

## Media Contact:

[Your contact information]

### Going Digital: [Marina Name] Now Offers 24/7 Booking App, Walletless payments and direct messaging for boaters.

[City/Town - Date - ]: [Marina Name] today announced that, in a move to modernize its operations and provide a better guest experience, it will now be offering 24/7 digital booking, walletless payments and direct messaging through Dockwa's boater relationship app. The app which is free to boaters is available in both the Apple app store and Google play for Android users.

U.S. boat sales reach 13-year high in 2020 according to the National Marine Manufacturers Association leading to a veritable boom in boating this year. The waters are swelling with first time boaters from a diverse array of backgrounds and experiences. To meet the needs of this changing population and to improve experiences all around, marinas and yacht club are beginning to digitize their operations and offer more consumer-friendly options for getting in touch and booking a slip.

"A full 35% of bookings on the Dockwa platform happen after hours when dock offices are closed," said Mike Melillo, CEO of Dockwa. "Offering a way to make reservations at any time through the website or a mobile app creates a better experience for boaters and more revenue for local marinas and towns."

[Insert quote from your team]

Boaters can book both short term and long-term stays with [Marina Name] through the reservation app, find reservations at other nearby marinas for day trips, communicate with the marinas through 1-to-1 messaging and email and pay for everything touchlessly. The app also serves as a place to leave reviews and comments on the stay for other boaters.

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