

AI is in love with official hotelstars

Brussels / Vilnius, 12 October 2026 – At its 12th General Assembly in Vilnius, the Hotelstars Union (HSU) reviewed how official hotel star ratings appear in AI assistants and on international booking platforms. The findings are encouraging in the interests of accuracy and consumer protection: Major LLM channels already appreciate and recognise official classification and label it as such. At the same time, the HSU points out that the display still varies by channel, country and individual search.

Travellers increasingly plan and organize their stays with the help of AI assistants. These systems depend on structured and reliable data. Official star classification provides exactly that: it is based on a common catalogue of criteria, verified by independent inspection and comparable across borders. Official star ratings connect the real world with its digital representation.

Examples presented to the member countries and observers prove this in practice. In its app, Tripadvisor for instance indicates when a property is officially classified according to Hotelstars Union standards. In several member countries, Expedia already indicates the Hotelstars Union as the source of its star ratings, in some markets also within its AI-supported search. In addition, users can now query official HSU classification data directly in AI assistants via a dedicated connector, for example in Anthropic's Claude directory.

"More and more travellers ask an AI assistant rather than consulting a booking platform. Wherever the answer comes from, official stars should be recognisable for what they are: independently verified, comparable and reliable," said Markus Luthe, President of the Hotelstars Union. "Not every channel is there yet. But the direction is right, and the partners who play by the rules show that there is a tremendous value added."

The Hotelstars Union therefore calls on all online travel agencies, booking platforms and LLM providers to respect the national classification systems and legal requirements of its member countries, and to apply them consistently across all relevant channels, from websites and apps to AI-supported search. In particular, the HSU calls on them:

- To display stars and similar symbols only for hotels that hold an official classification and
- To present star ratings transparently and consistently across Europe and on all their channels.

About Hotelstars Union

Under the patronage of HOTREC Hospitality Europe, the hotel associations of Armenia, Austria, Azerbaijan, Belgium, the Czech Republic, Denmark, Estonia, Georgia, Germany, Greece, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Slovakia, Slovenia, Sweden, and Switzerland form the Hotelstars Union. It was founded in 2009 and has operated as an association under Belgian law, with its headquarters in Brussels since 2021. The Hotelstars Union reliably classifies hotels in categories from 1 to 5 hotel stars based on a common catalogue of criteria. With more than 22,000 classified hotels or 1.2 million classified hotel rooms in its member countries, it offers transparency, quality and security for guests and hoteliers. You can find detailed information at www.hotelstars.eu.

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