

PRESS RELEASE

Hotel classification

The founding of the Hotelstars Union to lead to harmonised hotelstars in Europe

(Prague, 14 December 2009) An important step was taken today towards harmonised hotelstars in Europe: the hotel associations from Austria, the Czech Republic, Germany, Hungary, the Netherlands, Sweden and Switzerland created the “Hotelstars Union”. Under the patronage of HOTREC – Hotels, Restaurants & Cafés in Europe – the founding members of the “Hotelstars Union” will introduce the common classification system in their respective countries from January 2010 on, with the objective to provide hotel guests with more transparent and reliable information.

Until recently, harmonised hotelstars on the European firmament were a far-away vision. For, so far, seven European countries, it will now become reality. Long-time trust, a common marketing philosophy and similarly structured hotel markets dominated by small and medium-sized enterprises have favoured this cooperation. The foundation of the agreement relies on the 21 principles of HOTREC for the development of hotel classification systems, which are binding for the members of the “Hotelstars Union”.

The Presidents and Executives of the founding members of the “Hotelstars Union”, as well as the President of HOTREC, Kent Nyström*, invited the other HOTREC member countries to apply the common classification scheme and join the “Hotelstars Union”: *“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.”*



From January 2010 on, Austria, the Czech Republic, Germany and Sweden will implement the common criteria. Hungary also intends to start in 2010 after having finalised the proper legal framework. In accordance with its classification revision sequence of 5 years, Switzerland will adopt the common criteria in 2011. The Netherlands will work along the same time scale.

* About the picture:

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From left to right:

1st row: Kent Nyström (HOTREC), Andrea Kopócsy (Hungary), Rikard Bergsten (Sweden)

2nd row: Markus Luthe (Germany), Ernst Fischer (Germany), Hans van der Kooij (Netherlands), Dr. Klaus Ennemoser (Austria)

3rd row: Václav Stárek (Czech Republic), Klára Zachariášová (Czech Republic), Guglielmo Brentel (Switzerland), Thomas Allemann (Switzerland)

4th row: Lizzie Herzog (Germany), Katrin Muhr (Austria), Matthias Koch (Austria)

Thanks to the harmonised hotelstars, the guests will soon benefit from a transnational, reliable guidance in their choice of a hotel – be it for a family holiday or a business trip.

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 are developed on the basis of representative guest surveys and therefore match the expectations and requirements of the guests. Accordingly, the catalogue of criteria valid from 2010 on puts emphasis on the areas of quality management, wellness and sleeping comfort. The hotelstars of the partnership founded in Prague will also increasingly integrate 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.

Further information and the catalogue of criteria are available on the website of the “Hotelstars Union” www.hotelstars.eu including links to the national associations participating. An overview of all classification systems in Europe can be found on the HOTREC website www.hotelstars.org

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