



MAKING WAVES

Ahoy Club, the number one digital yacht charter platform in the world, gives consumers direct access to a worldwide fleet of charter yachts, with the best rates in the market – guaranteed. Co-founder and Head of Charter Ellie Malouf explains how – and why – Ahoy Club is making waves.

EM: My family has always spent more than half the year on yachts at home in Sydney and chartering boats in the Mediterranean and Caribbean. We found that the experience exceeded that of any luxury hotel and that there was really no better way to make memories than on the water. When I launched Ahoy Club with my father Ian Malouf in May 2018, our hobby became both a passion and a business.

We developed Ahoy Club with a view to revolutionise the yacht chartering process and provide unprecedented value, while making it more efficient, interactive, and fun. Accessible via the website or app, and built by experienced yacht owners and charterers themselves, the Ahoy Club platform connects those who want to charter directly with yacht owners, significantly reducing the cost of chartering and widening the market. Our model reduces industry commissions and can save charterers as much as 30%, all without reducing the net position of owners.

“ Our people, systems, and love of yachting gives us a unique edge ”

Many call us disruptors but we see ourselves as improvers. Ahoy Club is the only place to search and compare more than 3,500 charter yachts with ease. We cover all regions of the world and facilitate any kind of trip, from corporate afternoons and event charters to weekend trips and extended term voyages. The streamlined charter process means consumers can search and book vessels spanning 50ft sailing boats to 295ft mega yachts at the touch of a button, with prices ranging anywhere from \$2,000 to \$2m.

Our people, our systems, and our love of yachting gives us a unique edge. Not only do we draw on our personal family experience of yachting and destinations to deliver exceptional voyages, we employ a 24/7 global concierge team of experts to execute bookings with the highest levels of service. From tailored itineraries, hidden treasure recommendation, impossible-to-book restaurants, and intelligent tax solutions, Ahoy Club has every detail of a charter covered.

ahoyclub.com

