

F8 PROMOTING OFFER UPGRADE AND ENSURING QUALITY

Atout France ensures the quality and improvement of the tourism offer in order to enhance its appeal and ensure that France remains competitive as a destination.

Atout France contributes to the quality of the offer by piloting various schemes such as the **rating of tourist accommodation** and the **registration of travel operators**.

Rating of tourist accommodation



Rating from 1 to 5 stars provides an official guarantee of quality of service and comfort for French and international customers who have increasingly high standards. This

concerns all types of professional tourist accommodation establishments (hotels, camp sites, holiday villages, residential leisure parks, tourist residences).

Every five years, the rating criteria change and the rated accommodation is reassessed.

The register of rated accommodation can be viewed on the www.atout-france.fr website

Registration of travel operators

In order to guarantee sufficient consumer protection and ensure fair competition from distribution operators, Atout France, through its committee, provides registration for travel operators in a register that can be accessed by the public on the www.atout-france.fr website and that is regularly updated. The register currently lists some 7,000 travel operators.

The 3 key figures of the rating

- **22,000** tourist accommodation establishments classified since 2010
- **80%** of the accommodation capacity ranked (hotels and camp sites)
- More than **43%** of hotels rated in the 3 star category



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THE "PALACE" DISTINCTION



The Palace Distinction recognises 5-star hotels offering exceptional characteristics. With a focus on image, appeal and promotion, it is a symbol of excellence for the French hotel business.

THE 31 PALACES IN FRANCE

PARIS

- . Four Seasons Hotel George V
- . Hôtel Lutetia
- . Hôtel Plaza Athénée
- . La Réserve Paris-Hotel and Spa
- . Le Bristol Paris
- . Le Meurice
- . Mandarin Oriental Paris
- . Park Hyatt Paris Vendôme
- . Royal Monceau - Raffles Paris
- . Shangri-La Hotel Paris
- . The Peninsula Paris
- . Hôtel de Crillon, A Rosewood Hotel

FRENCH RIVIERA

- . Byblos Saint-Tropez - Saint-Tropez
- . Château de la Messardière - Saint-Tropez
- . Château de Saint-Martin & Spa - Vence
- . Grand-Hôtel du Cap-Ferrat, A Four Seasons Hotel
- . Hôtel du Cap Eden Roc - Antibes
- . Hôtel Le Cheval Blanc - Saint-Tropez
- . La Bastide de Gordes - Gordes
- . La Réserve Ramatuelle Hotel Spa and Villas - Ramatuelle
- . Villa La Coste - Le Puy-Sainte-Réparate

FRENCH CARRIBEAN

- . Cheval Blanc St-Barth Isle de France - Saint-Barthélemy

FRENCH ALPS

- . Cheval Blanc Courchevel
- . Hôtel Barrière Les Neiges - Courchevel
- . Hôtel L'Apogée - Courchevel
- . Hôtel Le K2, Courchevel
- . Hôtel Les Airelles, Courchevel
- . Le Royal Evian - Evian-les-Bains

SOUTH-WEST

- . Hôtel du Palais - Biarritz
- . Les Sources de Caudalie, Martillac
- . Hôtel les Prés d'Eugénie, Michel Guérard - Eugénie-les-Bains

Actions to promote the Palaces of France

To raise the international profile of these establishments, Atout France holds **promotional evenings** (in Shanghai, Moscow, New York, etc.) and conducts **communication campaigns**.

