



# HOTELSTARS.EU

PRESSRELEASE | HOTELSTARS UNION

## HOTELSTARS UNION WELCOMES POLAND AS A NEW MEMBER

**Stockholm, 14 October 2022: Poland becomes the 20th member of the Hotelstars Union and gives the starting signal for the introduction of the harmonised hotel classification system.**

During its fourth General Assembly in Stockholm, the Hotelstars Union was able to announce further growth. Poland leaves the pure observer position and sets out to implement the harmonised classification standards in the country. As an associate member, the Polish member association now has five years to introduce the HSU criteria on a national level and to classify the first hotels in the country with Hotelstars Union stars.

„We warmly welcome Poland as the twentieth member to the Hotelstars Union. Our harmonised hotel classification system provides orientation and high quality for guests and hoteliers. In times of online ratings and booking portals, it is even more important to extend this reliable and objective star rating to the whole of Europe, if possible. With Poland, which is moving up from being an observer country of the Hotelstars Union to an associate member, we now know that one of the largest countries in the EU is part of our star family and we have gained a weighty tourism partner in the East,“ says HSU President Markus Luthe.

„We are very pleased about the membership in the Hotelstars Union. The HSU standards represent internationally comparable criteria whose implementation should further optimise the quality and reputation of hotels in Poland. We look forward to being able to offer our member establishments an attractive marketing system with a high reputation in the future, which will support them especially in international competition,“ adds Irek Węglowski, President of the Chamber of Commerce of the Polish Hotel Industry (IGHP).

### Hotelstars Union

Under the patronage of HOTREC Hospitality Europe, the hotel associations of Austria, Azerbaijan, Belgium, Czech Republic, Denmark, Estonia, Georgia, Germany, Greece, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Slovenia, Sweden and Switzerland form the Hotelstars Union, which was founded in 2009 and registered as AISBL in 2021. The Hotelstars Union is based on a common catalogue of criteria for hotel classification and offers transparency, quality and security for guests and hoteliers with more than 22,000 classified hotels or 1.2 million classified rooms in its member countries. Detailed information can be found at [www.hotelstars.eu](http://www.hotelstars.eu).

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