

Beverly Hills Conference & Visitors Bureau

Story Ideas

BOLD Beverly Hills

Beverly Hills has been known as one of the preeminent places to go for shopping, dining and luxury hotels; however, the city's retailers close at 6 p.m. Beverly Hills had to create a renewed energy and vibrancy if it wanted to continue to stay relevant. The BOLD initiative a nod to the City's efforts to create excitement, encouraging visitors to spend time in the destination morning, noon and night. The program was first launched in the summer of 2017 and was so effective at driving traffic, that the City agreed this is something in which it wants to continue to invest in. During BOLD evenings, select stores extend their hours until 8 p.m. and the streets are energized with live entertainment and musical performances. The City has also been attracting the next generation of luxury consumers by investing in exciting activities as well as a collaboration with visual artist, Alexa Meade, who launched her first West Coast pop-up space on Rodeo Drive for six weeks. In just two weeks, the pop-up space welcomed over 10,000 visitors who saw firsthand how art can be interactive and exciting in one of the most recognizable zip codes in the world.

Top Culinary Destination

The eclectic, international selection of restaurants throughout Beverly Hills represents the pinnacle of Southern California dining, embracing modern luxury along with local and sustainably sourced culinary selections. Chefs from around the globe are attracted to the city's sun-soaked glamour and California's lush farmers' markets. The 20-year-old celebrity hotspot, Crustacean Beverly Hills, recently re-emerged from its six-month makeover that includes an updated indoor/outdoor patio and still offers Chef An's famous Garlic Noodles. New York City's favorite power dining spot made its West Coast debut with AVRA Beverly Hills. The popular Mediterranean restaurant took over the former Hakkasan space in The Golden Triangle and was designed to create an atmosphere like that of an open-air villa in Greece, complete with fresh lemon trees, imported limestone and stone washed walls. Also new to Beverly Hills is Estiatorio Louka on the City's popular Canon Drive, offering rustic Greek cuisine.

One Beverly Hills Development

Previously owned by the Dalian Wanda Group Co. Ltd., One Beverly Hills—a residential commercial site located at 9900 Wilshire Boulevard—was recently sold to Cain International and Alagem Capital who currently own The Beverly Hilton and Waldorf Astoria Beverly Hills. The project, which covers over eight acres, was originally slated to have 193 condos as well as a 134-room hotel.

Cheval Blanc Hotel

LVMH Moët Hennessy Louis Vuitton, owner of Dior, Givenchy and Louis Vuitton, is ramping up activity in the hospitality sector, eyeing three recently purchased properties on and around Rodeo Drive in Beverly Hills for the opening of a Cheval Blanc hotel.

Unique Experiences Not Bought Online

As Beverly Hills is the epicenter of luxury, the city is committed to delivering authentic experiences for visitors and locals that has become part of its lifestyle that lives beyond a trend. Many of our retailers offer exclusive, private spaces for its most elite guests. Louis Vuitton caters to its Very Important Clients with its VIC salon

offering an extensive terrace with panoramic views. The 'Burberry Penthouse' entails a private fitting room and personal tailor and Tod's J.P. Club gives its clients access to global J.P. Clubs and designed spaces when a purchase is made. Saint Laurent and Christian Dior also offer private salons for optimal privacy while the iconic House of Bijan is by appointment only. Beverly Hills is still top-of-mind for luxury retailers with LVMH recently purchasing a 6,200 square foot retail property on Rodeo Drive.

Beverly Hills for Everyone

Beverly Hills is the ideal city that can cater to everyone's needs. Visitors can experience cultural sites such as Greystone Mansion and Gardens: The Doheny Estate, watch a performance at the Wallis Annenberg Center for Performing Arts or see a classic film screening at The Paley Center for Media.

Boasting beautiful weather year-round, Beverly Hills features a robust shopping and dining community. Aside from visiting the famed stores on Rodeo Drive, the city offers expansive parks and green spaces that are ideal for enjoying a morning walk or yoga stretch.

For food enthusiasts, restaurants such as Wolfgang Puck's Spago, Jean-Georges inside Waldorf Astoria Beverly Hills and Curtis Stone's Maude satisfy food lovers from around the world while the city's 17 luxury hotels deliver bespoke service and world-class spas within a five square mile radius.

Beverly Hills, the Health and Wellness Destination

Beverly Hills is now a sought-after destination for health and wellness experiences that visitors add to their travel plans. Beverly Hills has four and five star spas at its hotels as well as a myriad of independent wellness centers where visitors can rejuvenate, relax and enjoy. Additionally, the city is well equipped with yoga and fitness studios as well as green space for meditations enthusiasts. In December, The Beverly Hilton will unveil its newest health and wellness concept by partnering with Upgrade Labs which will offer 15 customized, data-driven technologies that target physical fitness, cellular recovery and cognitive wellness. Treatments include Cryotherapy, Pulsed Electro Magnetic Field Therapy, EEG Brain Training, Cold HITT and more.

Destination Master Plan

Beverly Hills Conference & Visitors Bureau is currently building its Destination Master Plan in order to maintain relevancy five to ten years in the future. The City is committed to staying in-tune with the ever changing wants and needs of the luxury consumer, which means planning ahead in terms of innovative projects and event planning. At the same time, the City has formed a Strategic Planning Committee, consisting of residents, business owners and developers, to work together on a shared vision for what Beverly Hills should have while managing its own success.