



The Diamond Standard



Hotel Rating for the Discerning Traveler

For HNWI, luxury is not a mere indulgence, it's an expectation. Beyond five-star ratings and gold-plated amenities, a truly exceptional hotel experience must cater to the specific needs and desires of the world's most affluent. This rating system, The Diamond Standard, aims to identify and recognize those hotels that rise above the ordinary, offering an unparalleled level of service, discretion, and bespoke experiences.

Exclusivity and Discretion:

- **Location:** Secluded and exclusive with limited access, ensuring privacy and discretion.
- **Security:** Rigorous measures including advanced technology and discreet, highly trained personnel.
- **Staff Training:** Impeccable service with emphasis on anticipation and discretion.
- **Private Spaces:** Dedicated areas for personalized experiences, meetings, and relaxation.

Bespoke Experiences:

- **Curated Itineraries:** Tailored experiences based on personal preferences, encompassing unique activities and exclusive events.
- **Unparalleled Access:** Exclusive access to cultural institutions, private collections, and renowned individuals.
- **Personalized Concierge:** Dedicated concierge catering to every whim and request, exceeding expectations.
- **Bespoke Amenity Customization:** Personalization of every detail, from in-room preferences to amenities and dining options.

Unrivalled Service:

- **Intuitive Anticipation:** Staff trained to anticipate guests' needs before they arise.
- **Uncompromising Attention to Detail:** Flawless execution of every request, exceeding expectations at every turn.
- **24/7 Availability:** Dedicated staff available around the clock to cater to guests' needs, regardless of the time or nature of the request.
- **Personalization of Service:** Staff trained to remember and address individual preferences.

Unparalleled Amenities:

- **State-of-the-Art Technology:** Seamless integration of cutting-edge technology throughout the property for convenience and control.
- **World-Class Wellness Facilities:** Extensive spa and wellness facilities offering exclusive treatments, cutting-edge technologies, and personalized guidance.
- **Exquisite Dining Experiences:** Multiple Michelin-starred restaurants offering unparalleled culinary experiences and bespoke menus.
- **Unique Amenities:** Exclusive access to private pools, helipads, art galleries, and other amenities beyond the ordinary.

Unsurpassed Location and Design:

- **Prime Location:** Situated in the most desirable and exclusive locations around the world, offering stunning views and unparalleled access.
- **Architectural Marvel:** Breathtaking architecture and design that reflect the destination's essence and offer a unique environment.
- **Interior Masterpiece:** Impeccably designed interiors featuring the highest quality materials, curated art collections, and personalized touches.
- **Sustainability and Environmental Sensitivity:** Commitment to sustainability practices and environmental responsibility.

Scoring and Recognition:

- Each pillar will be evaluated on a scale of 1 to 10, with 10 representing the pinnacle of luxury experience.
- The total score will determine the hotel's rating, with the highest score achieving the coveted "Diamond Standard" designation.
- Independent inspectors will conduct unannounced visits to assess each hotel based on the established criteria.
- Results will be published annually in a comprehensive guide and online platform, serving as a trusted resource for discerning travelers.

The Diamond Standard represents a new era in luxury travel, recognizing hotels that go above and beyond to cater to the unique needs of the world's most discerning travelers. This system will serve as a guide for HNWI seeking unparalleled service, discretion, exclusivity, and bespoke experiences, ensuring that their travel journeys are as unforgettable as their lives.