



## STRATEGIC PARTNERSHIP FOR HOTEL CLASSIFICATION IN EUROPE

### 19 MEMBERS & 7 OBSERVERS

#### ■ Full Members:

Austria, Belgium, Czech Republic, Denmark, Estonia, Germany, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Slovenia, Sweden, Switzerland

#### ■ Implementing Member:

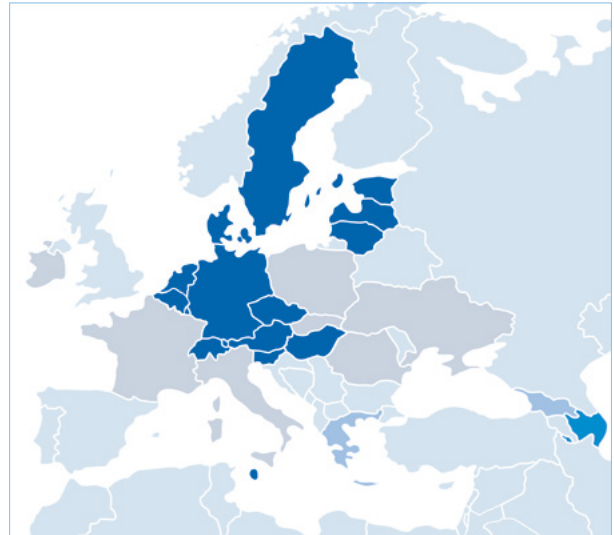
Azerbaijan

#### ■ Associated Member:

Greece, Georgia

#### ■ Observers:

France, Ireland, Italy, Poland, Romania, Slovakia, Ukraine



### ADVANTAGES

- High quality standards
- Objective – yes/no, with subjective elements
- Flexibility – „superior“ in every category, upgrade with additional points
- Transparency for guests and hoteliers
- Information for consumers
- Quality control
- International trademark and branding for hotels
- Fair competition – comparison of price and performance
- Common IT-database
- A brand especially for smaller hotels in a market with 180 million inhabitants

### FACTS & FIGURES

- Founded in 2009 and incorporated as AISBL in 2021
- Under the patronage of HOTREC - System bases on 21 HOTREC-principles
- More than 22,000 classified hotels within Hotelstars Union
- Successive implementation of common signs as of 2014
- 248 harmonized criteria (mandatory „M“ plus optional criteria)
- 1-5\* (including Superior in every category)
- Revision of criteria every 5 to 6 years
- International trademark registration (HOTELSTARS.EU)
- Interface for official star ratings with data suppliers (e.g. HERE, GIATA) and OTAs (e.g. expedia)

#### CONTACT: