



ROOM SERVICE

by Late Checkout

The insider standard for critic-ready hospitality

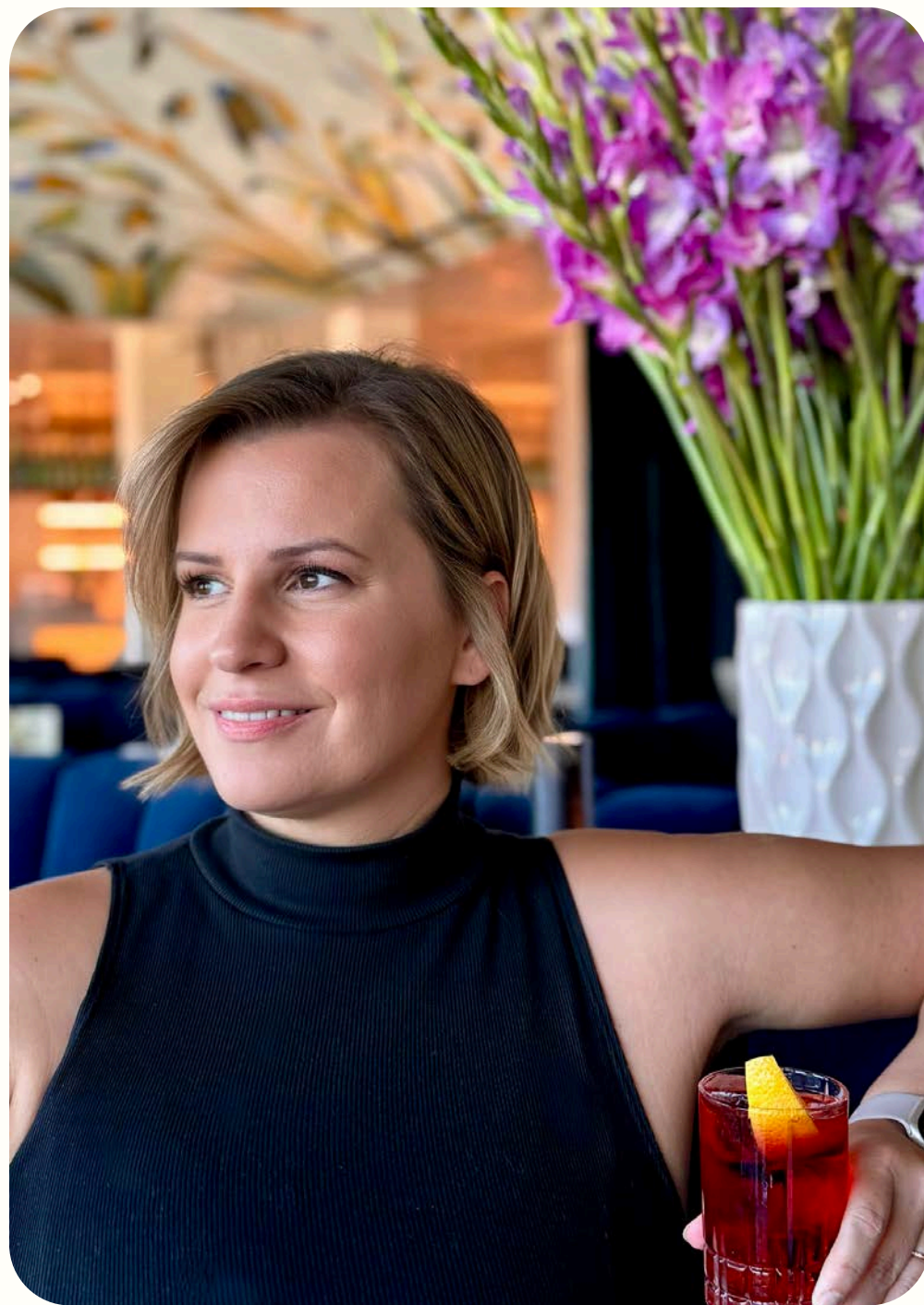


- **Insider led Evaluations**
- **Critic Prep Audits**
- **High Touch Brand Strategy**



The Prestige Protocol

At Late Checkout Club, we help luxury hotels refine every touchpoint before the critics arrive. Our insider-led evaluations and sharp brand strategy ensure your team isn't just prepared—they're performing at the level top-tier reviewers expect. The Prestige Protocol is how ambitious properties turn high standards into standout recognition.



**Heather
Dickey**

Meet Your Insider Ally

With 15+ years in luxury hospitality, Heather has overseen multi-million dollar operations and led award-winning hotel and restaurant launches across New York, London, Los Angeles, and beyond. Her experience spans Forbes Five-Star resorts, Michelin-starred dining rooms, and complex, multi-concept openings.

As a former GM and brand director, she brings deep operational fluency, service precision, and strategic brand insight—helping properties prepare for high-stakes inspections and convert critic visits into standout scores.

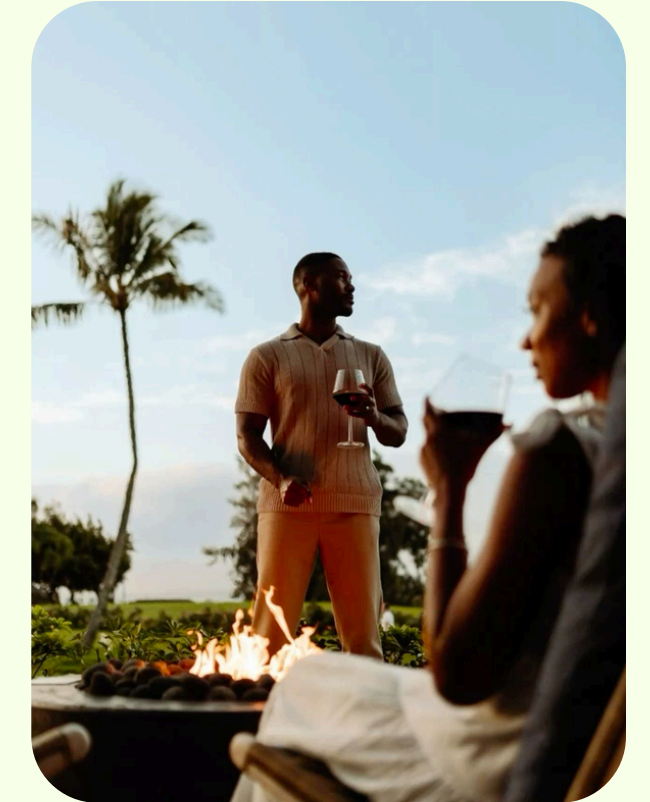
The Room Service Standard

**Insider led evaluations
built for luxury,
precision, and
recognition.**

Our tailored suite of readiness audits, its designed to prep luxury properties for the world's most demanding standards.

From express audits to multi-day deep dives, each tier simulates real critic inspections (Forbes, Michelin, AA) and delivers fast, focused recommendations. No fluff. Just sharp insight, service refinement, and critic-level readiness.

Three tiers. One Goal: Be Critic-Ready.



Express Check In

A fast, discreet audit to sharpen first impressions and uncover quick wins

The Critic's Lens

A full-scope critic simulation to assess service, operations and brand readiness

Five Diamond Protocol

An elite, multi-day, tailored engagement built to prep for stars, rosettes & long-term excellence.

Express Check-In

Fast, focused and under the radar

What's Included:

- 1x Mystery Guest-style audit
- “Fix It Fast” action checklist
- Summary report for leadership

Best For:

- Soft openings or leadership transitions
- Quick tune-ups before busy periods or rumored visits
- Teams needing rapid feedback without disruption

Investment:

Starting at \$1,000



A light-weight mystery audit that offers immediate clarity on weak points and fast paths to polish

The Critic's Lens

Real World Trial before the Real Visit

What's Included:

- Comprehensive evaluation across rooms, F&B, and service touchpoints
- 100+ point readiness scorecard
- 1-hour strategy session with leadership
- Prioritized improvement roadmap

Best For:

- Properties preparing for Forbes, Michelin, or AA inspections
- Teams needing an objective deep-dive on brand alignment and service execution
- Pre-inspection strategy alignment before major PR, rebranding, or relaunch

Investment:

Starting at \$2,500



This full-scale service mirrors elite critic inspections; scoring operations, service flow and guest experience from an inside-out perspective

5 Diamond Protocol

Elite Prep for World Class Recognition

What's Included:

- Multi-day, cross-departmental audit
- Custom Critic-Ready Playbook
- Staff training sessions (onsite or virtual)
- Two executive coaching sessions
- Optional follow-up mystery visit

Best For:

- Properties actively pursuing Forbes, AAA, Michelin, or Leading Hotels recognition
- High-profile openings or rebrands requiring total readiness
- Executive teams committed to lasting excellence across departments

Investment:

Starting at \$4,000



This full-scale service mirrors stringent critic inspections; scoring operations, service flow and guest experience from an inside-out perspective

A person in a white shirt is sitting on a balcony, reading a newspaper. The balcony has a wooden railing. In the background, there is a view of a town with red-tiled roofs and mountains in the distance. The text 'Add-On Services' is overlaid on the top left of the image.

Add-On Services

SEO, Web & Social Audit

Ensure your digital front door reflects your on-site experience. We assess your website, SEO positioning, and social presence through the lens of both a guest and a critic—flagging missed opportunities, brand inconsistencies, and trust-building gaps.

Social Media Strategy Plans

Sharpen your storytelling across channels. We help align your social content with critic-worthy service cues and visual brand consistency—so what your guests see online mirrors what they'll experience in person.

Quarterly Critic Prep Check-Ups

Stay sharp all year. These quarterly touchpoints provide mini audits and strategic refreshers to ensure your team maintains top-tier standards—long after the initial evaluation.

In-House Training Sessions

Prepare your staff like insiders. These team sessions cover how critics operate, what they're trained to look for, and how to respond with confidence—without losing authenticity or service warmth.

Who We Serve

We work with luxury hotels and high-touch hospitality teams pursuing the industry's highest honors. Whether you're prepping for your first Forbes inspection or a long-awaited rebrand, we bring clarity, confidence and critic-level insight to your corner.

Our Ideal Clients:

- Luxury Hotel Groups
- Independent Boutique Hotels
- Michelin-ambitious F&B Concepts
- GMs, DOOs, and Sales/F&B Directors seeking: Forbes, AA, Michelin, or Leading Hotels of the World recognition





Why you should work with us

Because excellence isn't just about service—it's about readiness. With firsthand experience running Michelin-starred venues and Forbes-rated hotels, we understand what critics are trained to look for—and how to make your team shine under pressure. Our approach is discreet, actionable, and customized for results that matter.

This isn't mystery shopping. It's performance strategy, delivered by insiders.



Our Clients Say...

"Heather brought calm, clarity, and a sense of focus to what could've been a chaotic opening. She helped us fine-tune the guest experience, tighten service flow, and build confidence across the team—right when it mattered most." — Rich Alexander, SLS Hotels

"Heather helped us raise the bar across the board. Her feedback was clear, sharp, and grounded in experience. We still refer back to her notes and frameworks—they've stayed relevant across the whole company." — The Leylaty Group

"Her insight into what critics look for—and how to prepare our team without overwhelming them—was invaluable. She brought confidence, clarity, and a real sense of readiness."
— Pre-Opening GM, Luxury Estate Hotel, UK





Alright, what's next?



Next Steps

Complimentary Consult

A quick 15-20 minute call to assess your property's goals and recommend a path forward that fits your moment

Tailored Proposal

We'll draft two options for next steps and include any specific audit recommendations

Book Your Evaluation

We'll get your audit package booked in and send over all details on protocol and how we approach the visits

Let's Get You Critic-Ready

[BOOK YOUR
CONSULT HERE](#)

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