

Oasis' Impact on

Fernandina Harbor Marina

Property Features

- Fernandina Beach, FL
- 4,000 LF Alongside Floating Dockage
- Mooring Field
- Deep Water Marina, 25 Feet
- Boaters' Lounge
- High Speed WIFI
- Restaurant On-site
- Showers, Restroom, Laundry
- Ship Store
- Fuel Dock
- Ice & Pump Out
- Online Booking with Snag-A-Slip

Impact

- Higher Customer Ratings & Loyalty
- Cleaner & Safer Marina
- New Website
- Updated Lounge & Office Area
- New WIFI Access & Fiber Internet
- Updated Fuel Dock

What can Oasis do for you?

Marina Overview

Fernandina Harbor Marina is located right on the ICW near the Georgia/Florida border, in the beautiful city of Fernandina Beach, Florida. This charming city is part of the Amelia Island, which stretches 13 miles long. Fernandina Beach is full of rich history, fabulous dining, resorts, picturesque beaches and luxury golf courses. The marina has 4,000 linear feet of side-tie dockage, 10 mooring balls and a 25-foot depth, which allows it to accommodate almost any size vessel.

Challenge

In 2020, Fernandina Beach residents and the surrounding community were eager and ready to bring life back to the marina after its extended closure from hurricane damage in 2016. Oasis Marinas was hired as the marina management company to help bring the marina back to its full potential and improve service and marketing. The customers' top improvement requests included to reopen the fuel dock, strengthen the marina Wi-Fi system and reopen the retail store. Aside from these important service issues, the priority was to improve marketing, improve maintenance, enhance safety and redesign the website. Oasis set these goals: spotless maintenance of the marina facility, high-touch customer service, high-class customer lounge space, aggressive marketing outreach, detailed financial management and product consistency.

Solution

- Provide premium dockside service
- Redesign the marina managers office and update the boaters' lounge
- Create new marketing programs that focus on events and town amenities
- Redesign the marina website - www.fernandinaharbormarina.com
- Create a custom Marinalife publication featuring Fernandina Beach, to connect arriving boaters to the city shopping, dining and events
- Reopen the retail store
- Reconfigure and improve the marina WIFI internet access for customers
- Repair the fuel dock to full working order
- Improve marina facility maintenance and cleanliness
- Introduce detailed financial management procedures

Impact

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.

What Our Clients are Saying

Dale L. Martin, Fernandina Beach City Manager - "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."