

Armada Club: A Private Members' Club with Exclusive Access to a Fleet of Yachts

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From March 2026, yachts will join an exclusive global fleet through the Armada Club, hosting private events and wellness experiences. Membership applications, yacht enquiries, and partnership enquiries are now open.

Armada Club is redefining access to superyachts, operating exclusively as a private members' club – distinct from the fractional ownership or yacht syndicates that have come before.

The Club allows members to access superyachts around the world and use them for private events – whether dinners, business lunches, corporate meetings, or to access the onboard wellness facilities, when docked in port or at anchor.

At its core, the Club is about three things: privacy, consistently exceptional service, and the feeling that someone genuinely cares about your experience. Not just in what we offer, but in how we think; a handwritten note from the chef explaining tonight's tasting menu. True luxury has never been about the price of things. It's the extra detail that tells someone: we thought about you before you arrived.

"Some of the world's best chefs are working on yachts, and the interior and exterior dining spaces often surpass even the finest five-star resorts," **says Claire Hagen, Co-Founder of the Armada Club.** "Opening these vessels up for amenity access is a genuinely special opportunity."

"Lifestyle priorities are shifting, too," **Hagen continues.** "I see the wellness side becoming equally as popular as dining, because some of the best gyms, spas and facilities in the world are on board; Cryotherapy chambers, workout studios and hyperbaric oxygen therapy. These aren't hotel add-ons. They're built into the fabric of the yacht."

Security has also become a defining priority for UHNW individuals and family offices. With growing concerns around privacy and digital surveillance, cybersecurity is now widely cited as one of the top concerns for this community, with a recent report finding that 83% of family offices are concerned about deepfakes and impersonation, and incidents are rising 3,000% since 2023.

This has in part led to the increased demand for private members' clubs, with more opening in the past four years than in the previous three decades. Meanwhile, the global yacht charter fleet now stands at 3,829 yachts over 24m, growing 7.4% year-on-year. Through the Armada Club model, members have further security resilience through the discretion of onboard hospitality.

"Dinner on board is a truly magical experience. As an industry, we need to make it easier to book these moments, while still preserving the privacy of the yacht. This is a good way to start," says the yacht owner of Champagne Seas, 50m Trinity Yachts.

"I have spent my whole career around some of the most recognised people in the world, and privacy is a real need," **says Jonny Harris, Founding Director, Armada Club.** "For many, going out for a meal is not an option. Even when they hire private spaces, there is always a risk to privacy. This club is something that would instantly make sense to them."

Captain Alistair Best adds: "From a crew perspective, as a captain, this is also a good way to improve service and train greener crew without the pressure of delivering a full week charter from day one. Extra revenue for the crew and yacht."

Armada Club represents an entirely new category within the superyacht industry. While similar concepts have been attempted, they often masked complex fractional ownership or alternative convoluted models. The Club's structure is intentionally straightforward, focused solely on providing private access for dining and wellness without ownership complexity.

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