

**HOTELSTARS**

AUSTRIA • CZECH REPUBLIC • GERMANY • HUNGARY  
NETHERLANDS • SWEDEN • SWITZERLAND



# History, Objectives and Opportunities

HOTELSTARS  
UNION

**Senec, 3<sup>rd</sup> June 2010**

HOTREC

# HOTELSTARS

AUSTRIA • CZECH REPUBLIC • GERMANY • HUNGARY  
NETHERLANDS • SWEDEN • SWITZERLAND



## Founding Members



Prague, 14<sup>th</sup> December 2009

# HOTELSTARS

AUSTRIA • CZECH REPUBLIC • GERMANY • HUNGARY  
NETHERLANDS • SWEDEN • SWITZERLAND





# Main Objectives & Principles



## Principles of the “Hotelstars Union“

- ★ Open community (HOTREC membership required)
- ★ Common criteria (>99%)
- ★ Managing Board (two meetings per year)
- ★ One country – one vote
- ★ Unanimous decisions
- ★ Yearly rotating secretariat
- ★ Marketing, brand, IT
- ★ Under the patronage of HOTREC
- ★ HOTREC 21 principles binding



## 21 HOTREC principles

1. Accurate information to the guests;
2. Criteria should be displayed online to the guests
3. Transparency for the consumer;
4. Compliance with legal requirements is a prerequisite to classification;
5. Cleanliness and proper maintenance of the establishments in all star categories;
6. Quality management tools;
7. Tour operators and travel agents, as well as hotel booking and review sites are invited to use the official classification;
8. Accurate and up-to-date data on the rating of establishments are provided to tour operators, travel agents, hotel booking and review sites;
9. The number of stars obtainable shall be one to five;



## 21 HOTREC principles

10. Stars must be granted/confirmed only after a control;
11. This control must take place regularly;
12. This control must take place on site;
13. Complaints by customers should be dealt with in a systematic manner;
14. Explanation for classification decisions to the hotel concerned;
15. Allowance for an appeal by the hotel concerned against the result;
16. Range of flexibility;
17. Adjusted to market requirements. A systematic inventory process;
18. Research on consumer expectations available to all HOTREC member associations;
19. Equipment and service criteria should be emphasised;
20. Cooperation with other countries;
21. Close partnership with the private sector;



## pillars of classification today







## pillars of classification in the future?

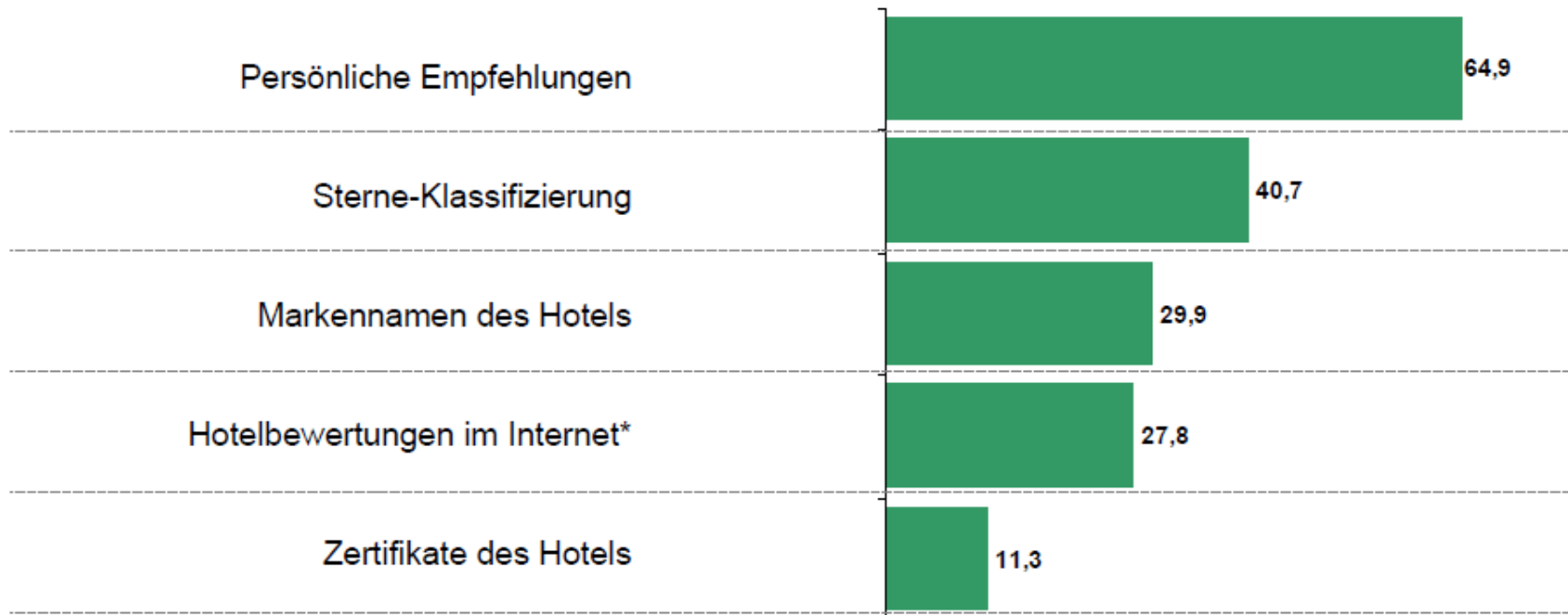




## Background



## orientation for selection of hotel

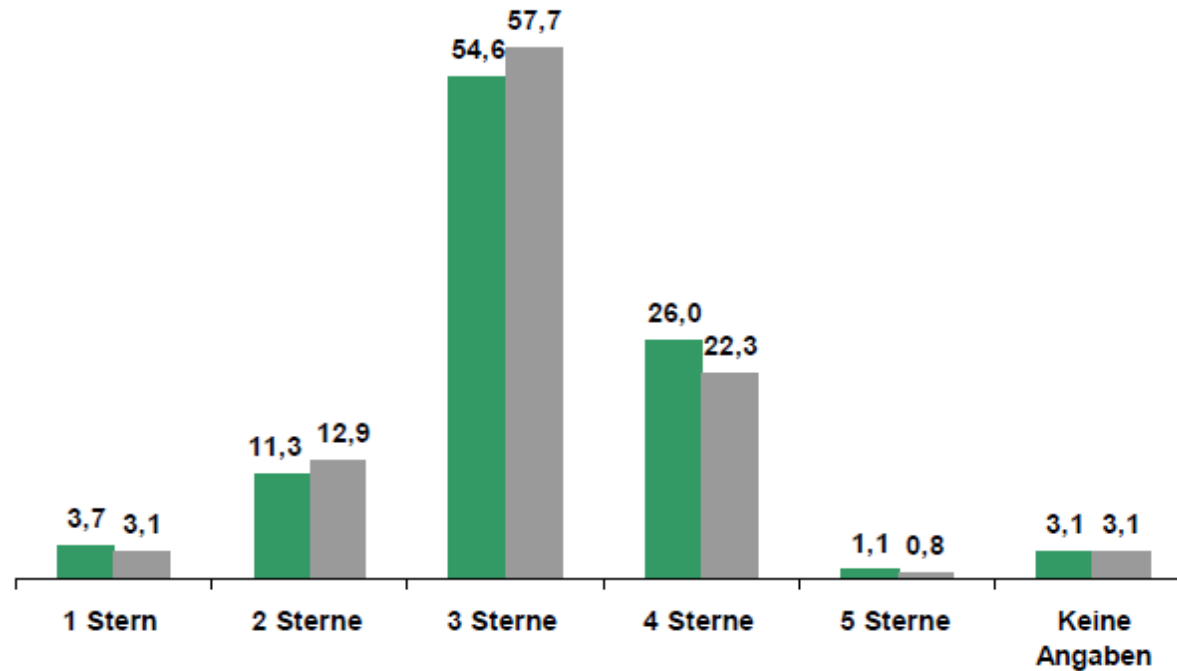


Angaben in Prozent  
Basis: n = 1.333

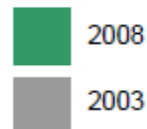
\* z.B. bei HolidayCheck, TripAdvisor oder HRS



## preferred booked category

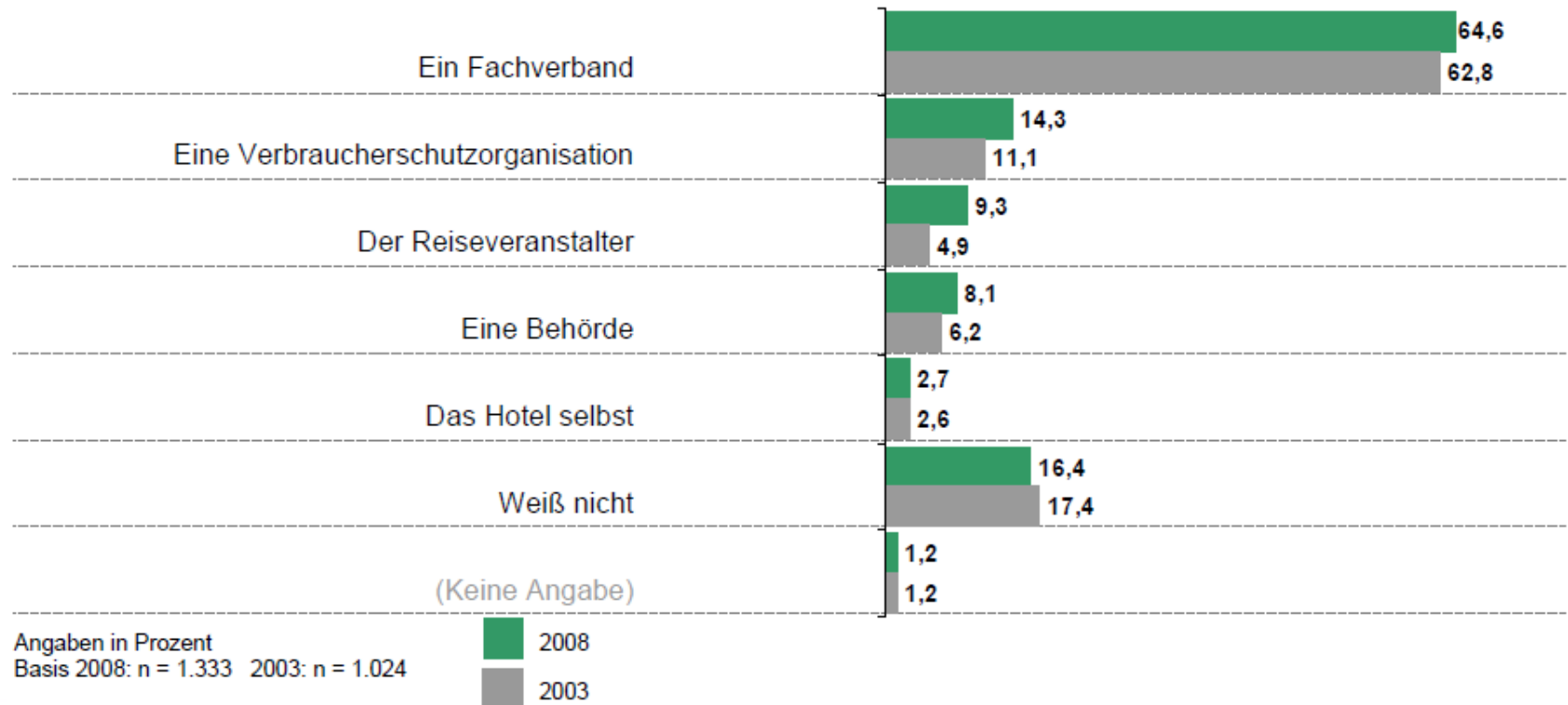


Angaben in Prozent  
Basis 2008: n = 1.333 2003: n = 1.024





## responsibility for hotel-classification





## Criteria



## Highlights

- ★ From K.O.- to O.K.-criteria
- ★ Avoiding mandatory architecture criteria
- ★ System of minimum and optional criteria
- ★ „Superior“ in every category
- ★ „Mystery Guesting“ – accreditation (Austrian regulation)



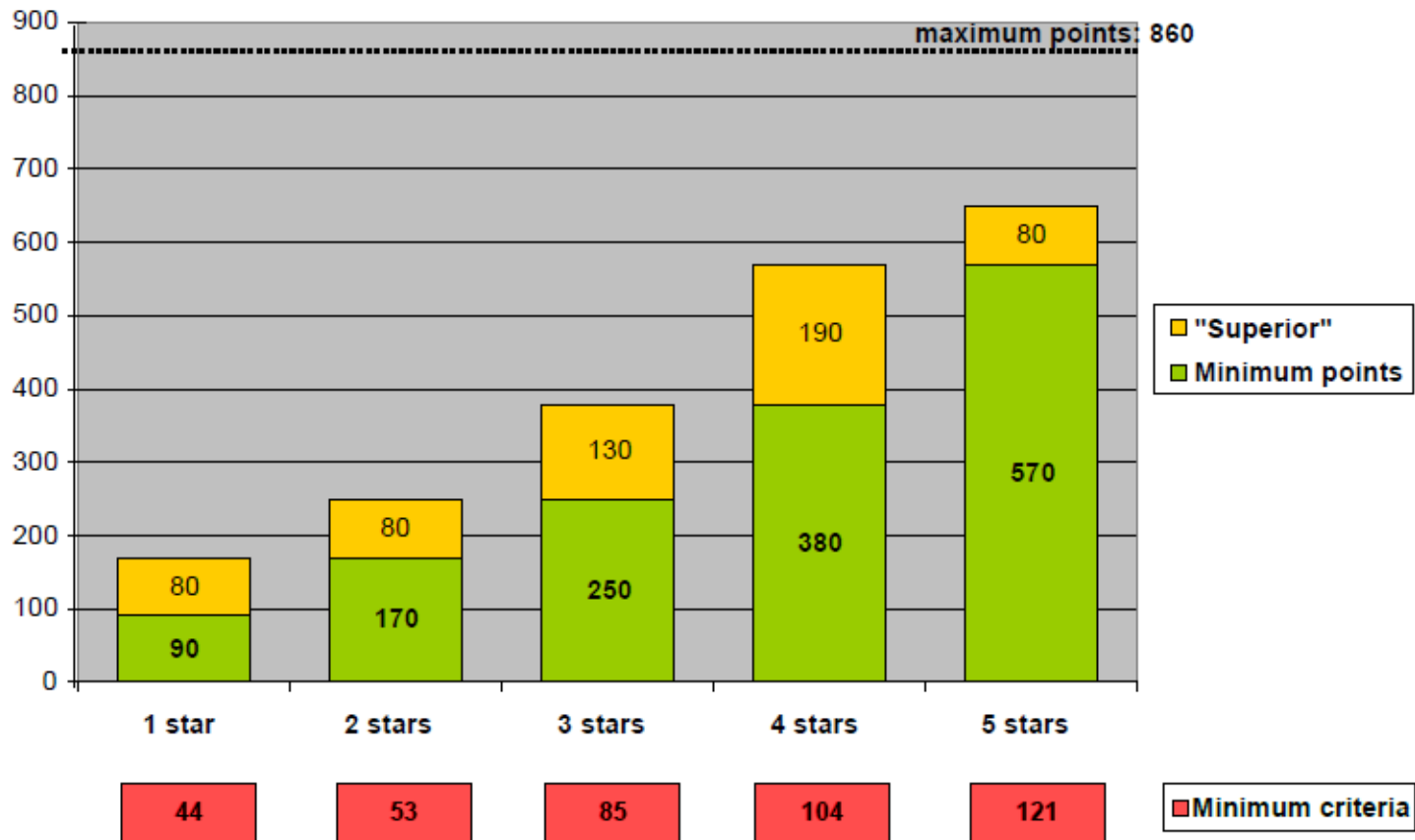
## Highlights

- ★ Sleep comfort (mattresses, hygiene, blackouts, ...)
- ★ Wellness refined (sauna, pool, fitness, gym, ...)
- ★ Conference facilities
- ★ Quality management (complaints, enquiries, mystery guesting, EHQ, ...)
- ★ Bridge from virtual to real world (homepage, booking tools, hotel review sites)





## System of minimum and optional criteria





# Opportunities for other countries



## Opportunities

- ★ Market oriented, not legal approach (*Costa Report*)
- ★ Transparency, comparability and security for customers
- ★ Crossborder Business Promotion (reputation and quality schemes)
- ★ Synergy effects (cost sharing)
- ★ Common IT-system

# HOTELSTARS

AUSTRIA • CZECH REPUBLIC • GERMANY • HUNGARY  
NETHERLANDS • SWEDEN • SWITZERLAND



[www.hotelstars.eu](http://www.hotelstars.eu)

HOTELSTARS Legal Notice | [Icons]



MEMBERS:



- ABOUT US
- MEMBERS
- CRITERIA
- HOTREC
- NEWS
- CONTACT

SEARCH

 →

UNDER THE PATRONAGE OF  
HOTREC  
[www.hotelstars.org](http://www.hotelstars.org)

**WELCOME TO THE HOTELSTARS UNION!**

Under the patronage of HOTREC – Hotels, Restaurants & Café in Europe, the hotels associations of Austria, Czech Republic, Germany, Hungary, Netherlands, Sweden and Switzerland have created the Hotelstars Union.

Their partnership is providing a harmonised hotel classification with common criteria and procedures in the participating countries. The Hotelstars Union enhances the reputation and quality of the hotel industry in the participating countries by creating transparency and security for the guests and thereby encouraging hotel marketing.



HOTELSTARS  
UNION



## For further enquiries:

Mag. Matthias Koch

Austrian Professional Hotel Association (APHA)

Wiedner Hauptstraße 63 | B4 08 | 1045 Vienna

T: +43-(0)5-90-900-3554 | F: + 43-(0)5-90-900-3568

E: [sternehotline@wko.at](mailto:sternehotline@wko.at)

W: <http://www.hotelverband.at>

W: <http://www.hotelsterne.at>