

Armada Club Launches a Private Members' Club for Ultra-High-Net-Worth Clients

By Rebecca Whitlocke



The Superyacht Investor Conference in London taking place March 3-4 will welcome more than 200 senior figures from across the superyacht sector - brokerage, build, finance, insurance and law - who will meet to discuss the next phase of the 24-metre plus yacht charter fleet, now 3,829 strong worldwide.

Among the conference speakers is Claire Hagen, co-founder of Armada Club, a concept that signals a transformation in how yachts are accessed, positioned and used. Armada Club operates exclusively as a private members' club for ultra-high-net-worth individuals who gain access to a superyacht fleet for business, wellness and dining opportunities, whether docked in port or at anchor.

Armada Club's model sits between ownership and charter. And it speaks to a clear market shift. "The club focuses on three pillars: privacy, consistently exceptional service, and the feeling that someone genuinely cared about your experience. Not just in the amenities on offer, but in how we think; such as a handwritten note from the chef explaining tonight's tasting menu," says Hagen. "True luxury has never been about the price. It's the extra detail that tells someone: we thought about you before you arrived."

An award-winning digital marketing and content specialist with her own agency, This is Odyssey, Claire Hagen brings a background that blends luxury hospitality and yachting marketing. Before founding Armada Club, she helped launch flagship London properties including Hyatt Regency London – The Churchill, Holmes Hotel London and The Trafalgar St. James London, Curio Collection by Hilton. She has also executed campaigns for renowned yachting brands such as Edmiston, Fraser, Heesen, Lürssen and Triton Submarines.

Armada Club's Invitation-Only Model

With rising concerns around privacy and digital surveillance, cybersecurity is now widely cited as one of the top concerns for family offices and UHNWI, with a recent report finding that 83% of family offices are concerned about deepfakes and impersonation, and incidents rising 3,000% since 2023. In parallel, Knight Frank reports that the number of private members' clubs worldwide has surged in the past four years, fuelled by demand for secure, trusted environments.

For yacht owners and charter managers, the model offers more than incremental income. Armin Dressler, owner of *M/Y Imladris*, sees it as a strategic way to unlock short-form revenue while creating a direct pathway to longer charters. Owners also receive complimentary membership, allowing them to experience other yachts within the fleet under the same private framework. "The complimentary membership is equally appealing; it gives me the freedom to dine on other yachts. The vetting process is key, it means we can feel confident in the community, and we always have the choice to accept or decline members onboard based on their request."

Armada Club has already drawn early interest from 20 superyachts, including vessels above 100 metres. Onboarding begins in late March, with the programme launching in June, with formal KYC and approval processes by the Armada Club board. The initial fleet will be available to members from September, aligned with the Monaco Yacht Show calendar - a moment when prominent superyacht industry decision-makers head to Monaco.

For commercially registered yachts, it provides a flexible extension of existing charter activity. For private yachts, it offers structured participation without compromising discretion. As Alex Teji, Partner and Owner of superyacht law firm Teji Cowie notes, "From conversations with several yacht owner clients and others across the wider industry, the initial reaction has been positive. A smart and streamlined way to experience yachting in different forms before making a larger commitment."

In a sector where environmental scrutiny is increasing and crew retention remains a relevant topic, Armada Club reflects a broader awareness: at least 10% of all Armada Club annual membership fees are being dedicated to supporting marine conservation, ocean preservation, and crew mental wellbeing initiatives.

<https://www.armadayachtclub.com>

Instagram: <https://www.instagram.com/thearmadaclub>

Sources:

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