

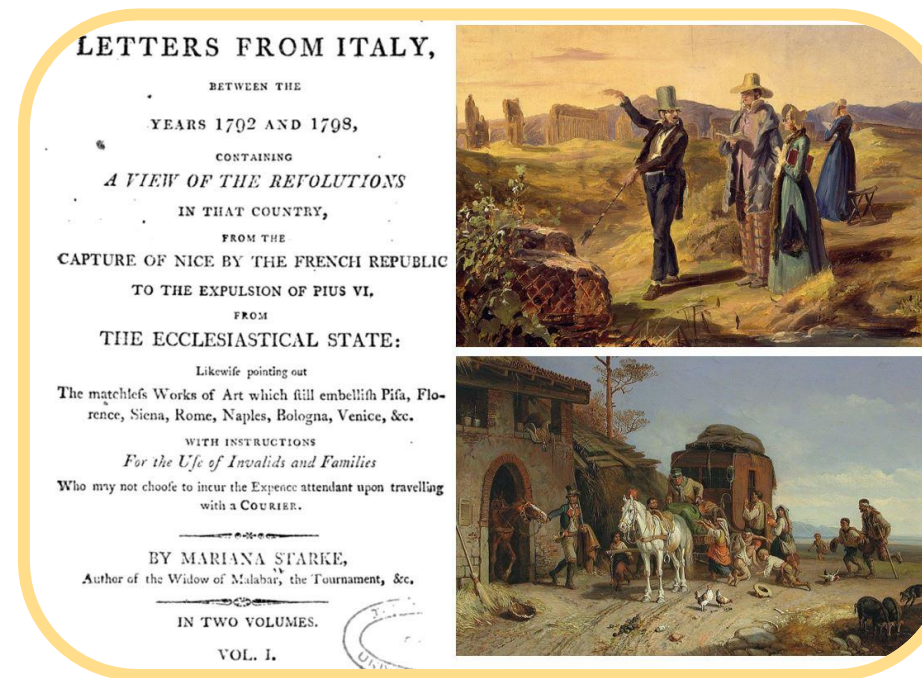


HOTELSTARS.EU

# HOTELSTARS UNION – THAT'S WHO WE ARE

Markus Luthe  
President  
Hotelstars Union AISBL





★ Mariana Starke categorises accommodations in her travel books

1334



- ★ "Statuti dell'arte degli Albergatori della Città e Contado di Firenze"
- ★ Do not rob guests, do not hold on to the clothes or reins of their horses, no admission for prostitutes or thieves
- ★ "Habere stelletam in sua insignia magna"

1820

★ Karl Baedeker uses stars in his legendary travel guides

1844





NEVER TRUST THESE



HOTEL  
CLASSIFICATIONS

LIBERTINE  
LINDENBERG



# What Comfort Means, What Trust Can Be

Why do hotel star ratings still matter?

Don't stars fade out anyway...?





“Stars are the most used filter we have on Booking.com”

- Olivier Grémillon, Vice President Global Segments, Booking.com -





# What Comfort Means, What Trust Can Be

Why Do Hotel Star Ratings Still Matter?

Pre-selection from  
an oversized offer



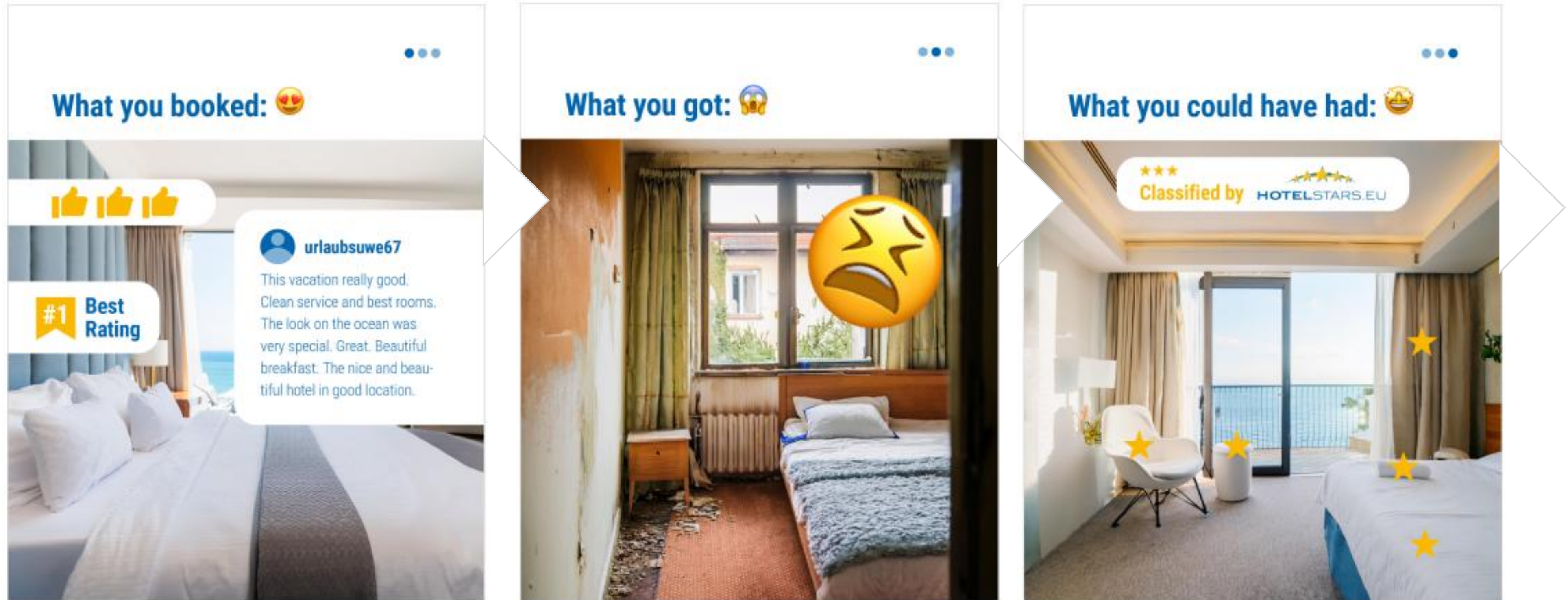
Final safeguarding  
of the decision

**Star ratings and reviews serve different purposes!**



# What Comfort Means, What Trust Can Be

## Why Do Hotel Star Ratings Still Matter?





## Find Your Hotel

All Countries

Hotel Name

☒ All Stars

Stars ★ ★ ★ ★ ★

City

ZIP

Radius

☒ Superior☐ Gami

Sort by: Stars

A-Z / 1-5

FILTER OPTIONS

FIND YOUR HOTEL

Results: 500

Due to the high number of classified hotels, you will only see a limited number of search results. Use the filters to refine your search to see all the results that match your search criteria.



## Garni hotel Spálený Mlýn

DMÚ 120  
54227 Malá Úpa  
Czech Republic  
> Route



Mail



Phone



Web



Book



Details



## THE MEETINKA

Na Mýtince 15  
79001 Jeseník  
Czech Republic  
> Route



Mail



Phone



Web



Book



Details



## Hotel Hůrka

Bílé Předměstí  
53002 Pardubice  
Czech Republic  
> Route



Mail



Phone



Web



Book



Details



## THE MEETINKA

Na Mýtince 15  
79001 Jeseník  
Czech Republic  
> Route



Mail



Phone



Web



Book



Details





# International Distribution Channels









# NH Collection Berlin Mitte Friedrichstrasse

4.6 (2,796 reviews) AI Reviews Summary #22 of 603 hotels in Berlin  
Friedrichstr. 96, 10117 Berlin Germany  
Visit hotel website 00 1 212-245-5462 Write a review

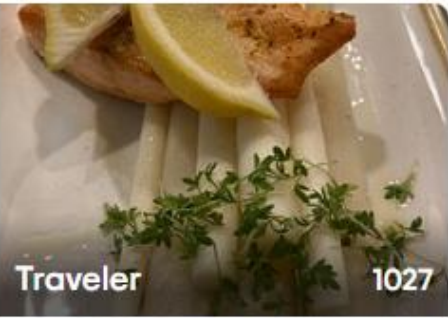
Save

€186 ZenHotels.com View deal

H Collection Berlin Mitte Friedrichstrasse Special offer Deals About

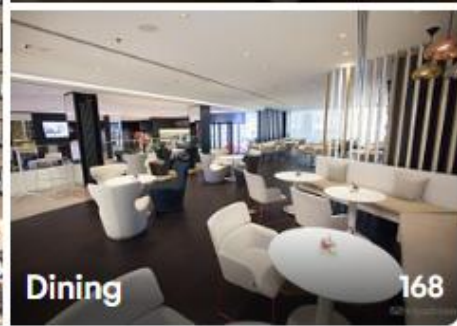
Collection Berlin Mitte Friedrichstrasse. Located on the world-famous Friedrichstrasse, a hub of commerce and culture, the hotel provides easy access to the magnificent Brandenburg Gate and the "Unter den Linden," Berlin's historic tree-lined boulevard.

Suggest edits to improve what we show.  
[improve this listing](#)



Star r  
the ge  
amen  
This p  
acco  
stand





Save

€186  
ZenHotels.com View deal

H Collection Berlin Mitte Friedrichstrasse Special offer Deals About Location Reviews

Collection Berlin Mitte Friedrichstrasse. Located on the world-famous Friedrichstrasse, a hub of commerce and culture, the hotel provides easy access to the magnificent Brandenburg Gate and the "Unter den Linden," Berlin's historic tree-lined boulevard.

- Room service
- Minibar
- Flatscreen TV
- Suites

€186  
ZenHotels.com View deal

Suggest edits to improve what we show.  
[improve this listing](#)

Star ratings are intended to indicate the general level of features, amenities, and services to expect. This property is officially classified according to Hotelstars Union standards.

HOTEL CLASS  
★★★★★

HOTEL STYLE  
Centrally Located  
Modern

LANGUAGES SPOKEN  
English, German

Hotel links

- Visit hotel website
- Special Offer: Radiant Summer Dreams
- Hotel deals

Airport Hotel Okęcie

4.1 (738 reviews) #40 of 157 hotels in Warsaw  
Ul. Komitetu Obrony Robotników 24, Warsaw 02-148 Poland  
[Write a review](#)





tion

Reviews

€180

ZenHotels.com

View deal

Flatscreen TV

Suites

Intended to indicate  
level of features,  
services to expect.  
Officially classified  
Hotelstars Union

LANGUAGES SPOKEN

English, German

CLASS

★ ★

STYLE

ly Located

links

at hotel website

cial Offer: Radiant Summer Dreams

el deals

# Airport Hotel Okęcie

4.1 (738 reviews) | #40 of 157 hotels in Warsaw  
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[Write a review](#)

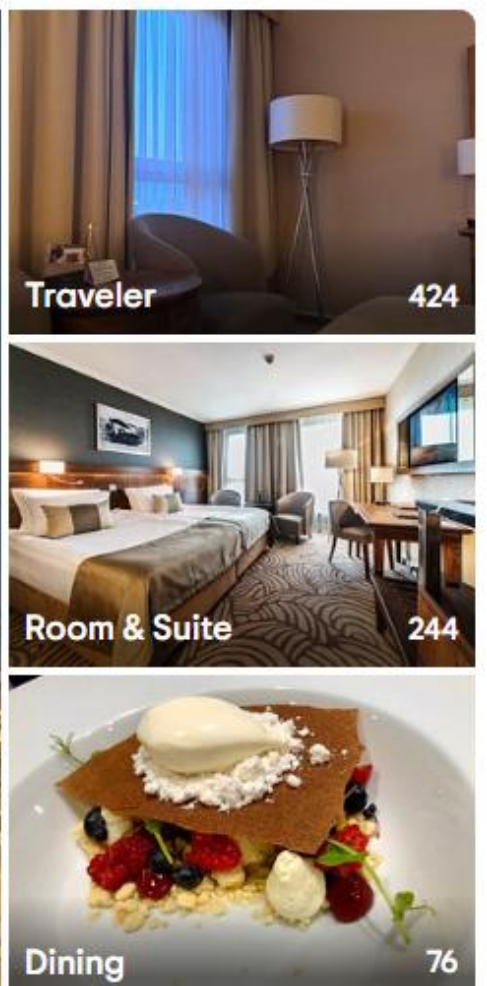


Save

€107

HolidayCheck

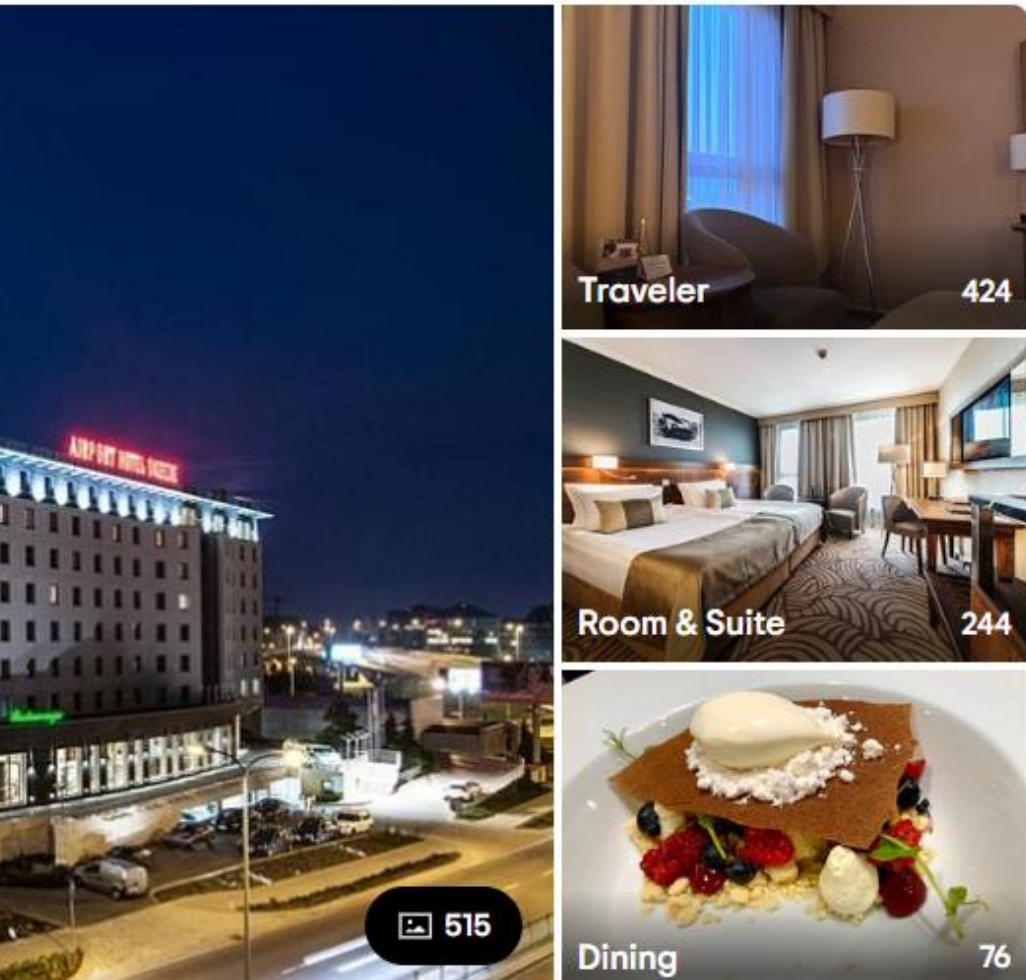
View deal



Airport Hotel Okęcie is a modern 4-star property, located near Frederic Chopin International Airport and 4.5 km from the city center of Warsaw. Warsaw Central station and the Palace of Culture are about 6 km from the hotel. Accommodation The hotel offers modern, air-conditioned rooms, equipped with a work desk, an electric kettle, and a minibar. The bathrooms are equipped with satellite channels and a minibar. The bathrooms are also equipped with cosmetics. Facilities The Airport Okęcie guests can use the hotel's Wellness Centre open 24/7 (free of charge) - The Wellness Centre offers a variety of services additionally according to the price list) Wi-Fi access is available throughout the hotel. The hotel also offers free transfers to/from the airport and a car park on site, available at an additional fee. Dining Read more

Suggest edits to improve what we show.  
[Improve this listing](#)







Save

€107

HolidayCheck

View deal









Airport Hotel Okecie is a modern 4-star property, located just 1 km from Frederic Chopin International Airport and 4.5 km from the centre of Warsaw. Warsaw Central station and the Palace of Culture and Science are about 6 km from the hotel. Accommodation The hotel has 263 air-conditioned rooms, equipped with a work desk, an electric kettle, a TV with satellite channels and a minibar. The bathrooms have hairdryer and cosmetics. Facilities The Airport Okecie guests can use: - The Fitness Centre open 24/7 (free of charge) - The Wellness Centre (services paid additionally according to the price list) Wi-Fi access is free throughout the hotel. The hotel also offers free transfers to/from the airport. There is a car park on site, available at an additional fee. Dining Airport Hotel

[Read more](#)

Suggest edits to improve what we show.

[Improve this listing](#)

Room features

-  Blackout curtains
-  Desk
-  Telephone
-  Cable / satellite TV
-  Air conditioning
-  Room service
-  Minibar
-  Bath / shower

[Show more](#)

Room types

Star ratings are intended to indicate the general level of features, amenities, and services to expect. This property is classified according to Giata.




HOTEL CLASS

★★★★★

HOTEL STYLE

Mid-range

City View

-  Landmark view
-  Non-smoking rooms
-  Family rooms

LANGUAGES SPOKEN

English, Russian, Polish, Ukrainian



# International Distribution Channels






Google



Tue, Mar 19 Thu, Mar 21 2

€0 – €300+

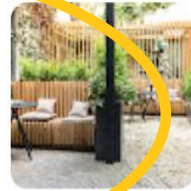
**Hotel MANI by AMANO**  
4.2 ★★★★★ (539) ⓘ  
3-star hotel · Torstraße 136  
Minimalist hotel with a chic bar/lounge



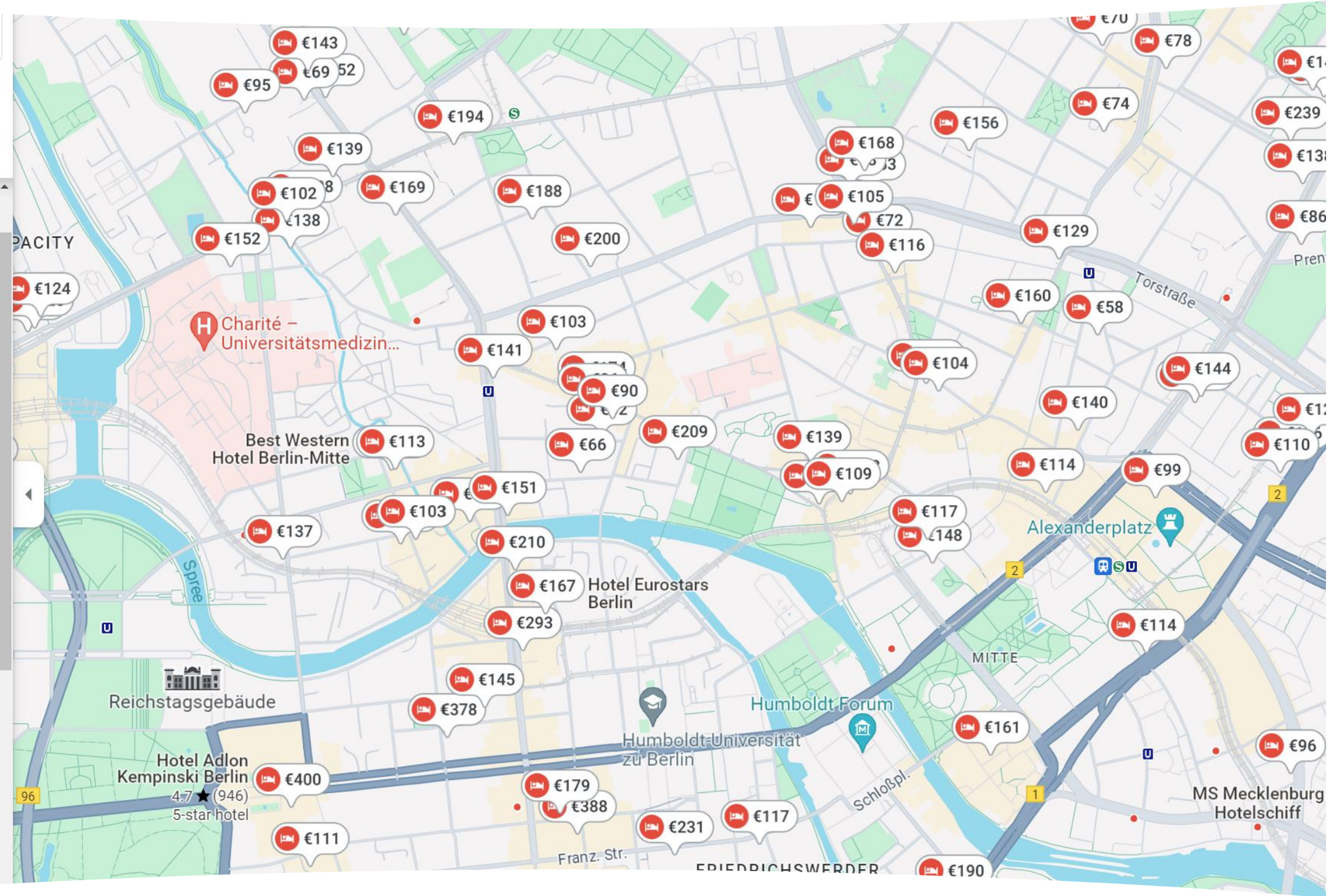

**Park Inn by Radisson Berlin Alexanderplatz**  
4.2 ★★★★★ (25,006) ⓘ  
4-star hotel · Alexanderpl. 7  
Sleek high-rise hotel with dining & gym



**The Circus Hotel**  
4.6 ★★★★★ (648) ⓘ  
Hotel · Rosenthaler Str. 1  
Laid-back lodging with bright quarters



**Adina Apartment Hotel Berlin Hackescher Markt**  
4.4 ★★★★★ (626) ⓘ  
4-star hotel · An d. Spandauer Brücke 11  
All-apartment lodging with dining




Wed, Oct 8 Fri, Oct 10 2

€0 – €160+

Results ⓘ Sort by Share


Vacation rentals are also available for your dates

[View all](#)



**InterContinental Warsaw by IHG**  
4.7 ★★★★★ (7,595) ⓘ  
5-star hotel  
Sleek hotel with a pool, a spa & dining


Spa Pool Hot tub Free Wi-Fi



**Hotel Warszawa in the Prudential Building**  
4.6 ★★★★★ (1,674) ⓘ  
5-star hotel  
Stylish quarters, plus dining, bar & spa


Spa Pool Hot tub Free Wi-Fi

Similar to Airport Hotel Okęcie




**Warsaw Presidential Hotel**  
4.3 ★★★★★ (542) ⓘ  
5-star hotel

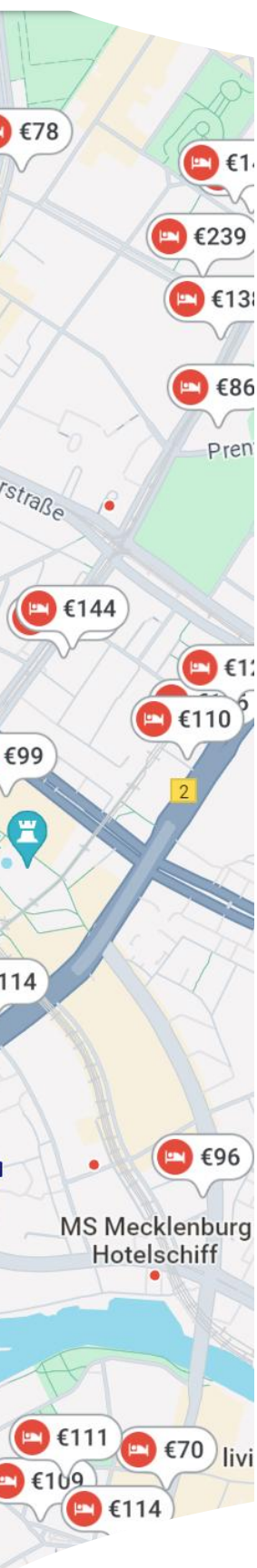
Spa Pool Free Wi-Fi Air-conditioned



**Regent Warsaw Hotel**









# International Distribution Channels











Sign in

Beta

Let us know what you're looking for  
to find your perfect stay.

Search by property name

Filter by

☐ Old Town Warsaw

for 2 nights, 1 room  
€206 per night  
includes taxes & fees



for 2 nights, 1 room  
€130 per night  
includes taxes & fees

 Sign in for extra savings



for 2 nights, 1 room

[← See all properties](#)

### Accessibility

## ★★★★★

**9.6** Exceptional

[See all 1,003 reviews >](#)

## Highlights











Travellers

2 travellers, 1 room

Search

Save



Select a room

## Explore the area



Expedia

Shop travel

Get the app

EUR

List your property

Support

Where to?  
Berlin (and vicinity), Germany

Dates  
24 Jun - 25 Jun

Travellers  
2 travellers, 1 room

Search

300+ properties

What we are paid impacts our sort order

Sort by  
Recommended

Unlock Member Prices on over 100,000 hotels when you sign in

Sign in

View in a map

Compare properties

Get a side-by-side view of up to 5 properties.

Search by property name

e.g. Marriott

Filter by

Popular filters

☐ Berlin Central Station

☐ Breakfast included

☐ Hotel

☐ Reserve now, pay later

☐ Pool

☐ Gym

☐ WiFi included

☐ Motel

☐ Hotel/Bedbreaker



VIP Access

Steigenberger Airport Hotel Berlin

Schoenefeld

The number one at T1

The Steigenberger Airport Hotel Berlin welcomes you with a prime location, directly at the terminal of the new BER.

Fully refundable

9.0 Wonderful

1,706 reviews

€112

for 1 room

includes taxes & fees



IntercityHotel Berlin Airport Area North

Schoenefeld

Arrive at the hotel in Schönefeld

It is a 6-minute walk to the S-Bahn station, which will take you to the city center or 8 minutes to Terminal 1 and 2.

8.6 Excellent

1,000 reviews

€87

for 1 room

includes taxes & fees



IntercityHotel Berlin Airport BER Terminal 1+2

Schoenefeld

Stylish design of Matteo Thun.

The Intercity Hotel Berlin Airport welcomes you in the stylish design of Matteo Thun directly at BER Airport Terminal T1/T2.

9.2 Wonderful

1,482 reviews

€108

for 1 room

includes taxes & fees



[Get the app](#) EUR [List your property](#) [Support](#)

Travellers

2 travellers, 1 room

Sort by

Recommended

over 100,000 hotels when you sign in

Sign in

Steigenberger Airport Hotel Berlin

Schoenefeld

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€108

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includes taxes & fees

[Expedia](#) [Shop travel](#) [Get the app](#) EUR [List your property](#) [Support](#)

Where to?

Berlin (and vicinity), Germany

Dates

24 Jun - 25 Jun

Travellers


2 travellers, 1 room

Search

[See all properties](#)

[Share](#)

[Save](#)



Overview

About

Rooms

Accessibility

Policies

Select a room

VIP Access

Steigenberger Airport Hotel Berlin

✓ Fully refundable

9.0


Wonderful

[See all 1,706 reviews](#)

About this property

Pet-friendly hotel connected to the airport in Schoenefeld with a full-service spa

Explore the area



Willy-Brandt-Platz 3, Schoenefeld, 12529

[View in a map](#)

[Expedia](#) [Shop travel](#)


Where to?

Berlin (and vicinity), Germany

Dates

24 Jun -

[See all properties](#)



Overview

About

Rooms

Accessibility

Policies

NH Collection Berlin Mitte Friedrichstrasse

★★★★☆

✓ Fully refundable

9.2

Wonderful

[See all 1,005 reviews](#)



Travellers  
2 travellers, 1 room

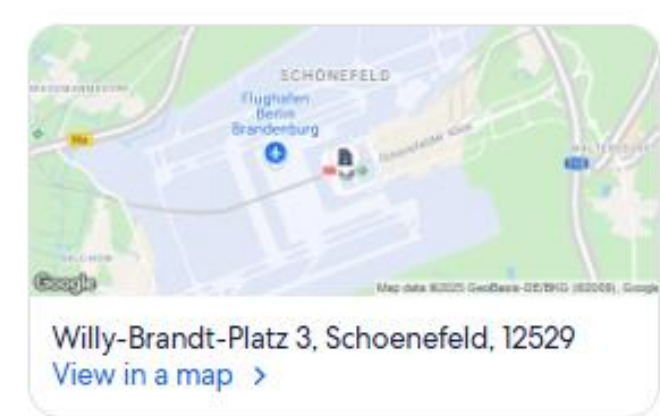
Search

Share Save



Select a room

### Explore the area



Where to?  
Berlin (and vicinity), Germany

Dates  
24 Jun - 25 Jun

Travellers  
2 travellers, 1 room

Search

[See all properties](#)

Share Save



Overview About Rooms Accessibility Policies

Select a room

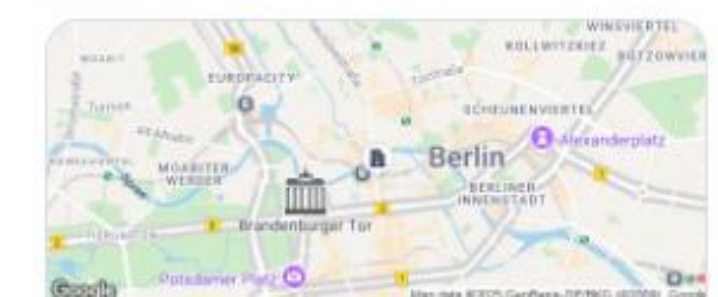
## NH Collection Berlin Mitte Friedrichstrasse

★★★★★  
Fully refundable


9.2 Wonderful  
[See all 1,005 reviews](#)

### Explore the area

9.4 Guests loved the area. [See reviews](#)







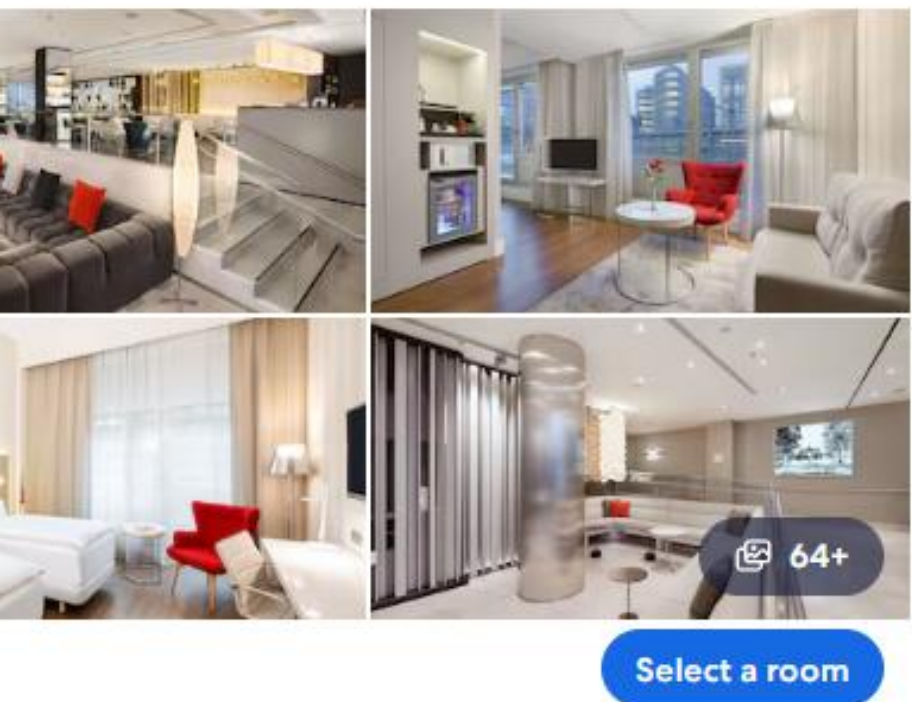


Travellers  
2 travellers, 1 room

Search

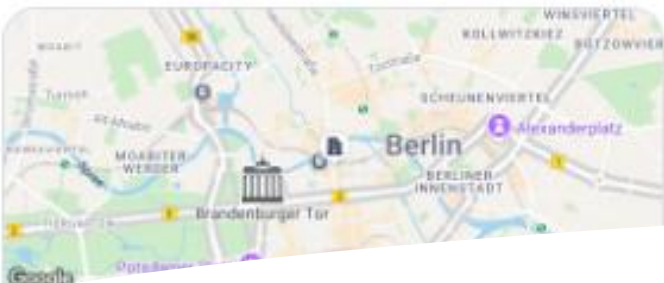
 Share

 Save



## Explore the area

9.4 Guests loved the area. [See reviews](#)



## Optional extras

- Fee for buffet breakfast: from approximately EUR 26.00 for adults and from EUR 13.00 for children
- Covered self-parking fee: EUR 28 per day
- Pet fee: EUR 35 per accommodation, per night
- Service animals are exempt from fees
- Late check-out fee: EUR 10 (subject to availability)
- Rollaway bed fee: EUR 32.0 per day

The above list may not be comprehensive. Fees and deposits may not include tax and are subject to change.

## You need to know

This property is managed by a professional host. The provision of housing is linked to their trade, business or profession.

Extra-person charges may apply and vary depending on property policy

Government-issued photo identification and a credit card, debit card or cash deposit may be required at check-in for incidental charges

Special requests are subject to availability upon check-in and may incur additional charges; special requests cannot be guaranteed

This property accepts credit cards and cash

This property reserves the right to pre-authorise the guest's credit card prior to arrival.

Safety features at this property include a fire extinguisher, a smoke detector and a first aid kit

[Information about cancellation rights](#)

## We should mention

Reservations are required for massage services and spa treatments; reservations can be made by contacting the property prior to arrival, using the contact information on the booking confirmation

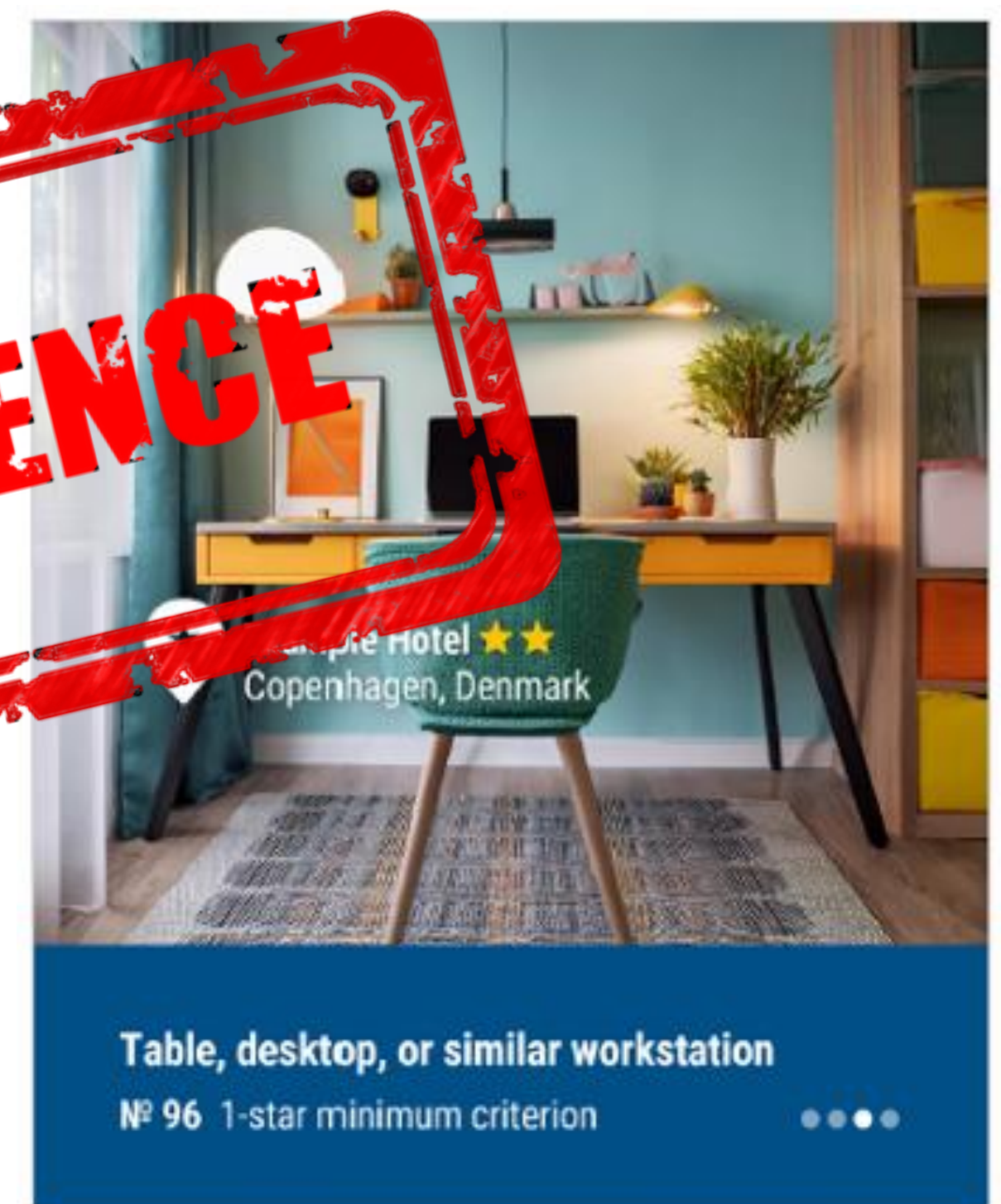
Only registered guests are allowed in the guestrooms

## National rating

Hotelstars Union assigns an official star rating for properties in Germany. This property is rated 4 stars.



# Fabricated Facts: The AI Illusion of Hotels





# Fabricated Facts: The AI Illusion of Hotels





# Fabricated Facts: The AI Illusion of Hotels





# Hotelstars Union – A Shining Star For Quality

Hotelstars Union: Building Trust Through Unified Hotel Classification

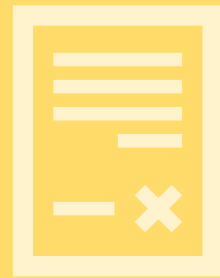


**21 Principles need  
to be accepted to  
become a Member**



# Hotelstars Union – A Shining Star For Quality

Hotelstars Union: Building Trust Through Unified Hotel Classification



**21 Principles need  
to be accepted to  
become a Member**



**Guidelines for  
implementing the  
HSU Classification  
Structure**



**100 % on-site  
Inspections**



# Clarity For All To See

## The Backbone: Common Criteria Catalogue

### What is the Common Criteria Catalogue?

- Unified standards across countries (239 criteria)
- Reviewed every five years to meet modern hospitality trends
- Based on guests' expectations and market needs

### Key Features of the 2025–2030 Catalogue:

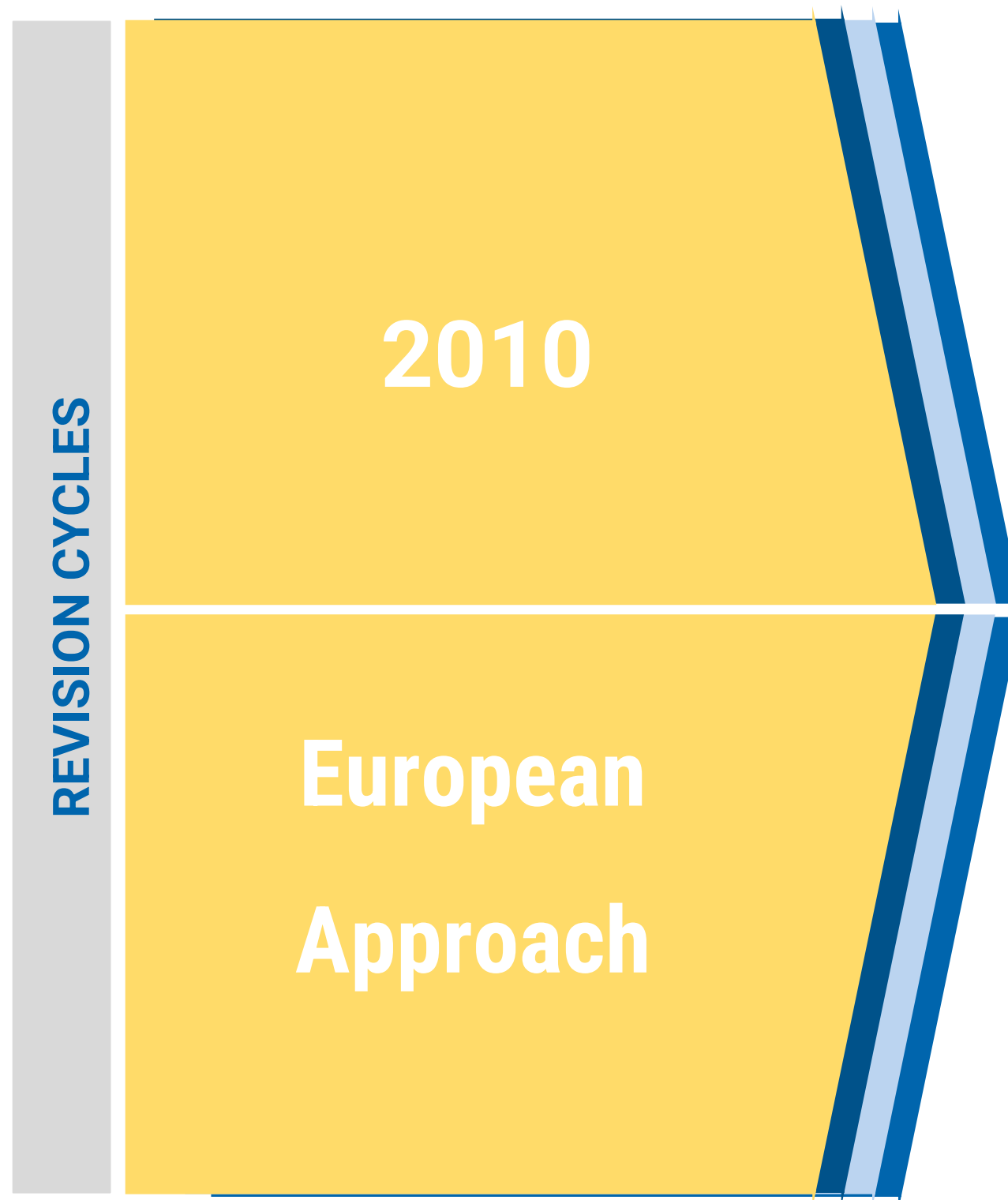
- Digitalisation: Self-check-in/out, digital directories
- Sustainability: Eco-friendly practices & carbon footprint tracking
- Service Flexibility: Adapted hours for reception and room service





# Hotelstars Union – A Shining Star For Quality

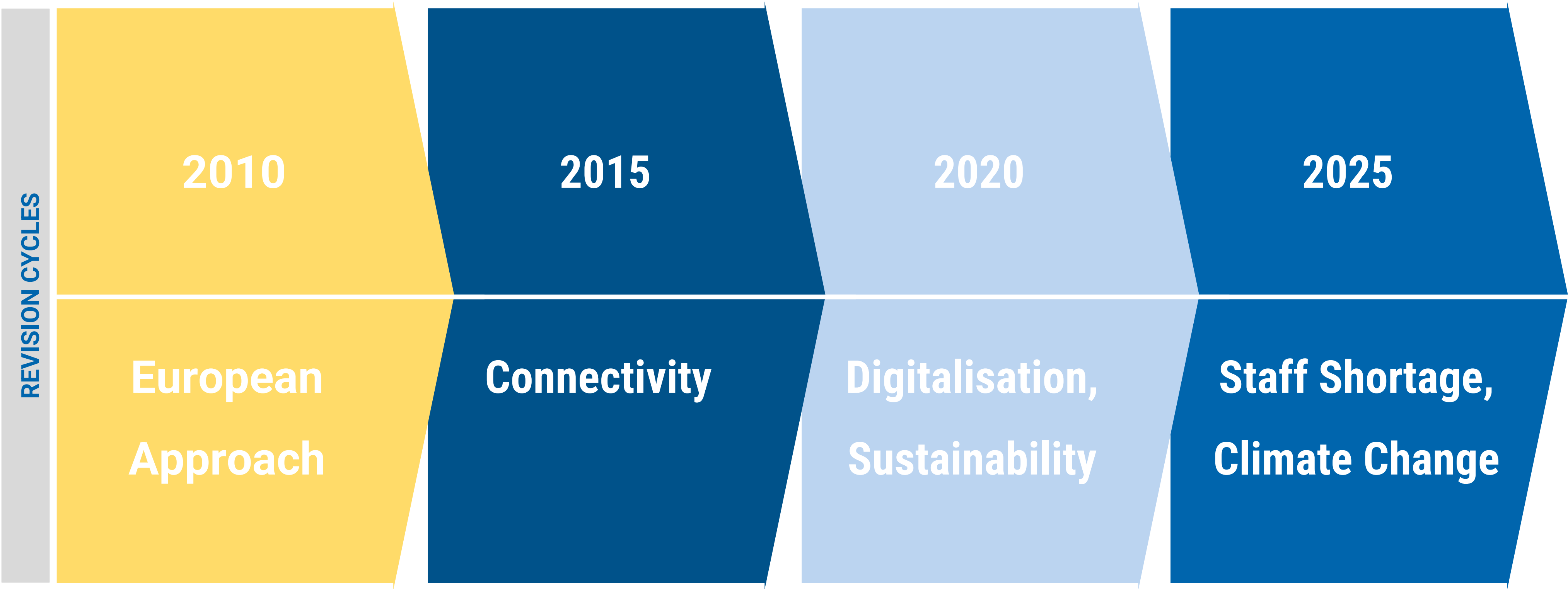
Hotelstars Union: Building Trust Through Unified Hotel Classification





# Hotelstars Union – A Shining Star For Quality

Hotelstars Union: Building Trust Through Unified Hotel Classification





# One Voice, One Code, One Union True

## Establishing Harmony: The Development of HSU

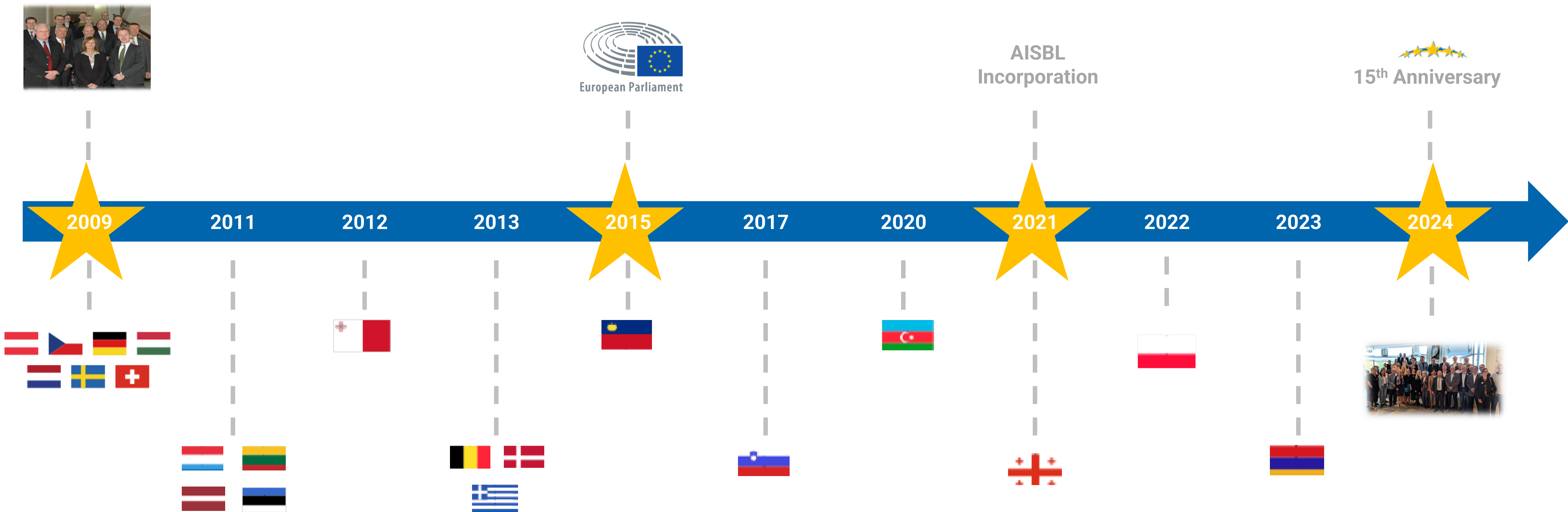


Prague, December 14<sup>th</sup>, 2009



# One Voice, One Code, One Union True

## Establishing Harmony: The Development of HSU





# One Voice, One Code, One Union True

## Establishing Harmony: The Development of HSU



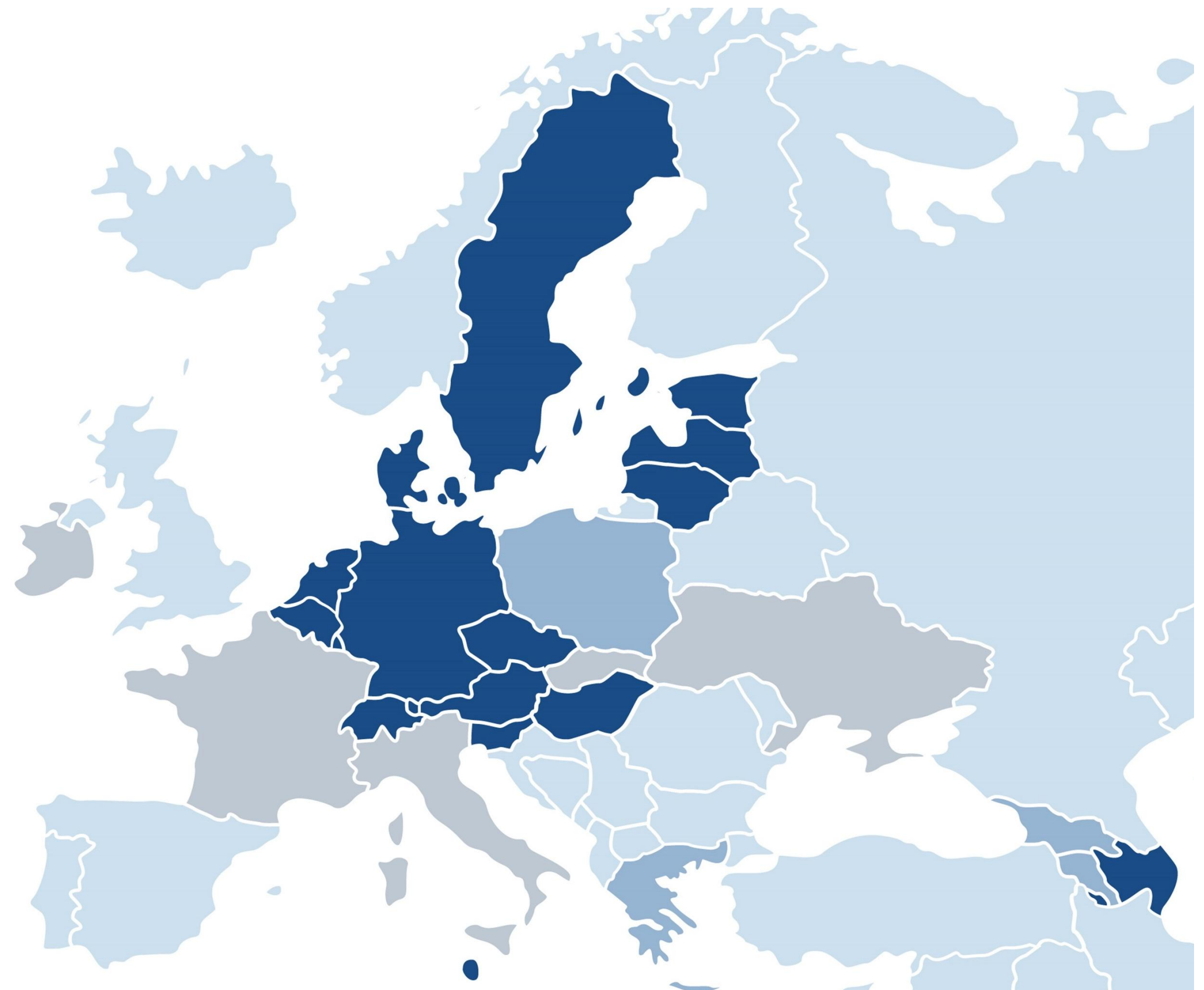


# Across the Nations, Hand in Hand

Today: 21 Countries and counting

- Full Members
- Implementing Members
- Associate Members
- Observers

May 2025



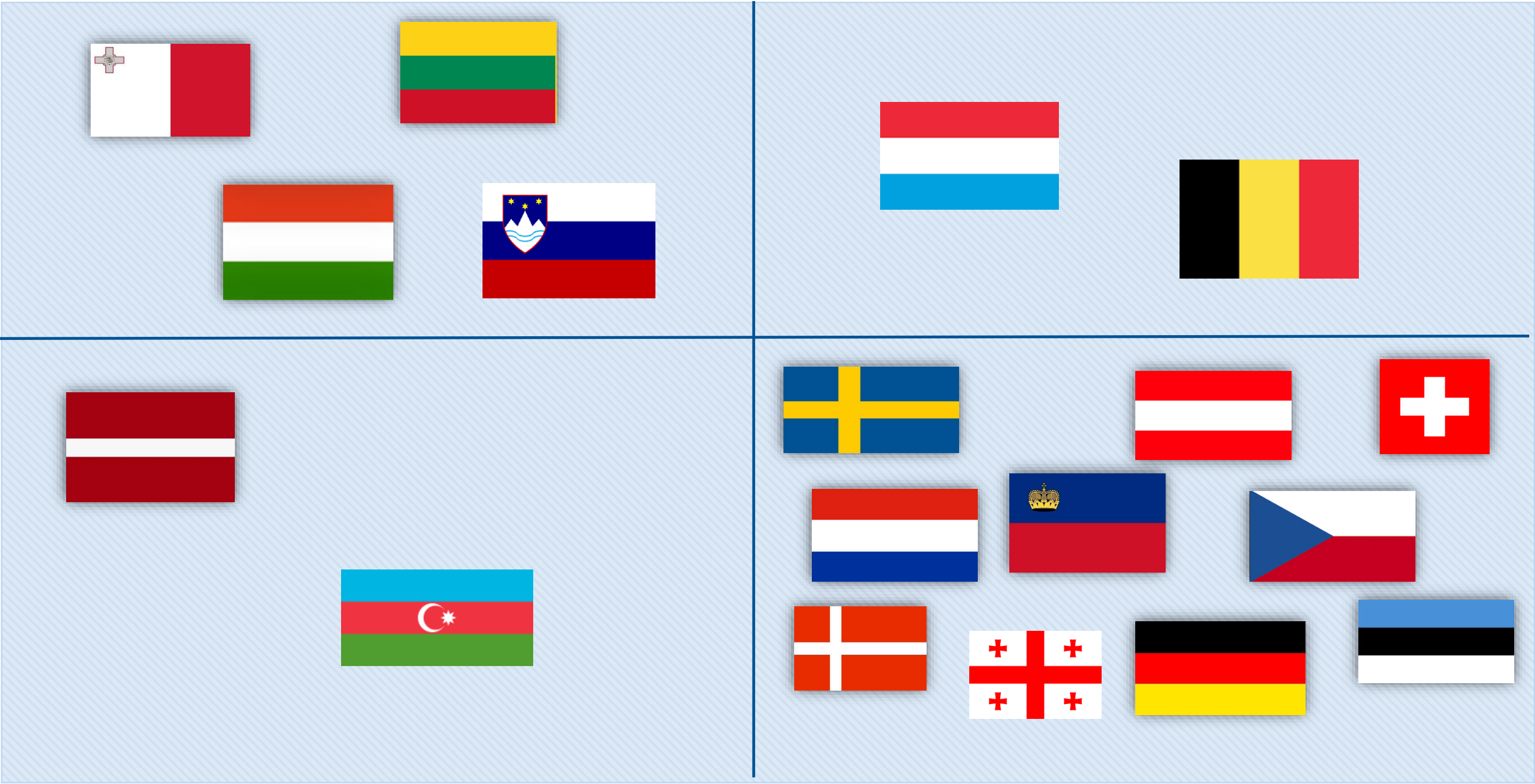


# Across the Nations, Hand in Hand

Today: 21 Countries in all their diversity

organized by authority

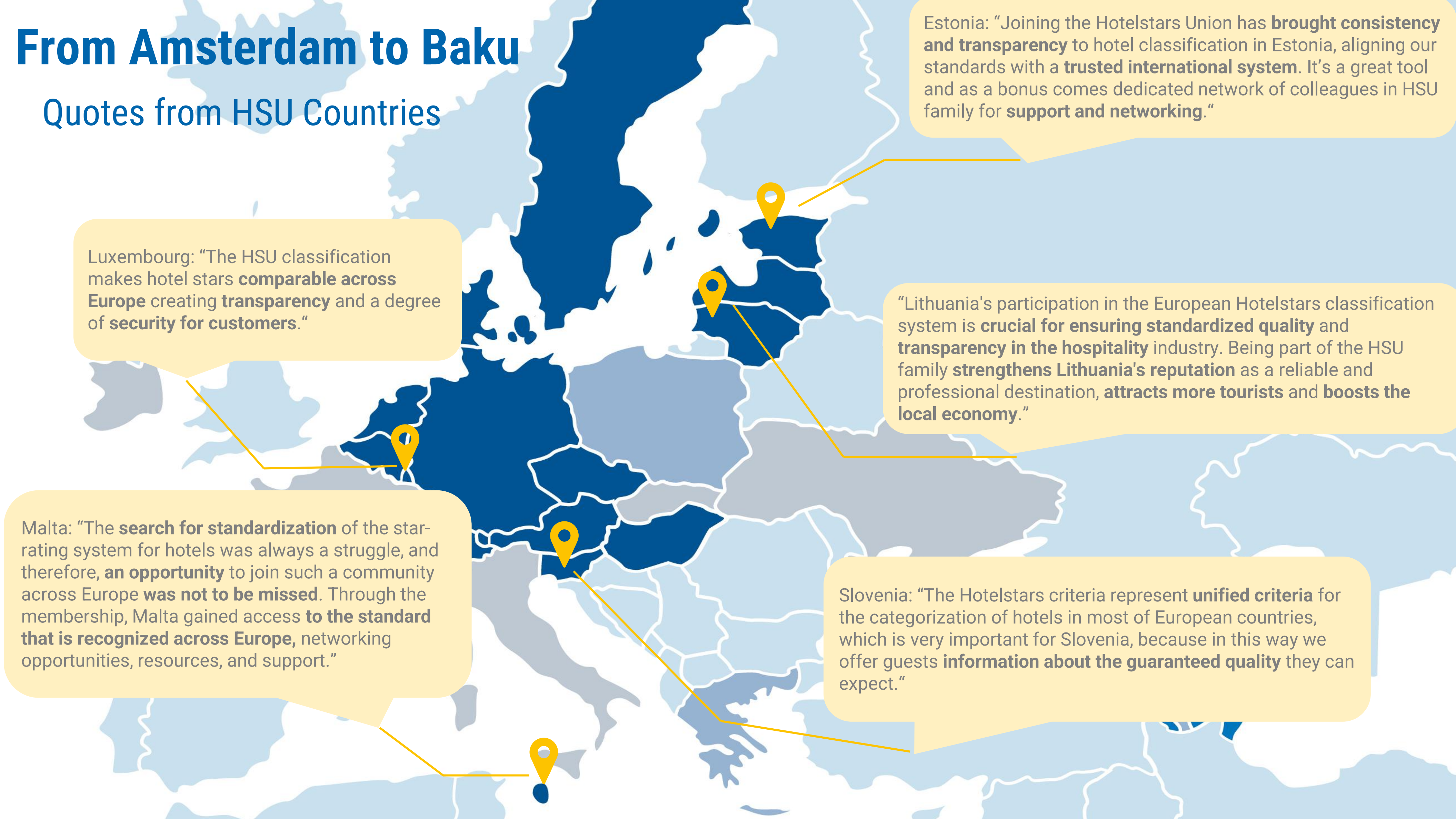
mandatory



voluntary

organized by association





# From Amsterdam to Baku

## Quotes from HSU Countries

Estonia: “Joining the Hotelstars Union has **brought consistency and transparency** to hotel classification in Estonia, aligning our standards with a **trusted international system**. It’s a great tool and as a bonus comes dedicated network of colleagues in HSU family for **support and networking**.”

Luxembourg: “The HSU classification makes hotel stars **comparable across Europe** creating **transparency** and a degree of **security for customers**.”

“Lithuania's participation in the European Hotelstars classification system is **crucial for ensuring standardized quality** and **transparency in the hospitality** industry. Being part of the HSU family **strengthens Lithuania's reputation** as a reliable and professional destination, **attracts more tourists** and **boosts the local economy**.”

Malta: “The **search for standardization** of the star-rating system for hotels was always a struggle, and therefore, **an opportunity** to join such a community across Europe **was not to be missed**. Through the membership, Malta gained access **to the standard that is recognized across Europe**, networking opportunities, resources, and support.”

Slovenia: “The Hotelstars criteria represent **unified criteria** for the categorization of hotels in most of European countries, which is very important for Slovenia, because in this way we offer guests **information about the guaranteed quality** they can expect.”



# We Raise The Standard, Take A Stand

## Why Should Poland become a HSU Member?



### Create Trust in the Digital World

On-Site audits prevent fake hospitality worlds.



### International Trademark

The Hotelstars Union brand offers visibility and opportunities to non-branded hotels and be part of a community of more than 22,000 classified hotels.



### International Relevance

The Hotelstars Union, with its 21 members, is committed to enhancing transparency for guests and represents a market of 220 million inhabitants.



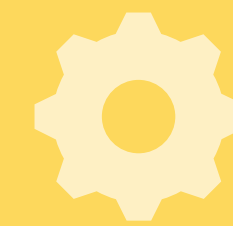
### International Marketing Power

Member Association take advantage of the umbrella brand Hotelstars Union and have access to Europe-wide marketing activities / platforms.



### Strong Partnerships

Networking and Best Practice Sharing among members provide valuable insights and synergies.



### Market Research and Revision

The revision of the criteria every 5 years ensures a modern system with high market acceptance.



# A Promise Kept, A Guiding Light

## A Shared Vision for Quality Tourism

European Parliament resolution of October 29<sup>th</sup>, 2015 on new challenges and approaches for the promotion of tourism in Europe:

### The Hotelstars Union...

- “Contributes to the harmonization of accommodation classification systems throughout Europe.”
- “Enables comparison of accommodation offers in Europe and is to be promoted.”
- ✓ Bottom-up instead of Top-down.
- ✓ Industry driven protection from discretionary measures.





# A Promise Kept, A Guiding Light

## A Shared Vision for Quality Tourism – Quotes from and for the GSA Region



“

We recommend the hotel classification to our hotels as a clear statement of quality across several establishments and countries. At the same time, the hotel stars provide clear orientation for guests, enabling them to choose the right hotel in the right place.

”

Marcus Smola,  
Best Western Central Europe

hotelstars.eu

Hotelstars Union AISBL



“

A standardized hotel classification system provides precise and comparable information to European guests. This enables them to easily perceive the level of service and amenities each brand offers within the chain, fostering trust and informed decision-making.

”

Alexander Duerr,  
Minor Hotels

hotelstars.eu

Hotelstars Union AISBL



# A Promise Kept, A Guiding Light

## A Shared Vision for Quality Tourism – Quotes from and for the GSA Region



”


Polecamy klasyfikację hotelową naszym hotelom jako wyraźne potwierdzenie jakości w wielu obiektach i krajach. Jednocześnie gwiazdki hotelowe zapewniają gościom jasną orientację, umożliwiając im wybór właściwego hotelu we właściwym miejscu.

”

Marnus Smola,  
Best Western Central Europe

hotelstars.eu      Hotelstars Union AISBL

Video AI-generated;



”

Ujednolicony system klasyfikacji hoteli zapewnia europejskim gościom precyzyjne i porównywalne informacje. Dzięki temu mogą oni łatwiej dostrzec poziom usług i udogodnień oferowanych przez łańcuch marki w ramach sieci, co sprzyja zaufaniu i podejmowaniu świadomych decyzji.

”

Alexander Duerr,  
Minor Hotels

hotelstars.eu      Hotelstars Union AISBL

Video AI-generated;



# A Promise Kept, A Guiding Light

## A Shared Vision for Quality Tourism

### Quick Check

- **Quick:** Get results in minutes
- **Easy:** No sign-up or prior knowledge needed
- **Free & Non-Binding:** Try it out, no strings attached

Szybkie sprawdzenie

Szybki i skuteczny sposób na oszacowanie oceny gwiazdkowej hotelu!

Wybierz tutaj

Ogólne informacje o hotelu

- ☐ Czystość/higiena
- ☐ Stan zachowania
- ☐ Usługi muszą być świadczone przez kompetentny i możliwy do zidentyfikowania personel
- ☐ Personel dwujęzyczny (pierwsza linia)
- ☐ Winda

Recepcja i usługi

Pokoje

Gastronomia

Jakość i działania online

WYŚLIJ

Twój wynik

Kryterium

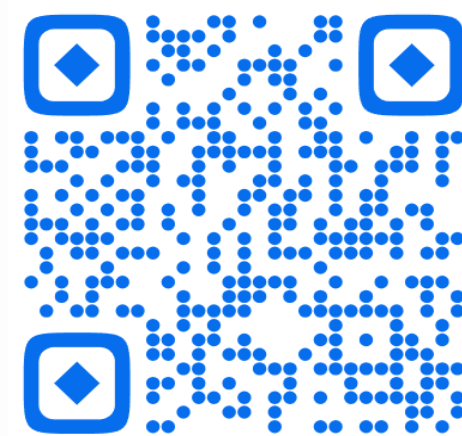
1 gwiazdka

2 gwiazdki

3 gwiazdki

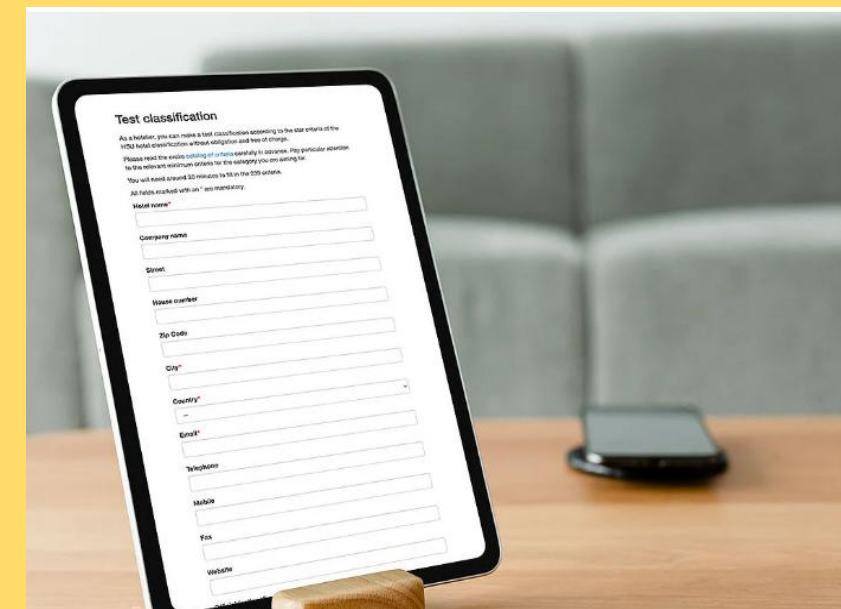
4 gwiazdki

5 gwiazdek



### Test Classification

- **Quick:** An initial assessment in just a few minutes.
- **Uncomplicated:** No registration or prior knowledge required
- **Free and non-binding:** Have a try

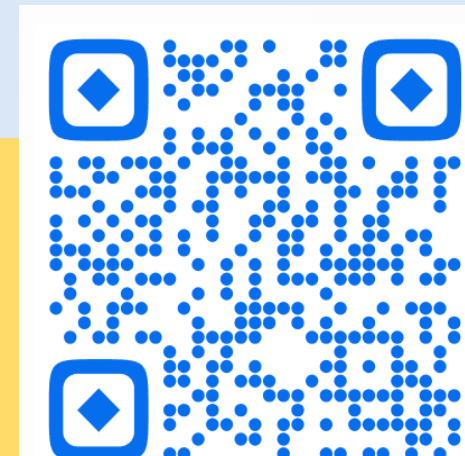


Klasyfikacja testu cyfrowego

Świeć jaśniej dzięki klasyfikacji Hotelstars!

Wybierz

KLASYFIKACJA TESTU







Gerald Kink (l.), Former President DEHOGA Hesse, at the exchange of plates with the team Libertine Lindenberg Frankfurt/Main: Owner Dr. Steen Rothenberger (2.f.l.) with Julia Feldmann (r.) und Denise Omurca (2.f.r.)



# A kind of summarizing 🎵



From the mountains to the sea,  
Every guest deserves to see,  
What comfort means, what trust can be,  
A shining star for quality.

From Amsterdam to Baku,  
Guests can count on stars that do  
More than decorate a name –  
They stand for trust, not just acclaim.

Hotelstars – shining bright,  
A promise kept, a guiding light.  
One voice, one code, one union true,  
Together strong – me and you.

Across the nations, hand in hand,  
We raise the standard take a stand.  
Stars that guide us, near and far,  
Hotelstars Union – that's who we are!





HOTELSTARS.EU

# Hotelstars Union – That's Who We Are

Your Questions, Our Partnership !!







HOTELSTARS.EU

DEUTSCHE HOTELKLASSIFIZIERUNG

# Dziękuję



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