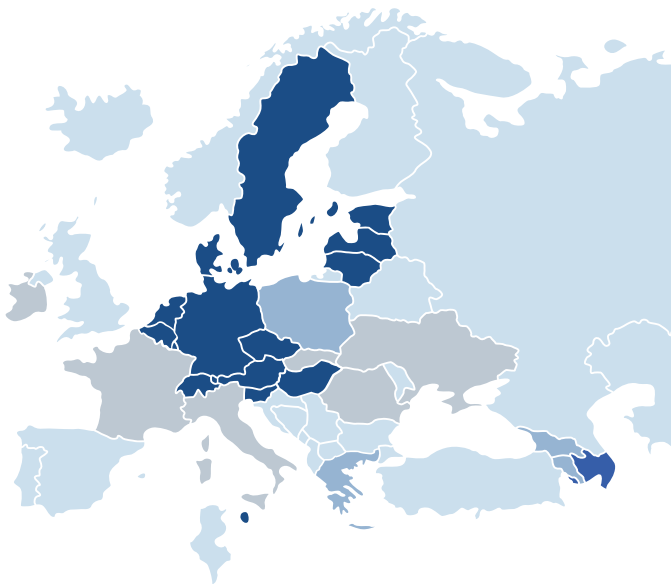




HOTELSTARS.EU

HOTELSTARS UNION

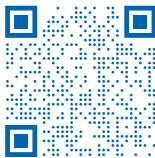


HOTELSTARS UNION STRENGTHENS EUROPEAN TOURISM

The Hotelstars Union is an industry initiative that aims to harmonise hotel star ratings throughout Europe, allowing guests to compare accommodation offers easily. The European Institutions recognise the system as an essential factor in maintaining the competitiveness of European tourism.

DIGITAL TEST-CLASSIFICATION

On hotelstars.eu, you can take a free and non-binding digital test to determine your expected star category and which aspects you need to add to reach a higher category.



ENGLISH | ITALIANO | FRANÇAIS | УКРАЇНСЬКА | POLSKI

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6 KEY BENEFITS

Reputation of the stars

A substantial number of private travellers search for hotels with star ratings – a trend that is increasing.



Visibility

Stars play a crucial role in filtering hotels on booking engines.



High quality standards

ensured. The Hotelstars Union conducts on-site audits in all categories to ensure high standards of quality and hygiene.



International marketing-power Star hotels reach a wider audience through a Europe-wide marketing platform including social media and hotel search.



Added value

Hotel stars provide good value for money and are more cost-effective than print media advertising.



International relevance

The Hotelstars Union, with its 21 members, is committed to enhancing transparency and quality for guests.



Learn more about the current set of **criteria**:



Use our **search** for officially classified hotels:

