

INSIDE BEVERLY HILLS



A CITY WITH VILLAGE CHARM

Less than six square miles, Beverly Hills is a walking city, centrally located within greater Los Angeles. Known for its incredible shopping and fine dining, there's even more to see and do here. We invite you to explore some of the lesser known, but no less captivating attractions. Whether you're seeking a blissfully romantic weekend, a family trip of a lifetime or an event to remember, only in Beverly Hills will you find culture, luxury and fun all in one fabulous city.



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A DAY IN BEVERLY HILLS

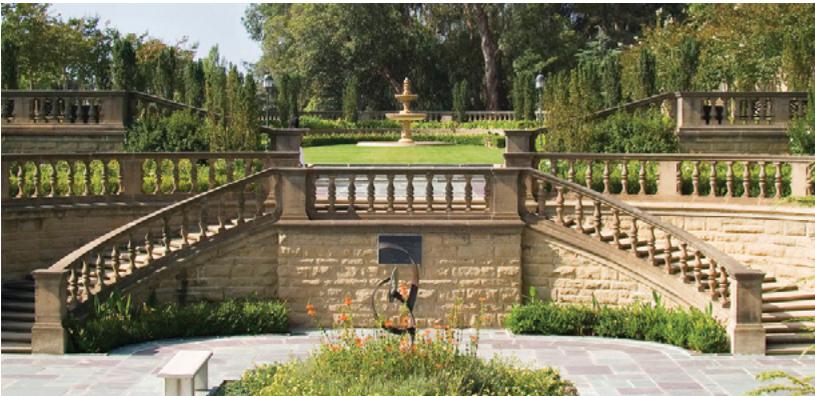
If you have just one day to spend in Beverly Hills, how will you see it all? This full-day itinerary will help you make the most of your time here.

- Begin your day with breakfast at The Beverly Hills Hotel's celebrated Polo Lounge - a favorite hot spot for Hollywood dealmakers and generations of celebrities. Or for more local flavor, try Nate 'n Al's or The Farm of Beverly Hills.



- Now that you've had your morning meal, stop by the Beverly Hills Visitor Center to pick up a self-guided walking tour and explore this true walking city on your own. Make sure to visit the Richard Meier-designed Paley Center for Media where you can enjoy a special screening or peruse the library of more than 150,000 radio and television programs.

- Afterward, indulge in world-class shopping along Rodeo Drive, the crossroads of fashion and entertainment - you never know who you'll spot! In between shopping, make sure to stop by On Rodeo Bistro and Lounge for a refreshing cocktail. Don't miss the quaint cobblestoned Two Rodeo and be sure to explore beyond this legendary thoroughfare for more irresistible shopping - Beverly Drive, Brighton Way and of course, Department Store Row (Wilshire Blvd. from Roxbury to Rodeo) where you will find the titans of luxury retailing, Neiman Marcus, Saks Fifth Avenue and Barneys New York.



- If shopping has left you famished, savor a quick bite at local favorites Cabbage Patch or the original California Pizza Kitchen on "SoBev" (South Beverly Drive), where the locals shop and dine.

- Next, visit the sprawling gardens of Greystone Mansion and Park, the former Doheny Estate and backdrop for numerous films such as *Spiderman*, *Airforce One* and *Indecent Proposal*. The views are not to be missed!

- Wind down the afternoon with a luxurious spa treatment. From diamonds to pearls, from steam to stones, Beverly Hills sets the standard for rejuvenation. There's the Aqua Star Spa at The Beverly Hilton, Thibiant Beverly Hills, Spa Montage or The Peninsula Spa at The Peninsula Beverly Hills to name a few.



- Thoroughly rested, tonight enjoy fine dining at one of Beverly Hills' renowned restaurants such as Mr. Chow, Mastro's Steakhouse, Crustacean, Bouchon, or Spago, Wolfgang Puck's flagship eatery.



TREAT YOURSELF

In recent years, Beverly Hills has developed into an epicenter for gourmet and culinary specialties. Chocolate lovers have an array of delectable options including gourmet chocolatiers featuring bacon chocolate truffles at Vosges Haut-Chocolat, classic walnut brownies at Beverly Hills Brownie Company, handmade sweet, creamy confections at Edelweiss Chocolates and Diane Kron's signature chocolate-covered strawberries at K Chocolatier. The decadent Sprinkles cupcake will make you think you're in heaven whether you purchase it in-store or at the original 24-Hour Sprinkles ATM. The Cheese Store of Beverly Hills overflows with some of the rarest gourmet cheeses from around the world and the nearby American Tea Room carries hundreds of hand-selected international black, green and white teas and the accoutrements to go with it. Look for even more treats and gourmet specialties including frozen yogurt, ice cream, crepes and coffee.



VISIT LIKE A LOCAL

- Enjoy special events throughout the year, such as summer concert series and outdoor movies.
- The incredible shopping opportunities don't begin and end on Rodeo Drive. Explore adjacent streets (Beverly and Canon Drives, Brighton Way), nearby "SoBev" (South Beverly Drive) and Wilshire Boulevard's infamous Department Store Row with retail titans Barneys New York, Neiman Marcus and Saks Fifth Avenue.
- Many of our hotels feature stunning rooftop pools with incredible views of our city and the surrounding Hollywood Hills. Not a hotel guest? Not a problem. Stop in for a cocktail at sunset and enjoy the breathtaking views at Montage Beverly Hills and The Peninsula Beverly Hills.
- Beverly Hills has some of the best happy hours in Los Angeles. Many restaurants begin their happy hours as early as 4pm, so grab a friend and a couple barstools at bars such as Nic's Martini Lounge, Caffé Roma, or On Rodeo Bistro and Lounge.



- If it's a Sunday, be sure to stop by the weekly Farmers' Market. Check the calendar on www.LoveBeverlyHills.com for all of the market's happenings: live music, petting zoos and even their annual Chili-Cook-Off competition.



- When you dine al fresco at one of our many outdoor cafes, you're not only sampling some of the finest cuisine around, you've also got one of the best seats in the house for people watching.
- Walking is still the best way to see the sights here. To truly get an insider view of Beverly Hills, slip into a comfy pair of shoes and be on your way. If you want to pick up the pace, there are several beautiful jogging paths along Santa Monica Boulevard and beautiful tree-lined neighborhoods.



- Visit one of our "originals." California Pizza Kitchen, The Cheesecake Factory, Sprinkles Cupcakes, GEARYS Beverly Hills and Nate 'n Al's - these are the household names that all got their start in Beverly Hills and are fan favorites.

- If you are really craving a workout, there are several LA staples right here in Beverly Hills such as Physique 57 or join a high-energy SoulCycle spinning class!



- After your workout, grab a refreshing juice at one of Beverly Hills' juiceries including Kreation Juicery or Pressed Juicery.
- With several delicatessens and markets throughout Beverly Hills, pick up a quick sandwich or salad and join the crowd in one of Beverly Hills' beautiful public parks such as Beverly Canon Gardens.

- In Beverly Hills, our pets are part of the family too, and many businesses are pet-friendly! Your furry friend can also join the fun by visiting stores such as Pussy & Pooch. If you have plans where your pet can't participate, Pussy & Pooch also has a day care where they will be able to socialize with other animals. While you are out exploring Beverly Hills, stop by one of your favorite locations including Sprinkles and Bouchon that offer treats for you and your pet.

