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Simone Marigliani named Ethical Luxury Hotelier of the Year 2026

Bordighera, Italy - 28 September 2026

Simone Marigliani, General Manager of Borgo Scopeto Wine & Country Relais in Tuscany, has been named Ethical Luxury Hotelier of the Year 2026 at the European Hotel Awards, recognising a leadership approach that places responsibility, people and long-term coherence at the heart of luxury hospitality.

The distinction is closely connected to the Ethical Luxury Protocol developed at Borgo Scopeto under Marigliani's direction: a structured initiative designed to involve the company, the local territory and the people behind the hotel in a shared vision of excellence, ethics and sustainable growth.

Luxury defined by balance rather than excess

Borgo Scopeto's own philosophy states that true luxury does not lie in opulence, but in the balance between excellence, respect and responsibility. This principle provides the clearest framework for understanding Simone Marigliani's work at the property.

Instead of treating sustainability or ethics as separate communication themes, the Ethical Luxury Protocol seeks to integrate them into the daily life of the hotel: work culture, relationships with the local area, partner selection, guest experience and the way the property preserves and interprets its identity.

A Tuscan hotel with a strong sense of place

Borgo Scopeto Wine & Country Relais is a five-star retreat in the Chianti Classico hills near Siena, set within a historic fourteenth-century village. Its 52 rooms, suites and villas are distributed across the castle, main villa, village and private residences, maintaining the architectural character of the estate.

Nature, wine, gastronomy and wellness are central to the guest experience. Vineyards, olive groves, gardens and local produce are not used simply as scenery; they form part of a hospitality model built around the culture and resources of the territory.

Leadership expressed through participation

The Ethical Luxury Protocol was initiated by Simone Marigliani through a process of listening and analysis involving the hotel company, its teams and the surrounding territory. Its objective is participatory: to create an excellent and conscious working environment while supporting sustainable, lasting development.

This gives the award a distinctly human dimension. Ethical luxury is not presented as a marketing label, but as a management responsibility - one that depends on the quality of decisions, relationships, working conditions and the consistency between what a hotel promises and how it operates.

The logic behind Ethical Luxury Hotelier of the Year 2026

The European Hotel Awards are not based on public voting, popularity rankings or automated scoring. Their approach is qualitative, holistic and editorial, considering leadership, vision, service culture, guest experience, consistency and meaningful contribution to European hospitality.

For Simone Marigliani, Ethical Luxury Hotelier of the Year 2026 recognises a hotelier who has translated an abstract idea - responsible luxury - into a structured operating philosophy. The distinction reflects a model in which excellence is expected to coexist with respect for people, territory, identity and long-term sustainability.

SIMONE MARIGLIANI Ethical Luxury Hotelier of the Year 2026 General Manager - Borgo Scopeto Wine & Country Relais Tuscany, Italy

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