

Case Study Fernandina Harbor

FERNANDINA BEACH, FL



How Oasis Marinas helped to bring the marina back to its full potential and improve service and marketing after an extended closure due to hurricane damage.

CHALLENGE

After an extended closure from hurricane damage in 2016, Fernandina Beach residents and the surrounding community were eager and ready to bring life back to the marina.

Improvement requests included reopening the fuel dock & retail store, and system improvements like strengthening the WiFi service.

PROPERTY FEATURES

- 4,000 LF Alongside Floating Dockage
- Fuel Dock (Gas & Diesel)
- Mooring Field
- Ship Store



Oasis Marinas has enhanced the visitor experience through its commitment to professionalism, cleanliness, and customer service. As the Fernandina Harbor Marina finally returns to fully operational status following Hurricane Matthew (October 2016), I am confident that Oasis Marinas will be an exceptional partner with this critical City asset."

Dale L. Martin
Fernandina Beach City Manager



SCAN ME

APPROACH

- Create a custom publication featuring Fernandina Beach, to connect boaters with the town amenities and services
- Redesign the marina website - www.fernandinaharbormarina.com
- Create new marketing programs that focus on events and town amenities
- Introduce detailed financial management procedures
- Improve marina facility maintenance and cleanliness
- Provide premium dockside service

RESULTS



4.58 / 5 stars

average score for all customer service reviews



41%

reduction in site expenses



62%

increase in marina's digital footprint and boater reach

CONCLUSION

Since the December 2020, Oasis Marinas' operational solutions positively impacted customer service reviews, overall safety and cleanliness of the marina, internet access, the store and the fuel dock service.

In the first month of operation, we received forty-one (41) customer service reviews, and the average score for all reviews was 4.58 stars (based on a 5-star scale). The new user-friendly website increased the marina's digital footprint and boater reach.

WIFI access points have been added throughout the marina, and fiber internet has been added to the boaters' lounge. The fuel dock has been repaired and back in working order.

