

INTERNET

Peninsula documents attention to detail in behind-the-scenes film

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The Peninsula Beverly Hills

By STAFF REPORTS

The Peninsula Beverly Hills, CA is opening the curtain on its preparations for awards season, when the Hollywood-adjacent property hosts an influx of celebrity VIPs.

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Peninsula created a short film in honor of the hotel's 25th anniversary, which offers an insider look at the services performed for Hollywood's elite, from stocking the right foods to the little touches that make the stay personal. Showing the lengths it goes to for its top clients is one way for Peninsula to illustrate its dedication to the guest experience.

VIP treatment

Offer Nissenbaum, managing director for The Peninsula Beverly Hills, opens the video, talking about how the staff looks forward to awards season, because they feel like they are part of something special. His thoughts are intercut with scenes of Peninsula's pages toting bags up to rooms or a makeup artist preparing within a suite.

Those in charge of food then chime in, talking about some of the special dietary trends they need to keep up with as footage shows the actual food preparations. Instead of Champagne and caviar, the guests for the most part are still in their pre-award show diets, preferring green juices or a salad.

An example given is a store room worker who popped out of the hotel seven times to get the necessary ingredients to meet a single guest's needs.

The video also recreates a special moment that occurs each awards day, as all of the attendees make their way through the lobby to meet their limousines. Here, Peninsula elevates the moment with glasses of Champagne.

A Taste of Hollywood Glamour / The Peninsula Beverly Hills

Other touches include monogrammed pillowcases and specialty edible sculptures. For those who win, Peninsula room services surprises them with a special amenity waiting for them in-room when they return with their award.

While not every individual staying with Peninsula is a celebrity client, showing the dedication to delivering a memorable stay for these top guests may get consumers envisioning their own magical moment at the property.

For luxury hoteliers, sharing stories is a means to showcase service in an entertaining way.

The Ritz-Carlton recently demonstrated its ability to surprise guests and make memories through an animated short.

Based on a true story that took place at the brand's Central Park property in New York, the film tells the story of the role Ritz-Carlton played in organizing "the proposal of a lifetime." Luxury hotels are increasingly defined not by the properties themselves, but by the staff who shape the guests' stays ([see story](#)).

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