



AIR MILES INCENTIVES®

Managed by RMG Loyalty

Testimonial

Lens Cove Marina

“We experimented with our in-house loyalty programs, they were essentially discount programs, and ended up benefiting the customer, but not us.”

“We have a saying: “Your Fall makes your Spring” If we can offset some of the busy Spring and Summer seasons by offering Miles on sales and services in the Fall, we are much more successful on many levels, including being able to keep valuable staff and lessen turnover.”

“When customers commit to a boat purchase or a docking and storage contract in the Fall, we offer Bonus Miles to help with that Winter vacation.”

Sean Horsfall, Owner, Lens Cove Marina LTD.

