



Star Ratings

Internationally recognised symbol for quality accommodation standards



Star Ratings are an internationally recognised symbol for quality accommodation standards. They are used in more than 70 countries worldwide and reflect the cleanliness, quality and condition of guest facilities.

Star Ratings are awarded to six distinct accommodation categories: Hotels, Motels, Serviced Apartments, Hosted Accommodation, Caravan-Holiday Parks and Self Catering properties.

The 'star' symbols are a licensed trademark and can only be used by properties that have been licensed to use them by the Australian Tourism Industry Council (ATIC).

HOW ARE STAR RATINGS DETERMINED?

A Star Rating is determined by more than 200 criteria that have been ranked by Australian travellers according to what's important to them. The rating is independently verified ensuring customers can have confidence in the rating assigned to each property.

There are three key areas of assessment for an official Star Rating:



QUALITY

The quality and condition of the property including guest rooms and furnishings.



CLEANLINESS

How clean a property is including the degree of cleanliness and frequency of any issues identified.



FACILITIES

The condition of facilities and services available to guests.

A percentage score is calculated for each of these three areas:



QUALITY

From Acceptable (20%) to Excellent (over 90%)

20%
Acceptable

over 90%
Excellent



CLEANLINESS

From Good (75%) to Excellent (over 95%)

75% Good
over 95% Excellent



FACILITIES

From Acceptable (20%) to Excellent (over 90%)

20%
Acceptable

over 90%
Excellent





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WHAT DO THE STAR RATINGS MEAN?

Star Ratings stand for independently reviewed quality standards and are easily defined:



Properties that offer budget facilities without compromising on cleanliness or guest security. Guests may access fee-based services or facilities upon request.



Properties that focus on the needs of price-conscious travellers. Services and guest facilities are typically limited to keep room rates affordable and competitive but may be available upon request or fee-based.



Properties that deliver a broad range of amenities that exceed above-average accommodation needs. Good quality service, design and physical attributes are typically fit for purpose to match guest expectations.



Properties which achieve a deluxe guest experience. A wide range of facilities and superior design qualities are typically complemented by service standards that reflect the varied and discerning needs of the guest.



Properties that typify luxury across all areas of operation. Guests will enjoy an extensive range of facilities and comprehensive or highly personalised services. Properties at this level will display excellent design quality & attention to detail.

Half-Star Ratings indicate modest improvements in the quality and condition of guest facilities.

BENEFITS OF BEING A STAR RATED PROPERTY

- Gain formal recognition as a reputable and quality accommodation provider, demonstrating you have been independently reviewed against accepted Australian standards.
- Unlock the full potential of your property by maintaining quality standards according to industry best practices.
- Improve visibility of your property: Star Ratings are internationally recognised and trusted symbols of quality accommodation

Ready to get started?

Contact your State or Territory Tourism Industry Council today

Visit <https://bit.ly/ContactTICs>