



CIRCLE *of* LUXURY

Inspection & Evaluation Guide



01 Inspection

Each nomination is assessed through a balanced dual-inspection system:

50% Editorial Team

50% Appointed Luxury Travel Designer / Tour Operator

There is no public vote.
All outcomes are based purely on qualified,
experience-based evaluation.

02 Who Conducts the Inspection

A. Editorial Team

Evaluation is conducted by members of the iwasthere.luxury team who:

Have personally experienced the property or service

Have conducted media visits within the past 12 months

Possess editorial and experiential understanding aligned with Circle of Luxury standards

NOTE

- If the team has visited after 1 May 2025, that experience will be used for evaluation.
- In such cases, no additional inspection is required, provided the evaluated service was experienced during that visit.

B. Luxury Travel Designer / Tour Operator (Anonymous)

A second evaluation is conducted by:

A verified travel designer or tour operator

Who has personally experienced the nominated product/service since 1 May 2025

Assigned anonymously by Editorial Team.

Their role provides:

Client-facing realism

Commercial and experiential credibility

Alignment with actual guest expectations and delivery

03

When a Physical Inspection is Required

A new inspection becomes mandatory when:

The editorial team has not experienced the property/service after 1 May 2025

The nomination includes:

- ♦ A new concept
- ♦ A renovation or upgrade
- ♦ A new service, experience, or offering not previously evaluated

Inspection Scope

Maximum of 2 members for inspection

Focused only on the specific nominated category or experience

Not a full property audit

04 Inspection Approach

*Circle of Luxury inspections are not checklist-driven audits.
They are immersive, experience-led evaluations.*

Inspectors are expected to:

- ♦ Experience the offering as a guest would
- ♦ Observe both visible and invisible elements of delivery
- ♦ Evaluate consistency, intention, and emotional impact
- ♦ Assess whether execution reflects true mastery, not effort

The emphasis is on:

How something is **FELT, DELIVERED,
& REMEMBERED** not just what is presented.



05 Evaluation Criteria

All inspections must follow the official **Circle of Luxury Evaluation Scorecard**

Key Principles:

Each category is scored out of 100

Based on 10 weighted criteria (1–10 each)

Categories include:

- ♦ Villas & Residences
 - ♦ Dining & Culinary Arts
 - ♦ Wellness & Spa
 - ♦ Meaningful Experiences
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Each criterion reflects:

Clarity of concept

Execution quality

Emotional and experiential impact



06 Scoring & Consolidation

Step 01 – Independent Scoring

Editorial Team and Travel Designer score separately

No shared discussion prior to submission

Step 02 – Score Weighting

Editorial Team Score = 50%

Travel Designer Score = 50%

Step 03 – Final Outcome

Combined score determines:

- ♦ Recommended for Recognition
 - ♦ Not Recommended
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07

Integrity & Confidentiality

All evaluations are strictly confidential

Recognition is awarded based solely on:

- ♦ Verified experience
 - ♦ Measured evaluation
 - ♦ Consistency of excellence
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Important Note

All coordination and official communication related to Circle of Luxury will be handled through Concierge;

concierge.iwasthere.luxury