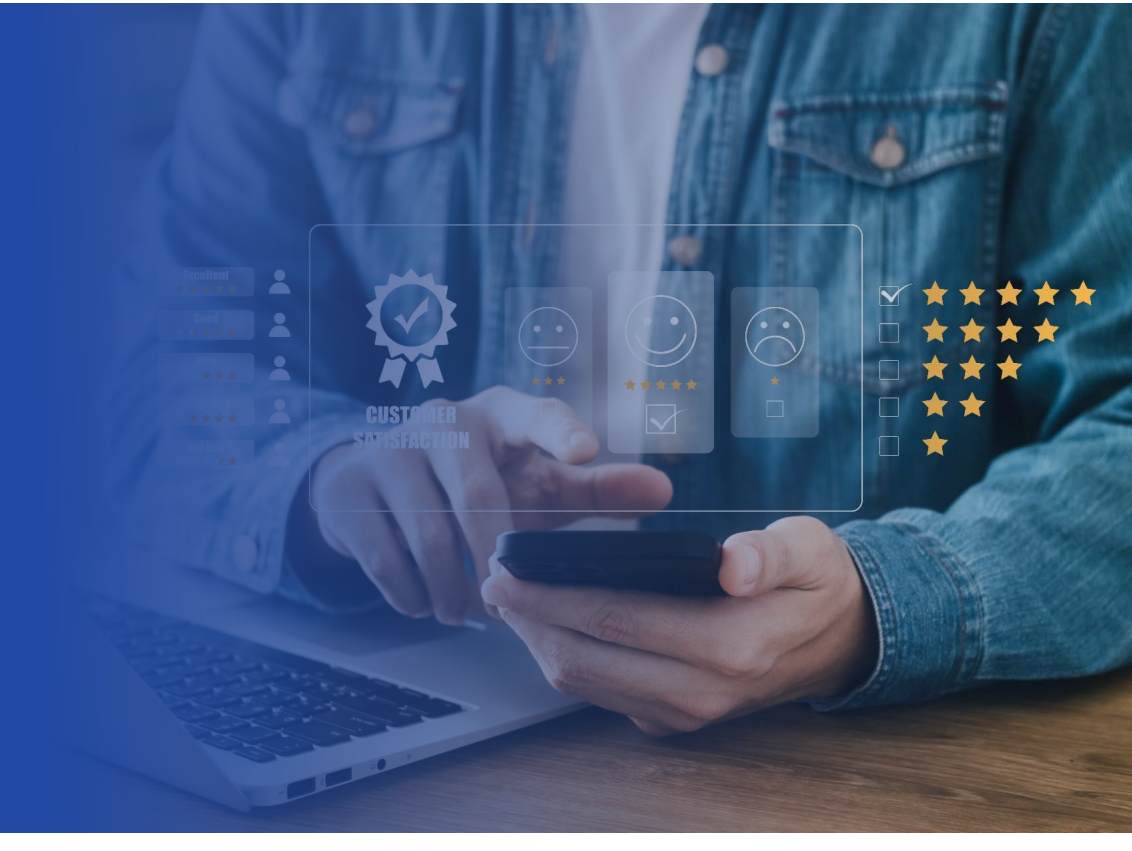


Hotel star rating system: **Decoding it with Vervotech Curated Content**

Hotel star rating system is a process of grading hotel properties or accommodations to make it easier for travelers to book a property based on their tastes, preference, and budget.

Most of the hotels are categorized upon their ratings:

- ★ 1-star rating: The minimal hotel
- ★★ 2-star rating: Standard hotels
- ★★★ 3-star rating: Upscale hotels
- ★★★★ 4-star rating: Superior hotels
- ★★★★★ 5- star rating: Luxurious hotels



Hotels are rated based on



Different authorities for star rating systems



American Automobile Association (AAA)



Star Ratings Australia



Mobil Travel Guide Or Forbes Travel Guide



Salam Standard



HOTREC (Hotels, Restaurants & Cafés In Europe)



Green Key International

Hotel Star Rating Systems Challenges For OTAs

There isn't any universal standard for star ratings, OTAs, tour operators, and metasearch engines often face credibility challenges with the star ratings listed on their platforms. Few hotels rate themselves more than the actual star rating, confusing the travel shoppers.

That's why we suggest opting for hotel content curation automation software which can provide you with accurate hotel star ratings. Vervotech Curated Content is an AI-powered tool that curates hotel content from multiple suppliers and delivers standardized hotel content.

We assess the supplier's data with hotel star ratings and then run our machine-learning models to determine the best average star rating. A comparative study with supplier data follows this.

We have integration with third-party services and social platforms to leverage their data for final verification. Our robust manual content analyst team curates the hotel data, performs intensive research, and assigns accurate hotel ratings for the respective hotel.

Partner with Vervotech today to understand how we can help you display accurate hotel ratings.