

1. Editorial control

Guest reviews should only be published after verification by qualified editorial staff of the authenticity and reliability of the entry.

A professional team of online editors checks the entries in case reviews contain critical terms.

2. Prevention of manipulation

2.1 Site providers should ensure that reviews of a hotel are provided only by guests who have actually stayed in the hotel.

The hotel.de-customer is only able to evaluate the hotel after his stay. He is getting an e-mail with the direct link to our system. So every review is done by a real customer, who has visited the hotel.

2.2 Guests should indicate their date of stay in the hotel.

The customer identifies himself by his log-in. So we know the exact date of the stay. We mention the month of the stay in the review.

2.3 The number of ratings in relation to the number of hotel rooms should be a factor in the calculation of any ranking.

The number of ratings is one factor for our hotel ranking. In our point of view, the room number is not a relevant point, as we have a lot of small and medium sized hotel customers with very good reviews. It would not be fair to privilege hotels in terms of their size.

2.4 The review site should indicate the source of input of individual reviews if they are originally stemming from a third party's website in order to give guests and hoteliers the possibility to trace back the review.

hotel.de only uses its own reviews.

2.5 Information displayed on review sites should be truthful and not biased impurely towards the user in order to divert him to third parties booking channels.

All reviews are created by our customers and not from third parties. We also do not link to third parties booking channels.

3. Quality assurance

3.1 Site providers should ensure that hotel contact coordinates, basic content data, availability or rates figures shown on their sites are displayed accurately.

Every entry is double-checked. The hotel creates its data online in our system. Every change is checked by its Account Manager and would be changed, if something was incorrect.

3.2 Reviews should only refer to the hotel facilities that are actually offered by the hotel. For example, an evaluation of the "gastronomic" performance of a hotel offering breakfast only should not influence the rating of this hotel.

With hotel.de it is not necessary to evaluate every single criteria. For calculation reasons all criteria which have not been valuated by the customer will be considered with the medium value of five points.

3.3 The hotel guest should be led to comment exclusively upon the services and offers he/she actually took advantage of during his/her stay in the hotel. For example, a guest not using the spa facilities or the restaurant of a hotel should refrain from posting a review on these hotel facilities.

It is simply not possible to check, if a customer has e.g. used the wellness area or any other specific services.

3.4 Review sites should provide the user with evaluation criteria, which are

- relevant; (we have done a survey by our customers, which criteria are of interest)
- with appropriate levels of detail; (additional information is available)
- commensurate with the characteristics of the hotel; and (we use criteria which fit for all hotels)
- open for additional questions on request by the hotel. (our team supports the hotel in every question or request regarding to the reviews)

3.5 The user should be given the opportunity to express the evaluation not only via ratings, but also via "open" texts. (every hotel.de-customer can decide whether to use only ratings or write also open texts)

4. Anonymity

Reviews should not be anonymous to the site provider, through whose intermediation the hotelier should have the possibility to react. The site provider should reconfirm e-mail addresses used by guests and exclude temporary e-mail addresses.

As every customer has to log in after he receives his evaluation e-mail, we can identify every review. Every e-mail address is double-checked by the necessary double opt in method. The hotelier can react through our Support Team. Currently we are working on an online response for the hoteliers.

5. Minimum number of reviews

5.1 Sites should only display reviews when the number of reviews for a specific hotel is meaningful in relation to the number of rooms.

Which number is meaningful? We are showing reviews if a hotel has more than three. Otherwise we would privilege smaller hotels, which would not be fair.

5.2 In order to avoid a “chicken-and-egg problem” during the construction phase of a review site, its provider should take particular care in supervising the individual reviews until a critical number is reached.

Our review site has been existing for several years and all reviews are checked by a technical system as well as a supervisor.

6. Business relations

For the sake of independent choices and transparency for consumers and hoteliers, hotel review providers should communicate the basics of sources of their revenues.

hotel.de is a publicly-owned company and has to provide this type of information to everybody.

7. Right of reply

In case a review is posted (positive or negative), sites should automatically inform the hotel about it (e.g. by an e-mail “alert” system) and offer the hotel the chance to react. Such a procedure will allow the hotel to assess and manage guest complaints actively and promptly. When available, use should also be made of the official ombudspersons for the hotel industry and their mediation services.

The hotel has the possibility to check their mails online at any time. A reaction is also possible and our team will assist all hotels and manage complaints with our guests and hotels as a kind of mediation service.

8. Legal certainty

Reviews should be truthful and based on the personal experiences of their authors. Hoteliers have a legal right of protection against defamatory criticisms. False factual statements should be removed from sites in a quick and non-bureaucratic manner.

Only hotel.de-customers could review a hotel. False or unfair statements will be removed quickly and non-bureaucratically.

9. Up-to-date data

Sites should only display current reviews. After a maximum of two years, reviews should no longer influence the rating and should be deleted automatically.

It's planned to show only reviews of the last two years. Statements which are no longer effective, can be removed at any time (e. g. after renovation)

10. Official star classification

10.1 In order to increase transparency for consumers, hotel review providers should always supply information about the official star classification of hotels in accordance with the system in place in the country(ies) concerned, including a link to the applicable classification criteria and specify when they use their own classification system..

hotel.de uses the official DEHOGA-criteria. Each hotel is checked with the help of these standards.

10.2 Review sites should check star levels of establishments at least yearly together with the official classification providers. Review sites are invited also to include reference to quality schemes.

We are in a current exchange with classification providers to ensure a change of a star rating if applicable.

10.3 Under no circumstances should star symbols be used for reviews, so as to avoid any confusion with official hotel classifications.

hotel.de provides to different symbols. For a rating we of course use the stars. For our reviews, we are using a bar diagram.