

Optimizing the quality of tourist services

Published on the Mon 21/10/2024 - 09:57

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Accommodation classification



Tourist accommodation classification regulates standards among hotels, campsites, leisure residential parks, tourist residences, holiday villages, and collective hostels.

With tourism consumers becoming increasingly discerning, star ratings remain an important universal benchmark. France has resolved to improve its official classification system by adapting it more closely to today's consumer expectations and international practices, thus ensuring a reliable level of comfort and services corresponding with the respective number of stars.

For example, 87% of hotel rooms are classified according to this voluntary system.

The French classification scheme has been built over time. The law of July 22, 2009 – on the development and modernization of tourism services – significantly ramped up the classification method, now a reference on the international scene.

Key principles

Each accommodation provider may choose to have their establishment classified, but is under no obligation to do so.

- An establishment is classified in one of **5 categories**, from 1 to 5 stars.
- Among the 5-star hotels, certain exceptional establishments are awarded the **Palace distinction** in official recognition of their excellence and uniqueness.
- Each classification is **valid for 5 years**. Accommodation providers must have their establishment inspected every 5 years to maintain their status.
- In order to ensure the establishments' competitiveness and attractiveness over time, **the classification criteria/references are revised every 5 years** according to usage developments and consumer trends.

The role of Atout France

Atout France coordinates this classification system. The agency **develops and updates standards**, as well as manages accommodation evaluations and the [**publication of the list of classified establishments on a register**](#) available for consultation by consumers.

At any time, the agency may re-evaluate an establishment's classification level if it is shown to no longer meet the criteria for its category through a regulatory procedure triggered by customer complaints.

The Palace distinction



Created in 2010 by the government, the Palace distinction distinguishes 5-star hotels with exceptional characteristics.

These luxury establishments are the flagships of French tourism, contributing to the cultural influence and international reputation of France.

31 exceptional hotels are awarded the prestigious Palace distinction

Paris

- Four Seasons Hotel George V
- Hôtel de Crillon, A Rosewood Hotel
- Hôtel Lutétia
- Hotel 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

The French Alps, Courchevel

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

Côte d'Azur - South Eastt

- 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 – Saint-Jean-Cap-Ferrat
- Hôtel du Cap Eden Roc - Antibes
- Cheval Blanc St-Tropez – Saint-Tropez
- La Bastide de Gordes - Gordes
- La Réserve Ramatuelle Hotel Spa and Villas - Ramatuelle
- Villa La Coste – Le Puy-Sainte-Réparade

South West

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

French Caribbean

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

The official "Destination d'Excellence" label



The “Destination d'Excellence” label, created in 2024, aims to enhance the quality of all sectors of the tourism industry: accommodation, restaurants, visitor and leisure facilities, tourist information centers (tourist offices in particular), and transportation.

In addition to the sector's focus on quality of welcome and services, this new label also raises the bar in terms of eco-responsibility.

It has replaced the “Qualité Tourisme” label since May 2024

The "Tourisme & Handicap" label



The Tourisme & Handicap label helps to better meet the needs of disabled people, whatever their disability: motor, visual, auditory or mental, so that everyone can choose their vacations and leisure activities in complete freedom.

In particular, the label guarantees **easy access to the establishment's buildings and services**, as well as a **personalized welcome** offering attention and kindness.

Created in 2003, this State label has been managed by Atout France since May 2024. It is currently the only certification in the world dedicated exclusively to tourism accessibility for people with disabilities. The label covers accommodation, catering, places to visit, leisure and cultural activities, and tourist information centers. **4,000 establishments have already been awarded the Tourisme & Handicap label.**

A certified establishment must meet the following criteria:

- accessibility of tourist facilities and services,
- customer reception and information,
- safety of tourist facilities and services.

The label is valid for 5 years.

Registration of travel and holiday operators



To protect consumers, French travel and tourism operators must register with Atout France in order to operate legally. Registration certifies that operators meet the financial guarantee and professional liability insurance requirements prescribed by the French Tourism Code

All these conditions are verified by Atout France's registration commission. Registration is valid for 3 years.

A register of certified organizations is available to consumers.

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