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These Are the 12 Best Hotels in Florence

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As a Florence resident for more than four years, I've seen the pressures of overtourism here firsthand. The good news? You can still have an incredible experience in this city so steeped in its Renaissance past—it just takes a little intention. From avoiding the peak summer months and supporting local artisans to going beyond the standard sites (try the contemporary art shows at Palazzo Strozzi or the newly refurbished Museum of Natural History), there are ways to connect with the city that go beyond the typical checklist.

That approach starts with choosing the right place to stay—and there are standout options in Florence's ever-evolving hotel scene for every kind of traveler. Whether you're looking for a stylish boutique retreat in the centro storico or a resort-like hotel on the quieter edges of town, this Hotels We Love list spotlights the best places to call home for a few days.

The Place



- **Neighborhood:** Santa Maria Novella
- **Why we love it:** A luxurious yet intimate boutique hotel that shares a piazza with one of Florence's most beautiful churches
- **Loyalty program:** Leaders Club (Leading Hotels of the World)
- **From:** \$575

"We like to overdo it," a staff member said at the Place, referring to touches like the hand-embroidered linen sheets, mattresses so comfy you'll be checking the label, and the ubiquitous green Serpentino marble from the same quarry as Santa Maria Novella, the marble-fronted 15th-century church that commands this historical piazza. In other words, attention to detail makes this 20-room boutique hotel so inviting. The dining room of overstuffed armchairs leads to an outdoor terrace for aperitivos with church views. Tables are set with ceramics from Richard Ginori, handmade glasses from Moleria Locchi, and Pampaloni silver chalices—some of the local artisans that are part of hotel's innovative "The Place of Wonders" program, which opens up workshops to guests and supports artisans through sales and scholarships.

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