



Our Quality Policy: In 2025, we aim for the "Destination d'Excellence" label

The "Destination d'Excellence" label was introduced in May 2024 to replace the "Qualité Tourisme" brand, which we had held since 2019, and under which we committed to meeting a set of criteria:

- A warm welcome,
- Attentive staff,
- Proficiency in foreign languages,
- Personalized services,
- Clear and precise information,
- Guaranteed cleanliness and comfort,
- Discovering a destination,
- Considering customer feedback.

The "Qualité Tourisme" label is primarily a state brand awarded to tourism professionals (including Camping Calède) for the quality of service and reception deemed superior. This quality approach involves a strong commitment from our establishment to provide an exceptional experience for visitors, with a focus on service, customer satisfaction, and professional management. This label is a recognition of our continuous efforts every season to improve the quality of our services.

What is the "Destination d'Excellence" label?

The successor to the "Qualité Tourisme" label, the "Destination d'Excellence" label aims to further raise the level of service quality standards in the tourism sector while introducing an eco-responsible dimension. This new label emphasizes strict criteria related to environmental, social, and societal sustainability.

Transition to a new brand for us in 2025

The shift from the "Qualité Tourisme" label to the "Destination d'Excellence" label marks a significant evolution. While the former label primarily focused on service quality and reception, the new label also integrates eco-friendly criteria. This transition reflects a growing awareness of the importance of sustainability in our industry. Our campsite will now not only need to maintain high-quality standards but also demonstrate our commitment to sustainable practices.