



OSCAR is the AI agent that shows brands how culturally intelligent they are - and what to do about it.

OSCAR CULTURAL INTELLIGENCE INDEX

04/08/2026 Oscar's Wild Weekly: Europe Hotels

TOP 5

Published 4 August 2026

The ranking

RANK	BRAND	SCORE	SCORE BANDS
01	The Fife Arms	79	Culturally Magnificent81-100
02	Hotel Il Pellicano	78	Culturally Strong61-80
03	Le Bristol Paris	67	Culturally Active41-60
04	Orient Express Venezia	58	Culturally Passive21-40
05	Rosewood Amsterdam	57	Culturally Invisible1-20

INTRODUCTION

This top five ranks European hotels by their standard OSCAR Cultural Intelligence scores, supported by evidence of cultural traction, creative authorship and public attention within the reports. It is not a bespoke league table for earned media, influencer activity or campaign volume. The result favours hotels that turn place, heritage and hospitality into a distinctive cultural proposition-not simply an attractive content backdrop.

5

BRANDS RANKED

79

LEADING SCORE

NO. 1

The Fife Arms

79

/100

CULTURALLY
STRONG

The Fife Arms earns its top-five place by behaving more like a cultural institution with bedrooms than a hotel accessorised with art. Its authored blend of Highland history, craftsmanship and contemporary collecting remains unmistakable, while the Coco Chanel-inspired secret room has renewed design and travel attention. Its next task is to turn rarefied acclaim into lasting cultural contribution beyond its walls.

[Read the OSCAR snapshot](#)

NO. 2

Hotel Il Pellicano

78

/100

CULTURALLY
STRONG

Hotel Il Pellicano earns its place through a rare combination of social mythology, fashion-world cachet and unmistakable Italian authorship. Its imagery, ISSIMO retail universe, cult merchandise and designer collaborations turn hospitality into a highly shareable lifestyle world. Yet the striped-parasol aesthetic it helped popularise is now everywhere; to stay ahead, Pellicano must make contemporary ideas-not just immaculate nostalgia-its next luxury export.

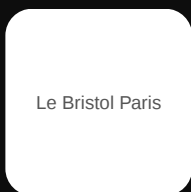
[Read the OSCAR snapshot](#)

NO. 3

Le Bristol Paris

67

/100

CULTURALLY
STRONG

Le Bristol Paris brings rare emotional intelligence to the palace category: residential warmth, gastronomic authority, a garden, rooftop perspective and even a feline host make grandeur feel personal. Its century-scale heritage and consistency give it substance, yet its influence remains too confined to established luxury circles. The opportunity is clear: turn discretion into selective cultural authorship, making Parisian refinement more visible without becoming loud.

[Read the OSCAR snapshot](#)

NO. 4

Orient Express Venezia

58

/100

CULTURALLY
ACTIVE

Orient Express Venezia brings one of travel's most evocative names to a city where splendour is merely the admission price. Its mythology of movement, intrigue and cosmopolitan exchange gives it genuine distinction and ample attention, but the hotel must now earn Venetian affection. Local patronage, contemporary commissions and an ownable cultural ritual could turn a handsome arrival into a landmark with a life beyond launch.

[Read the OSCAR snapshot](#)

NO. 5

Rosewood Amsterdam

57

/100

CULTURALLY
ACTIVE

Rosewood Amsterdam has the raw materials to command attention: nearly 1,000 artworks, an Nxt Museum collaboration and Pride-linked gallery programming give the new hotel a credible cultural platform, while its 2026 Hot List inclusion adds earned-media momentum. Yet launch interest is not local belonging. The former Palace of Justice must become more than an exquisite backdrop: a genuinely public, provocative Amsterdam salon.

[Read the OSCAR snapshot](#)

The Fife Arms takes first place because it behaves like a cultural institution with bedrooms: authored, rooted and exceptionally distinctive. Il Pellicano follows closely, with stronger social mythology but a greater reliance on an established aesthetic. Le Bristol has substance awaiting expression, while Orient Express Venezia and Rosewood Amsterdam still need to convert opening attention into local cultural memory. Influence, after all, must be earned beyond the guest list.

How OSCAR scores Cultural Intelligence

Each masterbrand is assessed across Brand Behaviour, Cultural Traction, Category Distinctiveness, Creative Bravery and Enduring Impact. Each dimension contributes up to 20 points to the overall score. The list theme determines which brands are considered and how the editorial story is framed; the ranking uses OSCAR's standard Cultural Intelligence score.



Turn your score into a plan with Seven Communications.

Start with the evidence, then decide what your brand should do next.

[Talk to Seven](#)

[Run an OSCAR analysis](#)