



## **Hotelstars Union polished the criteria for its hotelstars categories**

**Since January 2015 the modernised criteria catalogue of Hotelstars Union is the new fundament of the stars family, with stronger emphasis on connectivity and sustainability - inform yourself at ITB Berlin**

**Berlin, Brussels, 3 March 2015 - The updated criteria catalogue of Hotelstars Union (HSU) was put into force in January 2015. Successively, hotels in the currently 15 member countries will be reclassified according to the new criteria.**

The criteria catalogue of HSU was modernised on the basis of an international guest survey in respect of the guest's needs and expectations. *"In order to keep up with societal developments and trends, greater consideration has been given to the quality of hotel beds, security and sustainability as well as to the hotels' websites and to guests' access to the internet"*, says Andrea Kopócsy, chairwoman of the classification committee of the HSU.

*"HOTREC is proud of the work of its members, which have been operating already since 2010 comparable hotel classification criteria of the Hotelstars Union across Europe. The Hotelstars Union is open to other European countries as well"*, said Susanne Kraus-Winkler, President of HOTREC.

*"We are confident that these efforts, providing for guests a stable and reliable anchor in the digital world of hotel distribution, are well recognised and that official star ratings become an integral part of the information provided to the guests on the web"*, added Christian de Barrin, CEO of HOTREC.

From March 4<sup>th</sup> to 8<sup>th</sup> 2015 several members of the HSU will represent their countries at the ITB Berlin and are open to provide more information on the revised system, as transparency and credibility are the main idea of the stars family.

### ***What is the Hotelstars Union?***

Under the patronage of HOTREC – Hospitality Europe - the hotels associations of Austria, Czech Republic, Germany, Hungary, Netherlands, Sweden and Switzerland have created the Hotelstars Union. In the meantime Belgium, Denmark, Estonia, Greece, Latvia, Lithuania, Luxembourg and Malta joined the star family. Their product is a harmonised criteria catalogue for hotel classification, to provide the guest and hotelier more transparency and security. For detailed information please visit [www.hotelstars.eu](http://www.hotelstars.eu).

### ***What is HOTREC?***

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in

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