

TRAVEL AND HOSPITALITY

Peninsula enhances elegance with renovation and partnership

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Beverly Hills recently renovated some of its rooms. Image credit: Peninsula.

By STAFF REPORTS

The Peninsula Beverly Hotels is ushering in its massive guest room redesign with a BMW partnership, bringing convenience and opulence to the new guest experience.

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After four months, the Peninsula is opening its 195 redesigned guest rooms to affluent travelers. To help solidify the hotel's image as a five-star property, the hospitality brand is working with BMW North America to lend a fleet of vehicles for guests to use during their stay.

Driving elegance

New BMW 7 Series, 5 Series and BMW X5 models will be available for patrons who have booked a suite as part of a package.

While guests will still have access to the hotel's complimentary chauffeur service around the Beverly Hills area, they can also drive themselves around the Los Angeles area with the BMWs based on availability.

The new program stems from The Peninsula's previous arrangement with Infiniti, for its "Suite Ride" package.



A room in Peninsula Beverly Hills. Image credit: Peninsula.

Peninsula is opening its doors to its revitalized rooms and suites after its extensive remodel.

The new rooms are adorned with flora-patterned drapery, accent pillows with bright hues and new furniture. Contemporary sofa beds and ottomans have been added to the five-star rooms.

These spaces throughout the Peninsula feature a new color palette the hotel says complements its tropical garden.

The Standard and Grand Deluxe rooms are staged with a soft peach theme as well as a secondary theme in blue and white. The peach theme is embellished with Brunschwig & Fils tree-of-life-patterned window dressings and bed canopies, checkered bed skirts, Champagne walls with coral accents and Axminster wool carpets.

Manuel Canovas floral window dressings and bed canopies are the inspiration for the blue and white theme, completed with checkered bed skirts and a French theme.

Deluxe Suites, California Suites, Superior Suites and Villas are decorated with an aqua, yellow and blue theme with large prints of botanicals and pineapples featured on the window and canopy bed dressings.

The new room designs also come with a bedside tablet with which guests can control room temperature, lighting, services and hotel menus.

Peninsula's partnership with BMW comes after another partnership announcement for the travel brand.

The hotel is aspiring to attract golf fanatics through a new sponsorship and ambassador.

In an attempt to strengthen its status as a prestigious golf brand for its many courses, Peninsula is sponsoring Hong Kong LPGA golfer Tiffany Chan. Throughout her travels and competitions in 2018, Ms. Chan will act as a brand ambassador and represent Peninsula ([see more](#)).