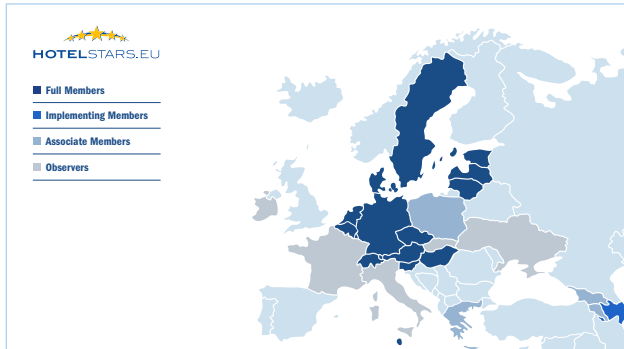


OUR MISSION



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

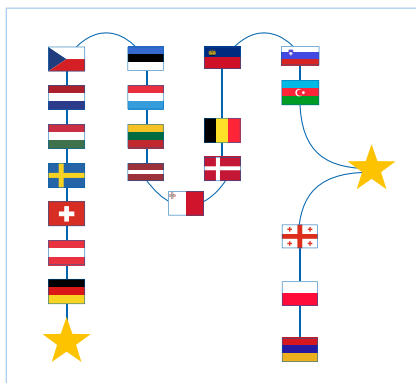
The 21 member countries and 5 observers ensure industry-wide recognition and respect.

VALUES



- ★ 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

Reputation of the stars

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



International marketing-power

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



High quality standards ensured

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



Visibility

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



International relevance

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

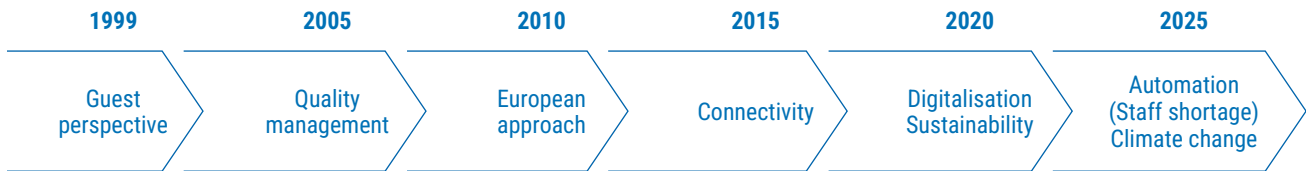


Added value

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



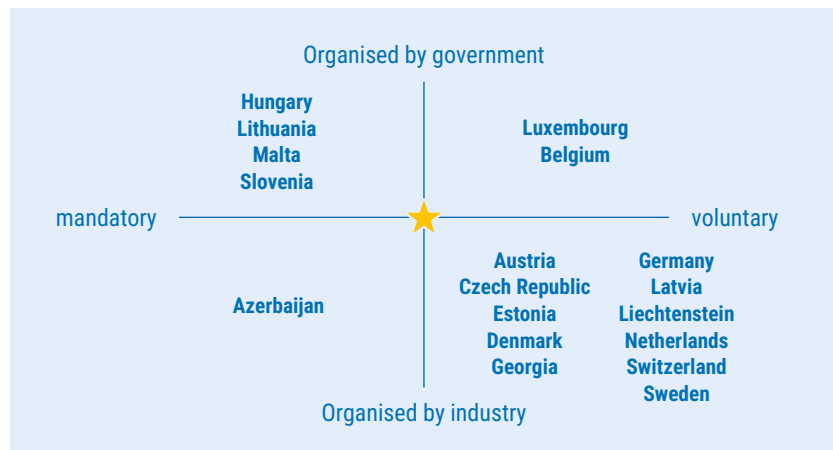
CONTINUOUS UPDATES



STRONG VISIBILITY | FLEXIBLE CLASSIFICATION STRUCTURE

★★★★★
Our stars are displayed on the following websites/portals:

- Tripadvisor
- Here Maps
- Google
- Holidaycheck
- Expedia



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)