Optimizing the quality of tourist services

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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.

33 exceptional hotels are awarded the prestigious Palace distinction

Paris

1. Bvlgari Hotel Paris,
2. Cheval Blanc Paris,
3. Fouquet's Paris
4. Four Seasons Hotel George V

5. Hôtel de Crillon, A Rosewood Hotel
6. Hotel Plaza Athénée
7. La Réserve Paris-Hotel and Spa
8. Le Bristol Paris
9. Le Meurice
10. Mandarin Oriental Lutetia Paris
11. Royal Monceau - Raffles Paris
12. Shangri-La Hotel Paris
13. The Peninsula Paris

The French Alps, Courchevel

1. Airelles Courchevel, les Airelles - Courchevel
2. Cheval Blanc Courchevel - Courchevel
3. Fouquet's Courchevel - Courccheval
4. Four Seasons Resort - Megève
5. Hôtel Royal - Évian-les-Bains
6. L'Apogée Courchevel – Courchevel
7. Le K2 Palace - Courchevel

Côte d'Azur - South East

1. Airelles Gordes, La Bastide - Gordes
2. Airelles Saint-Tropez, Château de la Messardière - Saint-Tropez
3. Château de Saint-Martin & Spa – Vence
4. Cheval Blanc St-Tropez – Saint-Tropez
5. Grand-Hôtel du Cap-Ferrat, A Four Seasons Hotel – Saint-Jean-Cap-Ferrat
6. Hôtel du Cap Eden Roc - Antibes
7. Hôtel Martinez - Cannes
8. La Réserve Ramatuelle Hotel Spa and Villas - Ramatuelle
9. Villa La Coste – Le Puy-Sainte-Réparade

South West

1. Les Prés d'Eugénie - Eugénie-les-Bains
2. Les Sources de Caudalie - Martillac

East

- Royal Champagne Hôtel & Spa - Champillon

French Carribean

- 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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