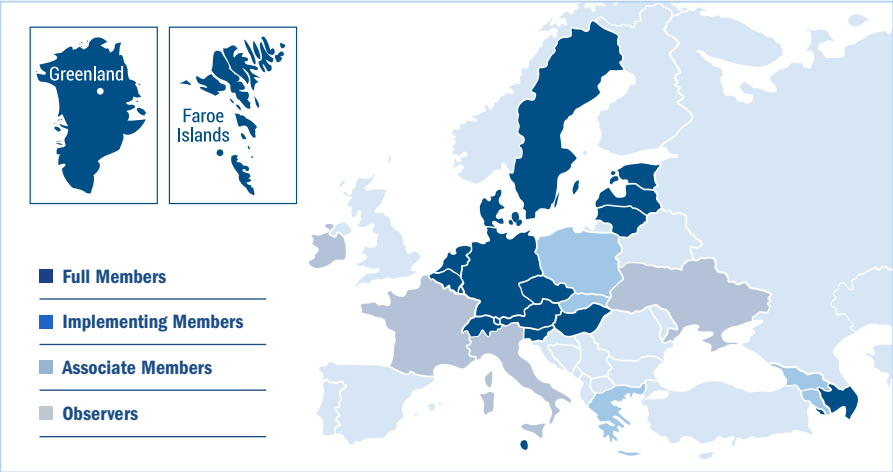
HOTELSTARS.EU

HSU FACT SHEET



OUR MISSION

Our mission is to provide a clear, unified hotel classification system that ensures consistent quality and allows guests to easily compare hotels across countries.

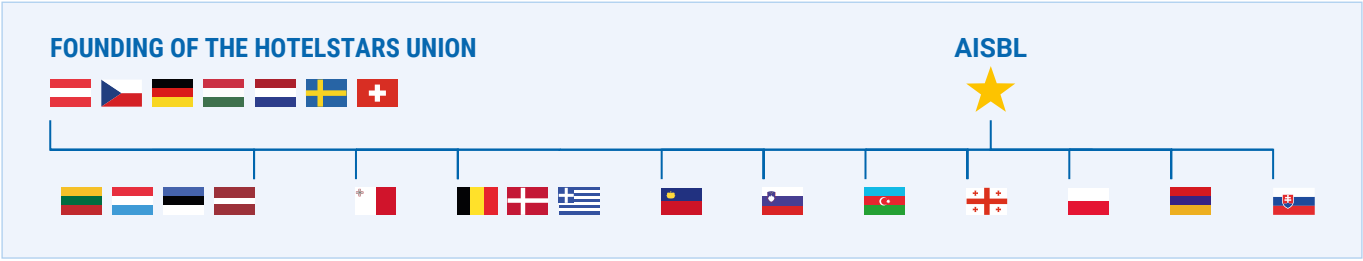
The 22 member countries and 4 observers ensure industry-wide recognition and respect.

VALUES

HOTELSTARS.EU

- High quality standards
- Objective criteria – 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 220 million inhabitants

STORY



- Founded in 2009 and incorporated as AISBL in 2021
- System is based on 21 HOTREC principles
- Statutory seat in Brussels, Belgium
- Secretariat in Austria with the support of Germany
- Presidency held by Germany since 2021
- General Assembly meets twice a year
- Each country has one vote
- Only national membership is allowed, no regional membership
- Operates under the patronage of HOTREC
- HOTREC membership is a requirement

KEY BENEFITS

Stars are among the **three most important decision-making guides** when looking for a hotel.

Over 40% of private travelers base their choice of hotel on the official star classification.

More than 20 member countries create **unlimited transparency and quality** for guests.

Fair and legally compliant competition by checking websites for self-assigned stars.

Hotels with official stars are **rated better online** on average than non-classified hotels.

Stars are among the **top search filters** on online portals.

CONTINUOUS UPDATES

1999	2005	2010	2015	2020	2025
Guest perspective	Quality management	European approach	Connectivity	Digitalisation Sustainability	Automation (Staff shortage) Climate change

STRONG VISIBILITY

Our stars are displayed on the following websites/portals:

Tripadvisor

Here Maps

Google

Holidaycheck

Expedia

FLEXIBLE CLASSIFICATION STRUCTURE

HIGH MARKET ACCEPTANCE

"A standardised hotel classification system provides precise and comparable information to European guests. This enables them to easily perceive the level of service and amenities each brand offers within the chain, fostering trust and informed decision-making."

– Alexander Duerr (Minor Hotel Group Northern Europe)

"We recommend the hotel classification to our hotels as a clear statement of quality across several establishments and countries. At the same time, the hotel stars provide clear orientation for guests, enabling them to choose the right hotel in the right place."

– Marcus Smola (Best Western Hotels)

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