



TRAVEL

# Pioneering Independent Luxury Travel For Women

Launched at London's Number Six at The Marylebone Hotel, Club Avandra introduces a new kind of travel for women who refuse to compromise. Founded by leading female travel specialists and guided by lifestyle director Marianne Jones, the members-only community offers expert-led journeys, from Julia Kemp's chic Verbier escape to insider experiences in Malta, Marrakesh and beyond



**Aleks Bond**  
Luxury Travel Editor at The Executive Magazine

Share this article:  
[f](#) [in](#) [X](#) [e](#)

London's Number Six at The Marylebone Hotel provided an elegant backdrop for the debut of Club Avandra, a new private travel community designed for what the founders call the 'no-compromise cohort'.

The concept lands at precisely the right time. Solo female travel has surged in recent years, yet truly high-quality options remain few. For too long, independent women have been left choosing between mass-market group tours or navigating the world alone in destinations that weren't designed with them in mind.

Founded by a collective of female travel specialists, Club Avandra was created from lived experience, and from the belief that women should never have to compromise between sophistication and connection. Their answer is to close what they call the glamour gap: travel that feels both extraordinary and effortless, where like-minded women meet as travellers, not tourists.

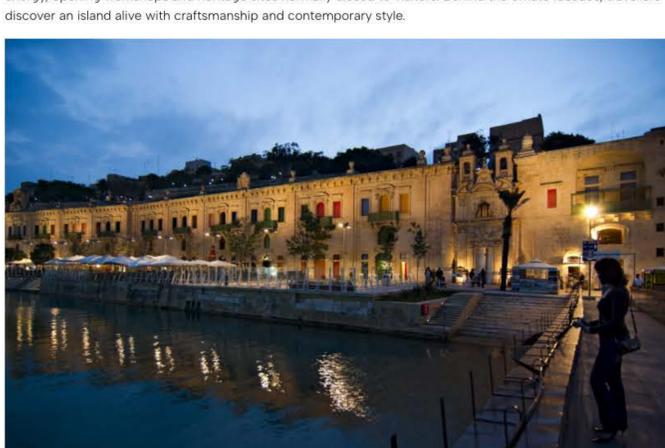
Membership unlocks expert-hosted journeys to remarkable places, monthly insight from lifestyle director Marianne Jones, intimate member gatherings and a private digital salon for sharing ideas, recommendations and spontaneous inspiration. But the deeper value lies in belonging to a circle of women who see the world the same way, curious, capable, and confident in their independence.



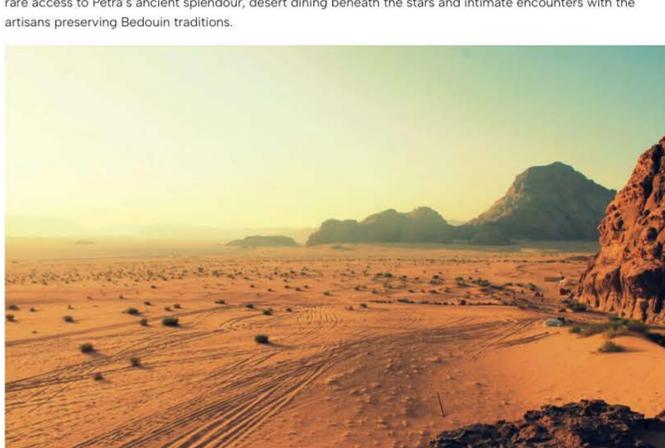
## JOURNEYS WITH PROVENANCE

Each journey in Club Avandra's inaugural collection is hosted by a woman whose connection to her destination runs deep, with insiders who open doors that ordinary itineraries never reach. These are not celebrity-led getaways but curated experiences shaped by authenticity, expertise and meaningful access.

In Malta, journalist and lifestyle director Marianne Jones reveals the island's baroque beauty and creative energy, opening workshops and heritage sites normally closed to visitors. Behind the ornate facades, travellers discover an island alive with craftsmanship and contemporary style.



Jordan unfolds through the eyes of Debbie Flynn, whose role as Chair of the Anglo Jordanian Society brings rare access to Petra's ancient splendour, desert dining beneath the stars and intimate encounters with the artisans preserving Bedouin traditions.



In Marrakesh, former editor Jo Elvin captures the city's pulse, with a blend of fashion, art and quiet luxury. Guests experience the medina's creative undercurrent, private viewings at the YSL Museum, and evenings in tucked-away riads where design meets soul.



For those drawn to winter's quiet glamour, Verbier with luxury travel expert Julia Kemp offers an Alpine escape where world-class skiing meets refined indulgence. Days unfold on pristine slopes, followed by private club lunches, boutique shopping and restorative spa sessions. Evenings bring snow-table dining and the effortless sophistication that defines Europe's most elegant mountain retreat.



In Galicia, bestselling author Kathy Lette brings her trademark wit to walks along the Camino de Santiago, encounters with pioneering women winemakers and vibrant market-to-table dining. Her presence guarantees laughter alongside culture and cuisine in Spain's lush northwest.

And finally, Helsinki completes the collection in July 2026 with wellness pioneer Marja Putkitso exploring why Finland holds the title of world's happiest country. Morning walks and coastal hikes blend with sauna rituals, design tours and enriching conversations.



Each journey is designed for women who travel with intention and want to be a part of experiences that connect place, people and perspective in ways that linger long after the suitcase is unpacked.

## THE COMPANY YOU KEEP

Annual membership begins at a founder's rate and offers far more than trip access. Members receive monthly editorial insights from Marianne Jones, invitations to private London gatherings, and entry into a trusted, invitation-only community where connection flows easily and conversation runs deep.

This is not about demographics but mindset, 'people like us', as the founders call them. Women who understand that the right company can turn even a short journey into something transformative.

Club Avandra creates that rare sense of belonging that independent travellers often miss: the pleasure of shared discovery without the compromise of group travel. Every itinerary is curated with compatibility in mind, ensuring each journey feels both social and effortlessly aligned.

## PURPOSE WITH EVERY PASSPORT

Each membership also supports one of three partner organisations, Women in Travel CIC, The WOW Foundation, and Inspiring Girls International, ensuring that every journey contributes to a broader mission of female empowerment through travel. For the founders, this isn't an optional gesture; it's central to the club's ethos.

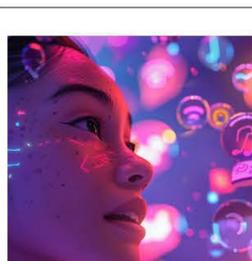
*"Club Avandra fills a gap we have long known existed, for a community of SWANs (Sorted, worldly and no nonsense) who are done with travel compromises and want to discover the world stress-free, in style and solo without feeling lonely." Marianne Jones, Lifestyle Director, Club Avandra*

## A NEW CHAPTER FOR WOMEN WHO TRAVEL WELL

As the luxury travel industry begins to acknowledge that solo female travellers now account for the majority of bookings, Club Avandra offers a new kind of membership model, one built on access, experience and authenticity.

Founding members will help shape how the community evolves, setting the tone for future journeys and gatherings. Beyond the travel itself, the club cultivates a lifestyle, one where exploration is matched by connection, and where independence is celebrated, never solitary.

## Latest Stories



MARKETING

WHY AI IS BECOMING ESSENTIAL IN B2B INFLUENCER MARKETING



EXECUTIVE INTERVIEWS

EXECUTIVE INTERVIEW : DAVID CANDAUX



BUSINESS

WHY DIGITAL TRANSFORMATION IS REALLY A PEOPLE PROBLEM



BUSINESS

BUILD A COMPANY THAT CAN LEARN FASTER THAN IT CHANGES

[More Articles >](#)