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Jérôme Viaud receives the Territorial Tourism Leadership distinction 2026

Bordighera, Italy - 28 September 2026

Jérôme Viaud, Mayor of Grasse and President of the Communauté d'Agglomération du Pays de Grasse, has received the Territorial Tourism Leadership distinction 2026 at the European Hotel Awards.

The recognition highlights a territorial approach to tourism in which heritage, destination identity, cultural assets, economic development and inter-municipal cooperation are considered as parts of the same long-term strategy. In Grasse and across the Pays de Grasse, tourism is closely linked to the territory's internationally recognised perfume heritage, its historic centre, its natural environment and its wider cultural and economic identity.

Tourism leadership rooted in territorial identity

As Mayor of Grasse and President of the Pays de Grasse agglomeration community, Jérôme Viaud occupies a position that connects municipal leadership with the development of a broader destination. The Communauté d'Agglomération du Pays de Grasse brings together several municipalities and provides a framework in which tourism, economic development, culture and territorial attractiveness can be approached at an inter-municipal level.

Viaud has also chaired the inter-municipal tourism office of the Pays de Grasse since 2021. This responsibility reinforces the connection between political leadership and destination strategy, with tourism organised not simply around a single town but around the diversity and complementarity of the wider territory.

Grasse itself occupies a distinctive place in European cultural tourism. Its perfume-related know-how is internationally recognised, while the city combines heritage, museums, craftsmanship, cultural programming and a Mediterranean hinterland identity. The challenge of tourism governance is therefore not only to attract visitors, but to preserve and articulate these different layers of identity in a coherent destination narrative.

The logic behind Territorial Tourism Leadership 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 personalities and public actors whose work contributes meaningfully to the wider European hospitality and tourism environment.

In Jérôme Viaud's case, the distinction reflects the importance of territorial leadership in bringing together tourism, heritage, local identity and economic development. His responsibilities as Mayor of Grasse and President of the Pays de Grasse provide a governance framework that extends beyond the promotion of a destination and addresses the way tourism is integrated into the life and development of a territory.

Territorial Tourism Leadership 2026 therefore recognises a public leadership approach in which destination strategy is connected to place, culture and long-term territorial coherence. It also acknowledges Grasse and the Pays de Grasse as a tourism environment whose identity is built on much more than a single attraction: it is the result of heritage, know-how, landscape and coordinated local action.

JÉRÔME VIAUD Territorial Tourism Leadership 2026 Mayor of Grasse President - Communauté d'Agglomération du Pays de Grasse Grasse, France

EUROPEAN HOTEL AWARDS 2026

28 September 2026

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

Private international event - by invitation

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