

## PRESS RELEASE

### Hotel classification in Europe

## Estonia, Latvia and Lithuania join the Hotelstars Union

(Brussels / Berlin, 10<sup>th</sup> December 2010) One year after the foundation of the Hotelstars Union in Prague the seven founding members are glad to welcome three new entries to their star family at once: As of 1<sup>st</sup> January 2011 the hotel associations of the three Baltic countries Estonia, Latvia and Lithuania will become full members of the Hotelstars Union and will now start to introduce the common classification criteria in their respective countries as soon as possible. Under the patronage of HOTREC – Hotels, Restaurants & Cafés in Europe they will undertake together with the seven founding members - the hotel associations from Austria, the Czech Republic, Germany, Hungary, the Netherlands, Sweden and Switzerland - the next step towards harmonised hotelstars in Europe in order to provide hotel guests with more transparent and reliable information.



“Family Photo” of the Hotelstars Union. Standing from left to right: Rikard Bergsten (Sweden), Thomas Allemann (Switzerland), Edvins Buka (Latvia), Kent Nyström (HOTREC), Markus Luthe (Germany), Matthias Koch (Austria), Václav Stárek (Czech Republic), István Kovács (Hungary), Dániel Makay (HOTREC). Sitting from left to right: Beata Malinovska (Lithuania), Sigre Luts (Estonia), Klára Zachariášová (Czech Republic), Andrea Kopócsy (Hungary), Eglė Dilkienė (Lithuania), Katrin Muhr (Austria), Lizzie Herzog (Germany).

The Presidents and Executives of the members of the Hotelstars Union invite even more HOTREC member countries to apply the common classification scheme and join the Hotelstars Union. Kent Nyström, President of HOTREC: "This initiative is explicitly open to other countries in Europe, which are also seeking to increase the quality and enhance the marketing of their hotel sector." At present the now 10 members of the Hotelstars Union already represent a market of 18,000 classified hotels and more than 150 million inhabitants

The common hotel classification is based on a total of 270 single criteria; a combination of minimum criteria per category and facultative criteria are to be met to collect the required points. These criteria have been developed on the basis of representative guest surveys and therefore match the expectations and requirements of the guests. Accordingly, the catalogue of criteria puts emphasis on the areas of quality management, wellness and sleeping comfort. The hotelstars of the partnership integrates also a linking function between the real hotel product and its virtual image on the internet. A step in this direction is already taken with the criteria regarding the informative value of hotel websites and an invitation to provide hotel reviews on the web.

Further information and the catalogue of criteria are available on the website of the Hotelstars Union" [www.hotelstars.eu](http://www.hotelstars.eu) including links to the national associations participating.

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