



EUROPEAN HOTEL AWARDS 2026 INSTITUTIONAL PRESS DOSSIER

Independent editorial recognition for European hospitality

The European Hotel Awards are an independent European platform dedicated to recognising and highlighting excellence across the hospitality industry. Created in Strasbourg in 2018, the Awards have developed a qualitative and editorial approach that stands apart from public voting, popularity rankings and automated scoring.

A singular approach to European hospitality

Each distinction is considered individually. The objective is not to establish a mechanical hierarchy of hotels or professionals, but to recognise identity, vision, leadership, consistency, service culture, guest experience and meaningful contributions to European hospitality.

The Awards look beyond brands, structures and conventional classifications. A property's character, the coherence of its positioning and the quality of the experience it creates are considered together, while individual distinctions focus on professional vision, leadership, team dynamics and the impact of management on the guest journey.

"We take a holistic approach to hospitality. For us, guest experience is one of the most essential pillars - at the heart of every distinction we make."

Jérôme Chapman - Founder & Executive Director

Philosophy & DNA

Guest experience is understood as a continuous journey, from the first point of contact to the final moment of departure. Every interaction contributes to the perception of quality. Consistency therefore matters as much as individual moments of excellence.

Leadership is central to this philosophy. The way teams are guided, coordinated and supported directly shapes the service delivered to guests. Respect, professionalism, attention to people and operational coherence remain fundamental at every level of hospitality.

Each award title is designed to reflect the identity of the property or individual concerned. There is no standardised scoring model: relevance, coherence and meaning remain at the centre of the selection process.



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The 2026 edition - Bordighera, Italian Riviera

The 2026 European Hotel Awards took place on Monday, 28 September 2026 at the Grand Hotel del Mare Resort & Spa in Bordighera, on the Italian Riviera. Conceived as a private, high-level international gathering, the evening brought together hospitality leaders, general managers, professionals, institutions, partners and invited guests.

The Grand Hotel del Mare Resort & Spa served as Official Host Partner for the edition. Its Mediterranean setting and strong sense of place provided a coherent environment for an event centred on European hospitality, leadership, service culture and professional recognition.

Independent selection and institutional credibility

Selections are made through a qualitative process involving experienced hospitality professionals. The European Hotel Awards do not operate as a conventional commercial competition and do not use public voting or automated ranking systems.

The Selection Committee acts in an honorary capacity and under strict confidentiality. Its role is to contribute professional expertise and perspective to the recognition process, while the European Hotel Awards retain their independent editorial and organisational direction.

Track record, editorial ecosystem & legacy

Since 2018, the European Hotel Awards have progressively built a European record of recognised hotels, hoteliers and hospitality professionals. More than a list of annual winners, the Awards form a growing editorial archive of hospitality identities, leadership and service culture across Europe.

This positioning is supported by the editorial ecosystem of Références Hôtelières Restaurateurs International, which contributes to the contextual presentation of the people and properties recognised by the Awards.

"Hospitality is defined by vision, consistency and the experience it creates."

European Hotel Awards

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