were received from:

- Jean-Michel Gagné Chair / Loctudy
- Falk Morgenstern MNA, Marina Kröslin
- Guillaume Guérillot Caen-Ouistreham
- Mike Braidey Castle Marinas
- Monica Martínez Nauta Sanxenxo
- Clinton Lyon Gillingham Marina

3.0 **The Minutes of the last meeting** held online at 14:00 UTC on Tuesday, 26th January 2021, were approved.



4.0 Results of the recent members survey. A total of 31 members completed the survey, which was a promising result, showing that just over half respondents wished to advance, although the remainder were happy with the status quo. There was significant interest in strengthening our internal communication structure, and also in promoting and extending the network. Otherwise, managers are looking for new ways to attract and retain boaters, and in terms of future projects, would like to do more to protect their local marine environment and digitalise services.

5.0 Group discussion. Given the size of the group at the start of the meeting, a round-table discussion was held to share ideas on what members are already doing to achieve the objectives expressed above. Sincere thanks to all who took part. In summary, here are some of those ideas:

Attracting and retaining customers:

- Competitive pricing – as far as this is possible, or if not, a fidelity programme such as discounts for attracting new customers and incremental promotions for long-term occupancies. Alternatively, if not competing on price, competing on quality of services offered.
- As a marketing strategy, carefully positioning the marina in terms of surrounding attractions (proximity to the city or historic quarter, such as PD Gijón and Waterland) or by building on a competitive advantage as a compliment to the surrounding customer offering (i.e., what isn't available elsewhere)
- Adding services that fit the customer profile and aren't available elsewhere – such as the new padel court in VY Nieuwpoort and Marina del Cavallino's gym, pool, barbeque area and games areas.
- Supporting cruising-in-company events to nearby marinas to encourage boating and build community, or weekly training events for interested parties.
- Offering useful advice as part of a weekly comms strategy (berthing techniques, how to manage a fire, how to manage in storms, etc.); this can be supplied by the marina or local operators as a reciprocal promotional action.
- Look at ways to strengthen effective communication channels with customers and other local stakeholders, to create a community, reassure customers (during difficult times) and inform people about events, promotions, etc.
- Team-building activities, particularly when counting on a volunteer team, such as in Blankenberge.
- Offering reduced rates for boating clubs/associations, disadvantaged groups, or high-visibility race participants
- Organising or supporting events that attract people to boating (such as the Poole Harbour Boat Show). Smaller events can be held with boat suppliers and brokers.
- Promoting the marina via photo-friendly merchandising or gifts (such as Marina Punat's towels)
- Penarth offers occasional breakfasts or welcome handouts as an appreciative gesture to their customers.



- Waterland holds open days which are supported by local sailing schools and clubs and offers a wide variety of family activities with boat hire and plenty of accessible watersports, to help introduce newcomers to enjoying the water. Collaborative initiatives and synergies with other nearby marinas creates a buzz and facilitates movement.

Sustainability

Various members fly the Blue Flag, following its guidance and requirements to practice environmental management and education, with individual initiatives to taken reduce paper use, protect local fauna and clean beaches and areas of the seabed, but this was not a topic that otherwise had inspired many actions to date, making it a good area for future development.

Digitalisation

- Some members were active with Pick a Pier, exploring their more advanced solutions, although some members such as Penarth (boatfolk) and Marina Punat described already using integrated management, reservation and comms systems.
- Security is a big concern when owners are based overseas, and Marina Punat's comprehensive marina app and smart sensors send automatic photo updates together with alerts if water ingress or smoke is detected on board.

6.0 Membership matters

- 6.1 **Pick a Pier digital membership** (please see Appendix 1). A number of members have still to activate their membership. Please remember that there will be no paper cards issued this year. With any questions, do get in touch with the committee or directly with Pick a Pier. (Contacts below). Pick a Pier are developing some highly innovative solutions for the industry and it is well worth having a chat with them.
- 6.2 **Terms and Conditions** Members were kindly reminded to sign and return the latest copy of the Terms & Conditions of Membership.



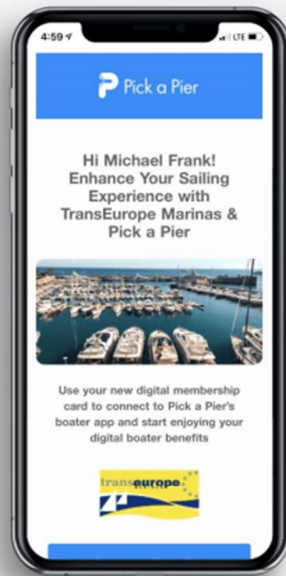
7.0 Membership updates:

- 7.1 The **European Boating Industry** is steaming ahead, creating effective collaborations within the marine sector and promoting an innovative and sustainable agenda. If anyone missed the International Breakfast Meeting, held earlier that day, here is the link: <https://youtu.be/ZC4tBw8c8h8>
- 7.2 Only one of **PIANC's** Working Groups joined by TransEurope members has become active so far, although RP suggested that it might be possible to contribute to RecCom's working group reports, which would both provide some interesting insights into new sector developments and provide the chance for experienced managers to contribute constructive viewpoints. (To be explored...). In the meantime, members are reminded that PIANC reports are available for downloading in the Members Only section of our website.

8.0 The next online meeting is set to take place Tuesday, 20th July from 14:00 – 15:00 (UTC+1)



APPENDIX – PICK A PIER UPDATE



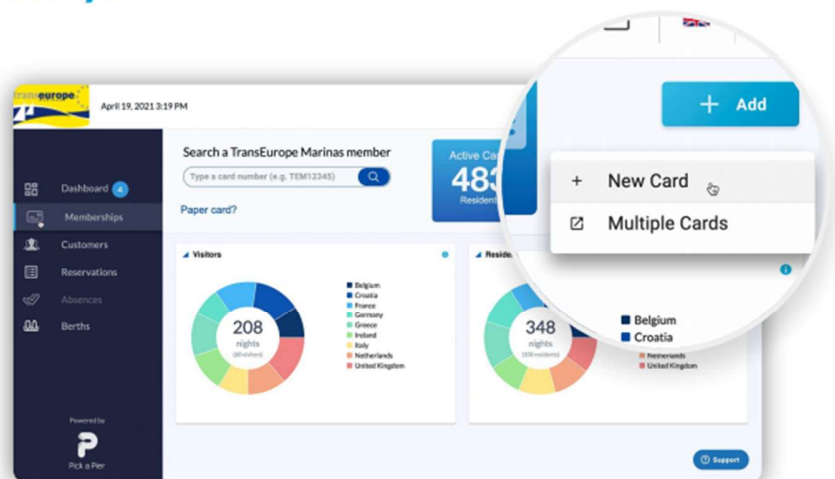
The season has begun!

Now is the time to make sure your members can take full advantage of their benefits.

Send the TransEurope Marinas digital card to all your members today.

Log in to Pick a Pier and invite members with a few clicks.

You can quickly send individual cards or upload a list to send multiple cards at once.



Questions? Contact Pick a Pier at support@pickapier.com