



New: Test classification according to the HSU criteria in Italian language

Rome/Brussels, 1 March 2023: The Hotelstars Union (HSU) - the European association for a harmonised hotel classification - now offers a test classification according to the HSU classification criteria not only in English, German, Polish, and Ukrainian but also in Italian. This means that Italian-speaking hoteliers can now orient themselves to the European classification standards of the Hotelstars Union and try out how many stars their hotel would achieve according to the HSU system. The free and non-binding online test classification is available to interested establishments on the website <https://www.hotelstars.eu/service/testclassification/>.

Bernabò Bocca, president of Federalberghi, highlights "the importance of this tool: Especially the citizens of northern Europe, that are amongst the most loyal customer of the Italian hotels are used to choose the hotel by using the HSU criteria ". Federalberghi has been an observing member of the Hotelstars Union since 2012 and has since been a supportive, committed and valuable partner in the discussions and efforts to harmonize hotel classifications in Europe.

"We cordially invite Italian hotels to perform a test classification according to the HSU criteria catalogue. The result will show where the hotels classified in Italy according to the respective regional system stand in comparison to the HSU system. This is particularly interesting for hotels with international guests, as the cross-border comparability of stars offers a valuable orientation aid when choosing a hotel," emphasizes Markus Luthe, President of the Hotelstars Union.

"We are very proud of the partnership between Federalberghi and Hotelstars Union and look forward to a further gradual alignment of our systems with confidence," the representatives of the associations and the HSU emphasize in unison. Because especially given the current challenges for tourism in Europe, it is more important than ever to join forces, use synergies and create perspectives also with regard to competitiveness for the hotel industry.

Caption

Symbolic image of the new test classification language on hotelstars.eu.

About Hotelstars Union

Under the patronage of HOTREC Hospitality Europe, the hotel associations of Austria, Azerbaijan, Belgium, the Czech Republic, Denmark, Estonia, Georgia, Germany, Greece, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Slovenia, Sweden and Switzerland form the Hotelstars Union. It was founded in 2009 and has been operating as an association under Belgian law with its headquarters in Brussels since 2021. The Hotelstars Union reliably classifies hotels in categories from 1 to 5 hotel stars according to a common catalogue of criteria in already 20 European countries. With already more than 22,000 classified hotels or 1.2 million classified hotel rooms in its member countries, it offers transparency, quality and security for guests and hoteliers. You can find detailed information at www.hotelstars.eu.

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