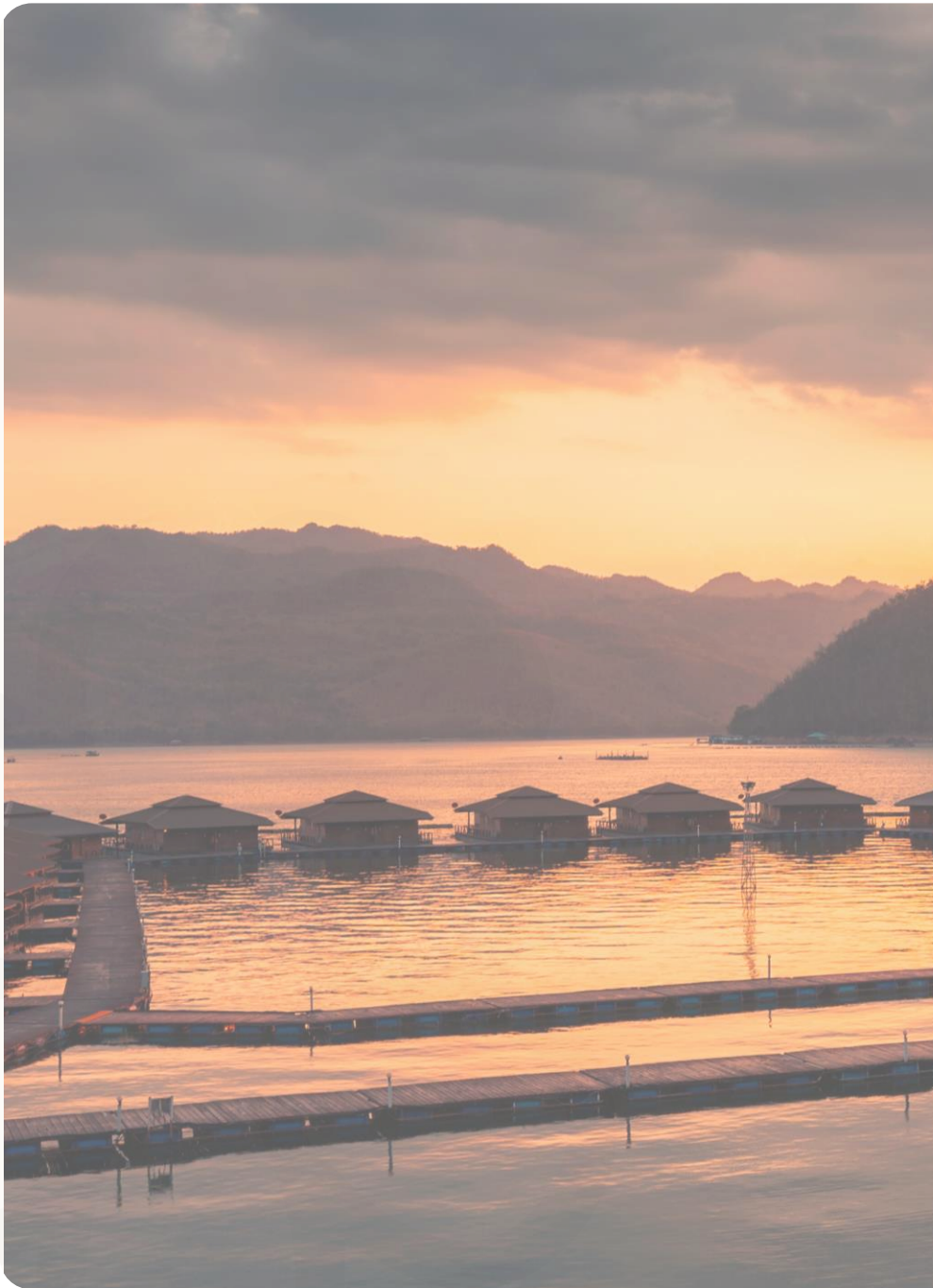




THE
MICHELIN
GUIDE
HOTELS



WELCOME

We are delighted to recommend your establishment in The MICHELIN Guide's international hotel selection.

For over 100 years, The MICHELIN Guide's selections have been the result of the passionate, independent work of our inspection teams, guiding the most discerning gourmets and travelers to the world's finest establishments.

Each with their own unique personality, these hotels and restaurants showcase the richness, diversity and authenticity of the international hospitality and gastronomy scenes.

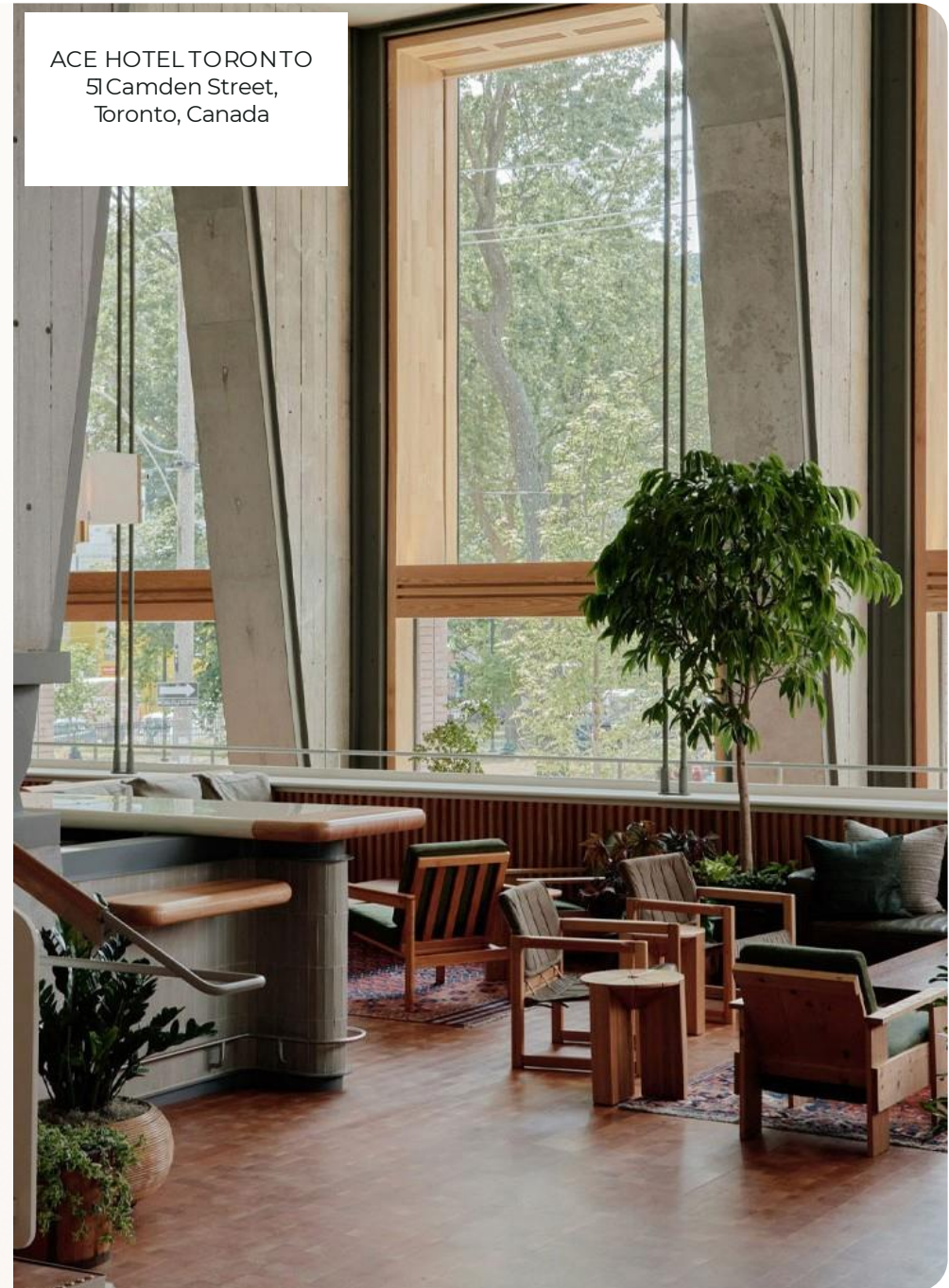
By joining this prestigious family, you will be contributing to our singular commitment to providing travelers with the very best experiences.

We congratulate you on your selection and welcome you to The MICHELIN Guide family.

Gwendal Poullennec

International Director of the MICHELIN Guide

ACE HOTEL TORONTO
51 Camden Street,
Toronto, Canada



THE MICHELIN GUIDE IN NUMBERS

OUR COMMUNITY

3,4M/6,5M

On Instagram /
social media total

62M

Annual unique
visitors to the website

2M

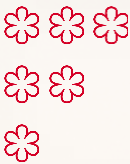
Unique users on the
application

17,5K +

In more than 45 destinations

5

Selection criteria



5

Distinctions



OUR RESTAURANT SELECTION

OUR HOTEL SELECTION

6K

Hotels around the world

5

Selection criteria



3

Distinctions

HOTEL SELECTION OF THE MICHELIN GUIDE

In recent years, in addition to its selection of restaurants, the MICHELIN Guide has redesigned and expanded its hotel selection.

The MICHELIN Guide hotel selection now includes more than 6,000 characterful establishments around the world, unearthed by the MICHELIN Guide selection teams.

The MICHELIN Guide is delighted to recommend and promote these establishments, with their unique personalities and levels of service, to its community of gourmets and international travelers, and to make them bookable on its digital platforms.

For over a century, with its famous Stars, the MICHELIN Guide has been committed to highlighting restaurants offering the finest culinary experiences, and today it is taking a major step forward by creating a similar distinction for hotels and accommodations: the MICHELIN Key.

In the same way that the Stars are awarded to restaurants offering the most exceptional culinary experiences, the Keys are awarded to accommodations in the MICHELIN Guide's hotel selection that offer the most remarkable stays.

AMANPURI Pansea
Beach, Phuket,
Thailand



SELECTION CRITERIA

CRITERIA

1



The hotel
is an open door
to the destination

CRITERIA

2



Excellence
in interior design
and architecture

CRITERIA

3



Quality and consistency in
service, comfort and
maintenance

CRITERIA

4



Consistency between
the level of experience and
the price paid

CRITERIA

5

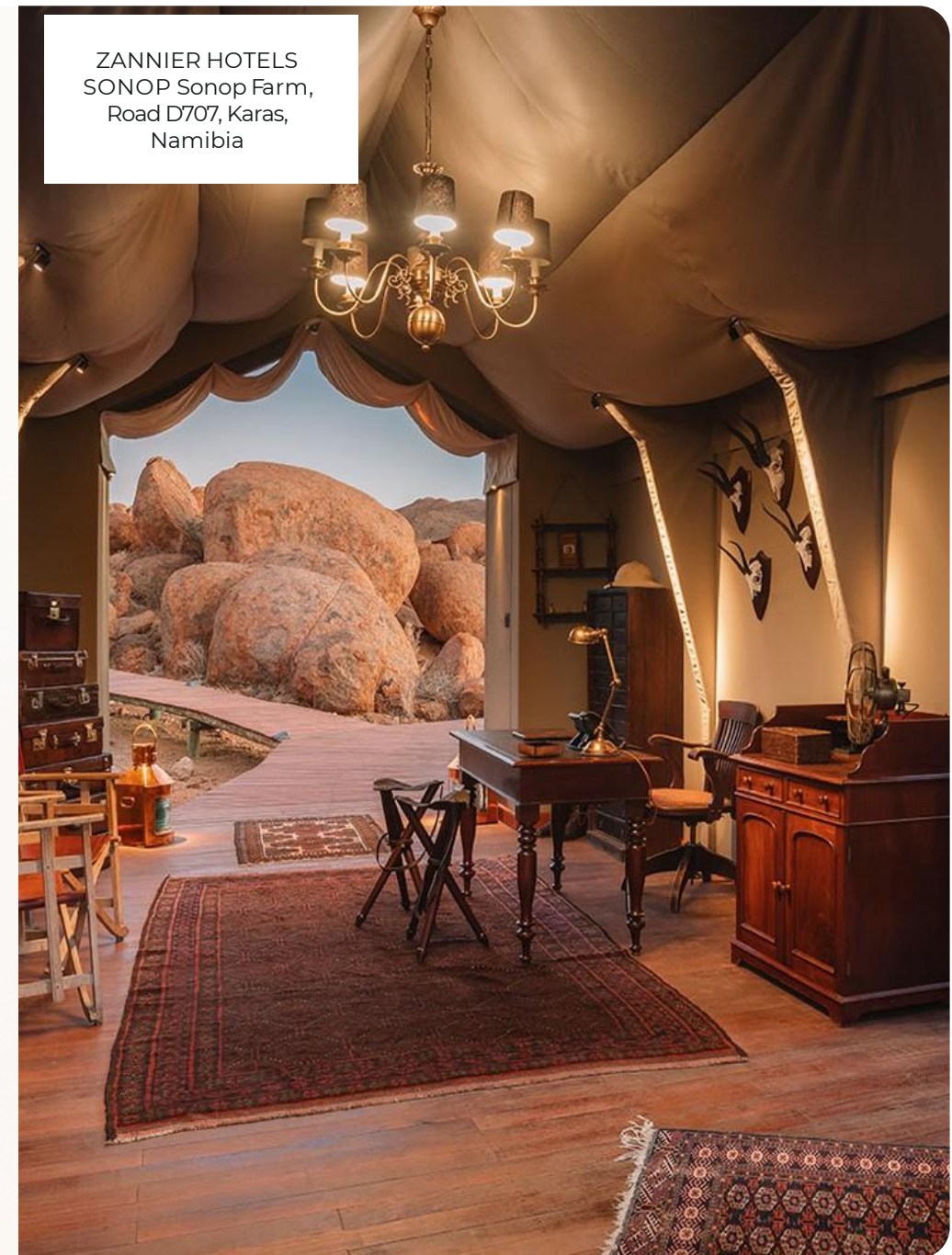


Individuality, reflecting
personality and
authenticity

HOTEL DISTINCTIONS

Just as MICHELIN Stars recognize those restaurants at the peak of their art offering the most outstanding culinary experiences, the MICHELIN Keys highlight the very best hotels within the Guide's selection, those offering the most outstanding stays.

It is a new landmark for travelers that describes the all-round stay, rather than just the level of comfort and service.



ZANNIER HOTELS
SONOP Sonop Farm,
Road D707, Karas,
Namibia

HOTEL SELECTION OF **THE MICHELIN GUIDE**



1 MICHELIN Key

A very special stay.

This is a true gem with its own character and personality. It may break the mold, offer something different or simply be one of the best of its type. Service always goes the extra mile and it provides so much more than similarly priced establishments.



2 MICHELIN Keys

An exceptional stay.

Somewhere truly unique and exceptional in every way, where a memorable experience is always guaranteed. A hotel of character, personality and charm that's run with obvious pride and considerable care. Eye-catching design or architecture, and a real sense of the locale make this an exceptional place to stay.



3 MICHELIN Keys

An extraordinary stay.

It's all about astonishment and indulgence here – this is the ultimate in comfort and service, style and elegance. It is one of the world's most remarkable and extraordinary hotels and a destination in itself for that trip of a lifetime. All the elements of truly great hospitality are here to ensure any stay will live long in the memory.

COMMUNICATE YOUR SELECTION **ON SOCIAL MEDIA**



IN YOUR BIO

To make the most of your hotel's selection, we recommend that you display being part of the MICHELIN Guide selection directly in your bio on social networks.

1 MICHELIN Key 2025 @michelinguide2025

MICHELIN Guide 2025 @michelinguide2025



BY TAGGING US

Don't forget to tag us in your publications or stories!



WITH HASHTAGS

In stories, posts or comments, we recommend using hashtags related to your country or city, as well as according to your type of distinction.

#MICHELINKey, #MICHELINGuideUSA (USA)



BY SHARING POSTS AND STORIES

Engage your audience every day! Showcase your MICHELIN Guide membership by creating and sharing content on social networks.

COMMUNICATE ON **YOUR WEBSITE**

We provide you with logos in a variety of colors and shapes, so that they blend in perfectly with your various communication media:

HOTELS
MICHELIN
2025


MICHELIN
2025




MICHELIN
2025

 **MICHELIN 2025**

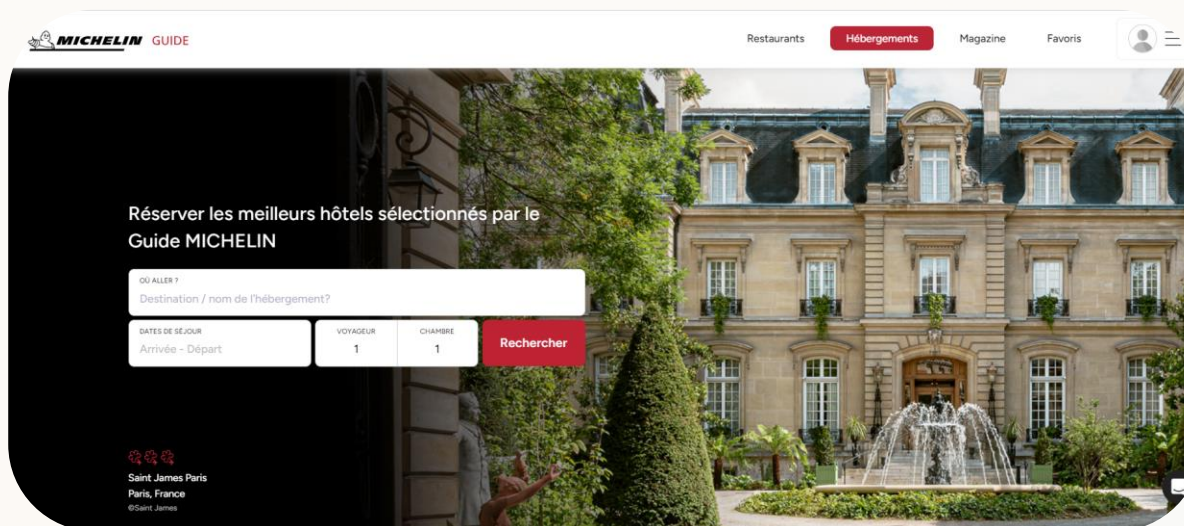
These cannot be altered.

They are valid for one year and must be removed or updated when the new selection is released.

Don't hesitate to make these logos clickable by integrating the link to your hotel's page on <https://guide.michelin.com>.



MAKE YOUR ESTABLISHMENT VISIBLE WITH **THE MICHELIN GUIDE**



YOUR HOTEL ON OUR BOOKING PLATFORM

In addition to the description of your establishment on our website and app, our users can also book a stay in your establishment on our platforms.

Our community is delighted to be able to book both their restaurant and hotel experiences in one place with the MICHELIN Guide.

RULES OF USE & INTELLECTUAL PROPERTY

Writing about your selection

- It must be accompanied by the words "MICHELIN Guide" and the year of publication.
- MICHELIN is always written in capital letters, Guide with a capital "G".

Rules of use

It is strictly forbidden to use certain elements of the MICHELIN Guide without prior agreement, such as :

- Any MICHELIN logo other than those provided in the communication kit.
- The MICHELIN Star with the heart and the MICHELIN Star distinctions.
- The Michelin Man (Bibendum).
- The MICHELIN Guide cover image.
- The MICHELIN Guide text presenting your establishment.

Avoid any confusion for your customers between the MICHELIN Key distinction and the 1-5 stars hotel classification.

Intellectual Property

Any use of the MICHELIN brand and MICHELIN Guide assets without the express authorization of Michelin is strictly prohibited. In the event of unauthorized use, Michelin reserves the right to take legal action.



CONTACT US



If you have any questions regarding the use of the MICHELIN brand or the selection of your establishment, please do not hesitate to contact the MICHELIN Guide team at the following e-mail address:

proteam@guide.michelin.com



Join us on the
MICHELIN Guide app

