

FOR IMMEDIATE RELEASE

City of Bordighera receives the European Hospitality City distinction 2026

Bordighera, Italy - 28 September 2026

The City of Bordighera has received the European Hospitality City distinction 2026 at the European Hotel Awards, recognising a Riviera destination whose identity has long been shaped by welcome, international visitors, culture, gardens and Mediterranean art of living.

The distinction was received on behalf of the city by Mayor Marzia Baldassarre. Elected Mayor of Bordighera in May 2026, she represents a municipality whose tourism identity combines historic continuity with a contemporary commitment to destination quality and territorial attractiveness.

A Riviera destination with an international hospitality tradition

Set on the Riviera dei Fiori between Sanremo and the Côte d'Azur, Bordighera has developed a distinctive tourism identity around its climate, seafront, gardens, historic villas and cultural heritage. The city's official tourism platform describes Bordighera as the 'city of palm trees', reflecting the botanical character that has become one of its most recognisable signatures.

Its international vocation is not recent. From the nineteenth century, Bordighera attracted a significant British community whose winter stays helped shape the city's villas, gardens and cosmopolitan character. This heritage remains visible today alongside the medieval historic centre, Mediterranean vegetation and cultural itineraries connected with artists such as Claude Monet.

Hospitality in Bordighera is therefore closely linked to the relationship between landscape, culture and quality of life. The city offers visitors an experience that extends beyond accommodation alone, combining the sea, gardens, architecture, local identity and the slower rhythm traditionally associated with the Italian Riviera.

The logic behind European Hospitality City 2026

The European Hotel Awards are not based on public voting, popularity rankings or automated scoring. Their institutional distinctions follow a qualitative and editorial approach, recognising cities, personalities and organisations whose work or identity contributes meaningfully to the wider European hospitality and tourism environment.

For Bordighera, European Hospitality City 2026 recognises a destination in which hospitality is expressed at territorial scale: through the quality of its setting, the continuity of its tourism tradition, the preservation of its cultural and botanical heritage and the capacity to welcome an international public while maintaining a strong local identity.

The 2026 European Hotel Awards ceremony was independently created and organised by the European Hotel Awards and held at the Grand Hotel del Mare Resort & Spa in Bordighera. The City of Bordighera and its institutional representatives participated as honoured guests of the event; the municipality was not an organiser or co-organiser of the ceremony.

CITY OF BORDIGHERA European Hospitality City 2026 Represented by Marzia Baldassarre - Mayor of Bordighera Bordighera, Italy

EUROPEAN HOTEL AWARDS 2026

28 September 2026

Grand Hotel del Mare Resort & Spa - Bordighera, Italian Riviera, Italy

Private international event - by invitation

PRESS & MEDIA CONTACT

European Hotel Awards • europeanhotelawards@gmail.com • www.european-hotel-awards.com