



## Star Ratings Australia

The Star Rating Scheme is Australia's official accommodation accreditation program, awarding independent STAR Ratings to almost 6000 properties Australia-wide.

Managed by Star Ratings Australia (a division of Australian Motoring Services), on behalf of Australia's seven Auto Clubs, the Stars Scheme assesses accommodation ranging from hotels and motels, serviced apartments and self-catering properties, to hosted accommodation (B&Bs) and caravan-holiday parks.

### Benefits

Star Ratings official accreditation is an independent endorsement of the facilities and quality of accommodation a property offers. And 85% of Australian travellers have used the Star Rating Scheme when choosing a place to stay.

The "Stars" are synonymous with independently assessed and qualified accommodation standards and are internationally recognised as a symbol of quality assurance.

By focusing on the overall quality of a property rather than just on the facilities it offers, Star Ratings allows consumers to plan their trip more confidently by choosing the level of accommodation that best suits their needs.

### History

Star Ratings in Australia enjoy a long and distinguished heritage with the Australian Auto Clubs, stretching back almost a century to 1915 when the Clubs first provided their members with information on accommodation properties.

Since 1963 the Australian Auto Clubs have officially rated accommodation properties under a national system. As members came to trust the Clubs and their independent ratings, a national scheme emerged during the 80s and 90s for a range of accommodation types.

### 3 Star Rating

Properties that deliver service standards and a broad range of facilities or amenities that exceed above-average accommodation needs. Good quality design and physical attributes are typically fit for purpose and enhance the overall guest experience.





## Half Star Rating

Half “STAR” Ratings indicate modest improvements in the quality and condition of a property’s facilities, amenities and services.

## How are properties assessed?

Star Rated properties are continually assessed by Official Star Rating Assessors against more than 200 criteria from three key areas:

1. Facilities & Services
2. Cleanliness
3. Quality & Condition

STAR Rating criteria are ranked according to their importance to the consumer.

During our research, we found that 94% of Australian travellers rate cleanliness as the most important aspect of a Star Rating and that 90% want a Star Rating to measure quality.

The “Stars” represent levels of quality, rather than superiority. That means if a property has one or two stars, it can still be a great place to stay if the consumer is looking for a property with that level of quality.