

TRAVEL AND HOSPITALITY

## Yacht industry advances with new booking app

March 13, 2018



*Ahoy Club modernizes booking. Image credit: Ahoy Club.*

By BRIELLE JAEKEL

The luxury yacht chartering industry is taking a step up in modernization with a mobile application that could eliminate the need for brokers.

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Ahoy Club is a new platform launching within the upcoming week that guests can use to find and book yacht charters without the need for a broker. While the convenience of the app attracts affluent travelers, it also is competing with brokers and booking services economically with yacht owners with only a 7 percent commission fee.

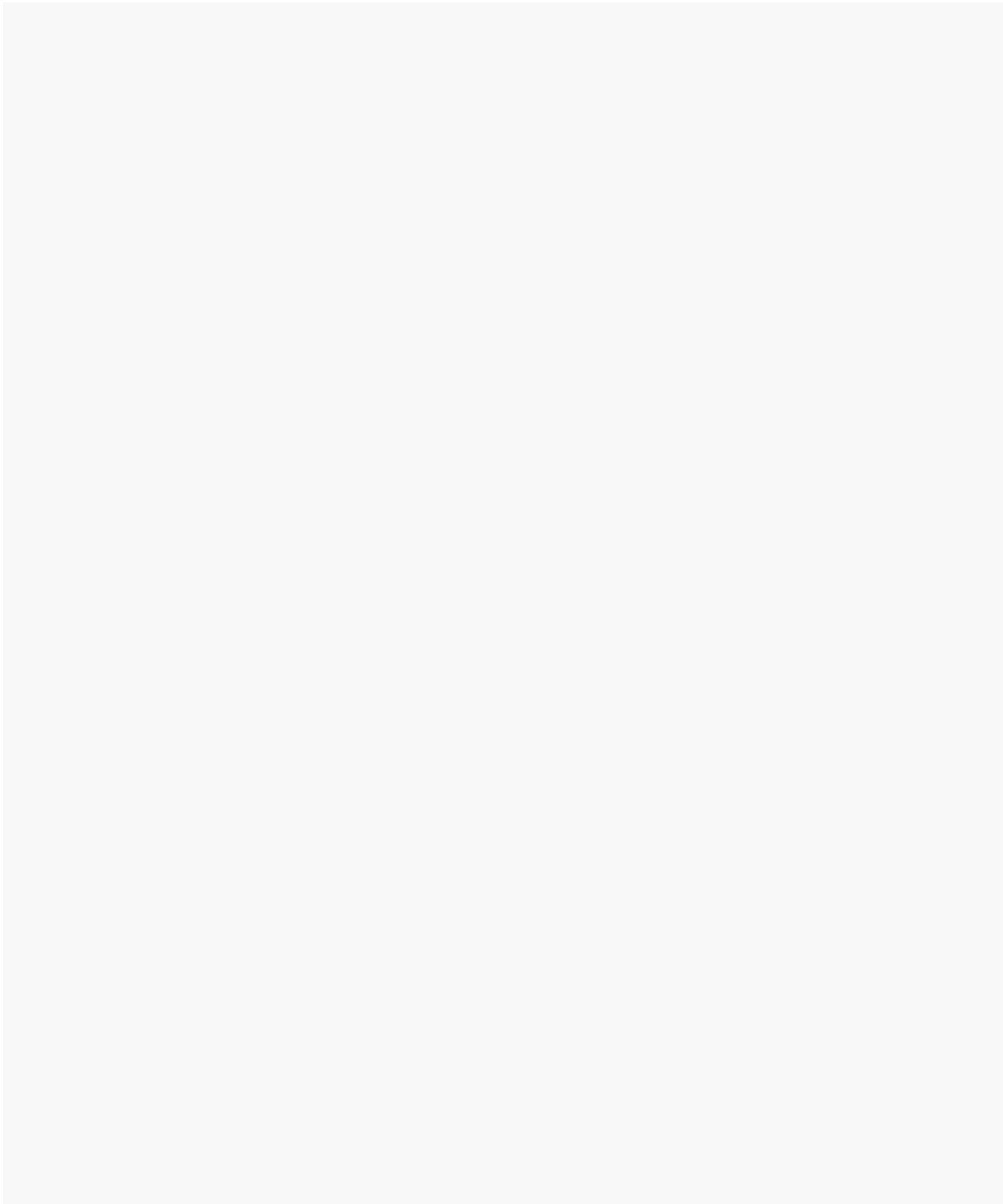
"Ahoy Club is a bespoke luxury yacht charter platform, which will fully automate the yacht booking process for the first time," said Huw Lloyd, chief executive at **Ahoy Club**. "It will allow users to book yachts within minutes at greatly reduced rates by connecting owners and their guests directly while still offering an expert concierge service with the highest levels of service.

"Chartering a luxury yacht can currently take several weeks, but anyone who registers on the Ahoy Club platform will be able to book one of more than 2,000 yachts worldwide through a simple three-step process," he said. "The platform will instantly calculate a range of variables to give guests a transparent and bespoke rate, including local taxes, Advance Provisioning Allowance (APA) and commission."

### Modern yachting

The platform developers note that the standard fee for brokers is 20 percent.

Ahoy Club is hoping to remain competitive with a 13 percentage point drop in for the booking fee, allowing yacht owners a more efficient method of operation. It is vital for Ahoy Club to remain competitive in attracting owners because the smaller the selection, the less likely consumers will be to use the app.



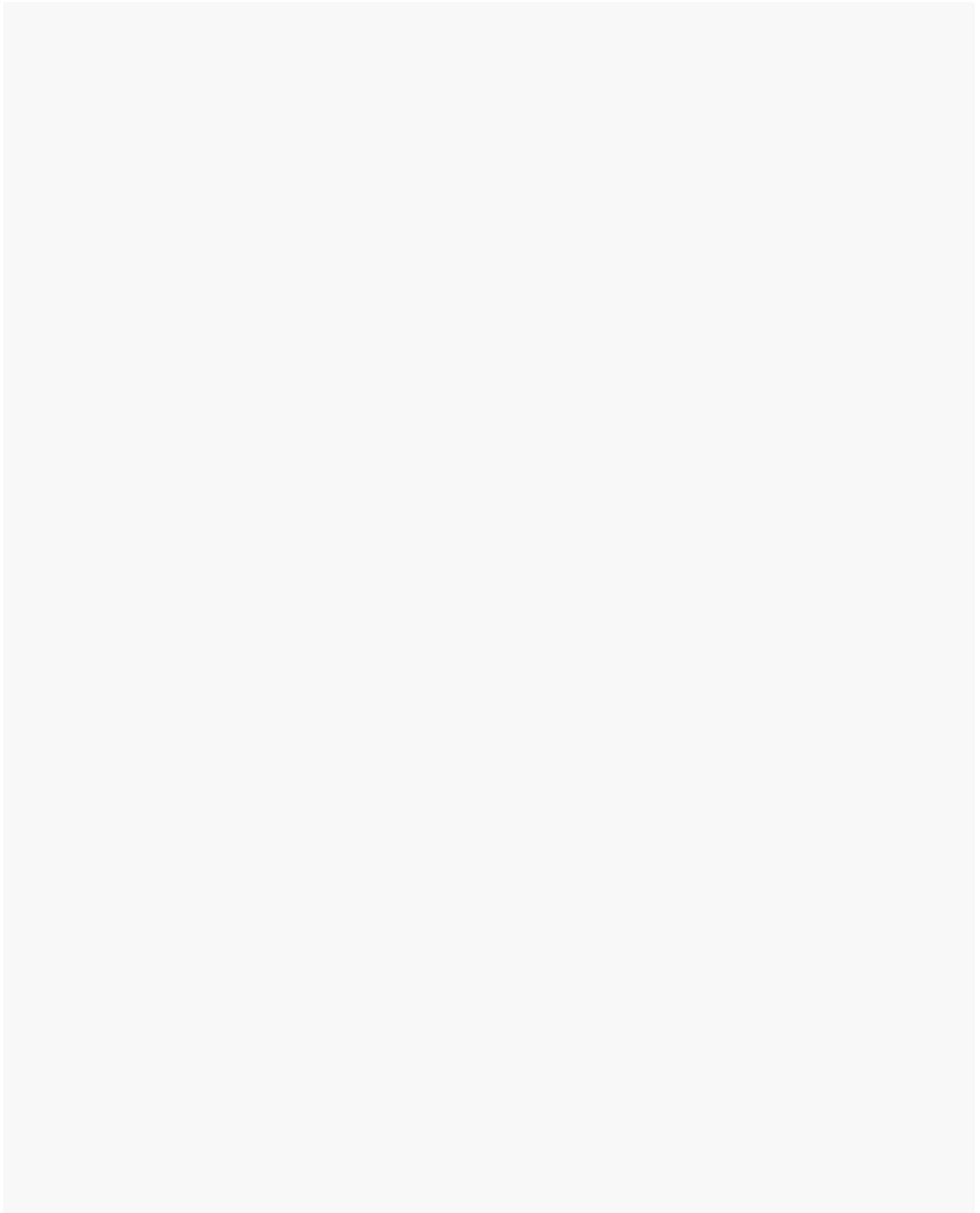
The stunning 66m #OKTO from @isayachts #yachtcharter #charteryachts #superyachtcharter  
#megayachtcharter #luxurylife #luxuryyacht #luxury #charter #oceanlife #yachtlife #millionairemindset  
#millionairelife #billionairetoys #billionaireclub #sea #summer #monaco #frenchriviera #cotedazur #italianriviera  
#formentera #ibiza #balearics : @superyachttimes

A post shared by Ahoy Club (@ahoy.club) on Mar 12, 2018 at 12:01pm PDT

Currently, Ahoy features a catalog of 2,000 yachts. Users can browse via location, owners and the yachts themselves. While yachts are a staple in the luxury travel sector, attracting affluents with an opulent experience, the industry is not known for its embrace of technology.

This app will be one of few for the sector and creates a more modern method of booking yacht travel.

Ahoy Club was created by a yacht owner himself, whose boat Mischief is priced at more than \$22.5 million. The owner saw a need for the app after becoming frustrated with the cumbersome aspect of the booking experience in yachting.



It's never good bye, just til next time #superyacht #sailingyachta #motorsailer #charteryacht #yachtcharter  
#luxury #charter #gigayacht #largest #farewell #white #masts #profile #bosshunting #bosslife  
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A post shared by Ahoy Club (@ahoy.club) on Mar 11, 2018 at 7:38am PDT

## High seas advancement

Ahoy Club is one of many advancements the yacht industry has made in recent times in a move towards modernization.

For instance, U.S. yachting company AvYachts also brought inspiration from the sharing economy to the world of yacht ownership with its new project: "Instant Yachtification."

Under this new initiative, AvYachts customers have been able to commit to as little as 10 percent ownership of a yacht while being guaranteed three weeks on board per year. This move, inspired by the likes of Airbnb and other sharing economy startups, has allowed even more customers to experience shared yacht ownership, lowering the bar of entry to begin yachting ([see more](#)).

Responding to the rise of cryptocurrency use in other luxury sectors, Royal Yacht Brokers also has now accepted these digital payment methods for rentals and sales.

Global currencies such as bitcoin and Ethereum and national currencies such as CryptoRubles are now being used to charter or purchase the service's mega yachts. Due to the anonymity associated with these forms of payment, a number of luxury categories that cater to the well-heeled have adopted these currencies ([see more](#)).

"The technology will empower owners and their charter managers, who can organise their itineraries and pricing directly through the platform, receiving charter requests in real time," Ahoy Club's Mr. Lloyd said. "They can post special offers to attract guests when they have availability - even offering day trips - and view real-time activity reports to compare their yacht's performance with their competitors."

"Ahoy Club is the brainchild of Ian Malouf, owner of the superyacht Mischief, who has more than 20 years of experience in the industry as both an owner and a guest," he said. "He has brought together a team with expertise in luxury yachting and technology, led by chief executive Huw Lloyd, to create an entirely new concept that will transform yacht chartering."

"It will deliver more choice, more value and more freedom for less."