



CIRCLE of LUXURY



Circle of Luxury is a prestigious recognition celebrating the absolute zenith of bespoke travel.

This recognition is awarded exclusively to a select guild of master travel designers and private sanctuaries who have been verified as true masters in their craft ensuring that every journey is flawlessly delivered as a world-class experience.



Circle of Luxury recognition is extended to both Destinations & Sanctuaries and Luxury Travel Designers.

Destinations & Sanctuaries

Excellence is honoured across four distinct categories for our partner sanctuaries.

- *Villas & Residences*
- *Dining & Culinary Arts*
- *Wellness & Spa*
- *Meaningful Experiences*

Luxury Travel Designers

Nominated by our partner destinations and sanctuaries, Luxury Travel Designers are hand-selected by the very experts who define the industry.

Villas & Residences

Definition

This recognition celebrates villas and residences that elevate accommodation into a deeply personal, residential experience — where architecture, privacy, comfort, amenities, and service converge seamlessly.

Criteria

Architecture & Spatial Intelligence

- *Design is intentional and harmonious with its surroundings.*
- *Architecture prioritises proportion, flow, natural light, and longevity.*
- *Interiors and exteriors function as one cohesive living space.*
- *Layout supports both aesthetic beauty and functional daily living.*
- *The design must have a clear personality and not resemble generic global luxury standards.*
- *Design must communicate a clear narrative rooted in destination, culture, or landscape — not just aesthetics.*
- *The villa must feel distinct to the property and destination.*

Privacy & Liveability

- *Layouts support solitude and shared living without compromise.*
- *Indoor–outdoor transitions feel effortless.*
- *Privacy is preserved without isolation.*
- *Circulation between sleeping, lounging, dining, and bathing areas feels intuitive.*
- *The space functions as a residence, not temporary accommodation.*

Materiality & Craftsmanship

- *Materials are tactile, layered, and thoughtfully selected.*
- *Furnishings and finishes demonstrate longevity and restraint.*
- *Craftsmanship is visible in detailing and finishing.*
- *No element feels generic or interchangeable.*

Residential Comfort & Technology

- *Exceptional sleep quality and premium bedding standards.*
- *Advanced acoustics ensuring quiet interiors.*
- *Silent and effective climate control.*
- *Lighting systems are layered, warm, and intuitive.*
- *Technology is seamlessly integrated and easy to operate.*
- *Safety standards are uncompromised and discreetly integrated.*

Invisible comfort must define the space.

Amenities & Curated Details

Amenities must reflect intentional curation and alignment with the property's positioning.

- *Bath amenities are premium and brand-aligned.*
- *Amenities evolve based on guest profile, length of stay, habits, and preferences.*
- *Personalisation should feel intuitive, not performative.*
- *Wellness and skincare products reflect quality and credibility.*
- *Minibar offerings are curated rather than standardised.*
- *In-villa dining presentation aligns with residential elegance.*

- *Storage and practical elements support extended stays.*
- *Sleep and wellness touches demonstrate depth of consideration.*
- *No amenity feels generic or mass-produced.*

Every detail should support immersion into a private residential environment.

Service & Personalisation

- *Service anticipates needs with discretion, ensuring guests feel understood rather than managed.*
- *Personalisation reflects behavioural intelligence and continuity of care, not surface-level gestures.*
- *Butler service demonstrates meaningful depth, memory, and consistency throughout the stay.*
- *The experience feels lived-in, not serviced, seamless from private check-in to daily interactions.*
- *Human touch is central, analog, intuitive, genuine, and emotionally intelligent rather than procedural.*
- *Team members demonstrate emotional intelligence, shaping moments that feel natural and unscripted.*
- *Service elevates the stay beyond product and process, creating meaningful human connection and lasting memory.*

Recognition Standard

Guests experience the villa as a private world rather than accommodation.

Dining & Culinary Arts

Definition

This recognition honours dining experiences where culinary craft, identity, and atmosphere align to create lasting emotional memory.

Criteria

Culinary Identity

- *A clear and confident culinary point of view.*
- *Menus reflect place, seasonality, and intention.*
- *Cuisine expresses personality and purpose.*
- *Culinary leadership aligns authentically with the property's identity.*

Ingredient Integrity

- *Thoughtful sourcing with respect for provenance.*
- *Local producers and traditions are meaningfully engaged.*
- *Sustainability is practiced with sincerity.*

Technique & Balance

- *Technical mastery without excess.*
- *Flavours are precise, layered, and harmonious.*
- *Restraint is valued over spectacle.*
- *Consistency across service periods is maintained.*

Service Intelligence

- *Service is intuitive, knowledgeable, and well-paced.*
- *Teams understand the story behind each dish.*
- *Staff show genuine personality while remaining refined.*
- *Allergy awareness and dietary flexibility are handled seamlessly.*
- *Service consistency is maintained across all shifts.*

Atmosphere & Setting

- *The environment complements the cuisine.*
- *Lighting, acoustics, and pacing are carefully considered.*
- *The restaurant must feel immersive and memorable.*
- *Tableware and décor align with the culinary narrative.*

Recognition Standard

The dining experience is remembered as a feeling, not just a meal.

Wellness & Spa

Definition

This recognition celebrates wellness experiences that restore balance, clarity, and presence through credible practice and meaningful human connection.

Criteria

Wellness Philosophy

- *A clear, authentic foundation guides all offerings.*
- *Philosophy may extend beyond the spa into sleep and dining.*
- *Practices are rooted in tradition, science, or nature.*
- *Experiences feel purposeful rather than trend-led.*
- *Fitness and movement are integrated into the wellness philosophy, supporting strength, recovery, longevity, and performance.*
- *Signature or exclusive treatments unique to the property must reflect its identity and stand as defining expressions of its wellness philosophy.*

Environmental Integration

- *Wellness spaces harmonise with their natural setting.*
- *Light, sound, air, and landscape support restoration.*
- *Treatment rooms are quiet and immediately grounding.*
- *Nature is not a backdrop but an active participant in the wellness journey.*

Practitioner Mastery

- *Therapists demonstrate advanced training and certification.*
- *Treatments feel personal and emotionally attuned.*
- *Practitioners possess presence and intuition.*
- *Staff are specialists, not generalists.*

Programme Design & Personalisation

- *Journeys are tailored rather than templated.*
- *Guests receive consultation and guidance.*
- *Progression and aftercare are considered.*
- *Products used meet high therapeutic standards.*

Calm & Emotional Safety

- *Privacy and stillness are protected.*
- *Guests feel held, never processed.*

Recognition Standard

Guests leave restored, grounded, and changed.

Meaningful Experiences

Definition

This recognition honours experiences that unlock access, meaning, and emotional depth — transforming travel into personal narrative.

It also recognises properties that curate culturally significant events and collaborations that elevate the destination into a living stage for art, gastronomy, music, and meaningful human connection.

Criteria

Sense of Place

- *Experiences are rooted in local culture and landscape.*
- *Communities are respected collaborators.*
- *Authenticity is preserved.*
- *Cultural exchange is meaningful and responsibly curated.*

Meaningful Exclusivity

- *Rarity is defined by access, insight, or timing.*
- *Exclusivity feels earned, not manufactured.*
- *Experiences are unique or signature to the property.*

Narrative & Emotional Depth

- *Each experience tells a coherent story.*

- *Guests understand the meaning behind the moment.*
- *Emotional value is prioritised over spectacle.*
- *Experiences must demonstrate relevance across key guest profiles — families, couples, solo travellers, friends, and MICE, with depth rather than volume.*

Hosts & Storytelling

- *Hosts possess deep local knowledge and warmth.*
- *Storytelling elevates the experience beyond activity.*
- *Interaction feels immersive rather than scripted.*

Curated Cultural & Signature Events

Recognition also considers the property's ability to curate exclusive events and high-level collaborations that meaningfully enhance the guest journey.

This may include:

- *Chef residencies*
- *Artist-in-residence programmes*
- *Cultural festivals*
- *Music or DJ collaborations*
- *Fashion or design partnerships*
- *Seasonal curated programming*
- *Fitness and wellness icons*
- *Mixologist collaborations*

Celebrity presence alone does not constitute excellence.

Events must:

- *Align with the property's identity and positioning*
- *Integrate into the destination or brand narrative*
- *Offer meaningful guest engagement*
- *Meet high production and operational standards*
- *Enhance rather than disrupt the property atmosphere*
- *Demonstrate cultural truth rather than surface-level entertainment.*

Structure, Inclusivity & Safety

- *Programming is curated rather than excessive.*
- *Safety protocols are rigorous and unobtrusive.*
- *Inclusive access is considered where possible.*

Recognition Standard

Guests describe the experience — or event — as a defining reason for travel.

The property becomes not just a place to stay, but a cultural and emotional stage where meaningful stories unfold.



Multiple Recognitions

A property may hold multiple Circle of Luxury recognitions, each independently earned and assessed.

Recognition reflects mastery within a specific discipline, not an overall endorsement.

Luxury Travel Designers

Nominated by partner destinations and sanctuaries, Luxury Travel Designers are recognised based on the following criteria, reflecting individuals who consistently deliver exceptional bespoke travel experiences.

Criteria

Curatorial Intelligence

- *Journeys thoughtfully designed around the client's lifestyle, aspirations, and personal preferences*
- *Original itineraries demonstrating creativity, coherence, and thoughtful planning*

Destination Knowledge & Client Understanding

- *Deep knowledge of destinations, cultures, and experiences*
- *Intuitive understanding of client preferences, expectations, and travel style*

Production & Industry Impact

- *Consistent production of high-value bookings across luxury destinations and sanctuaries*
- *Demonstrated contribution to partner destinations through sustained client demand and repeat business*

Recognition Standard

Journeys curated by the designer are remembered not simply as trips, but as defining life experiences.