

TRAVEL AND HOSPITALITY

Peninsula Beverly Hills lets guests go off-road in a Rolls-Royce

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Peninsula is working with Rolls-Royce on a southern California driving experience. Image courtesy of Peninsula

By STAFF REPORTS

The Peninsula Beverly Hills is teaming up with British automaker Rolls-Royce on an experience that takes the marque's first SUV out of the city.

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A Peninsula Academy experience centered on the Rolls-Royce Cullinan includes a road trip along the coast and a visit to a vineyard. This experience showcases a sportier side to Rolls-Royce, as partakers will get to traverse the beach in the Cullinan in an off-roading drive.

Off-road trip

The experience is available to guests who book at least one night at the Peninsula Beverly Hills. The road trip costs \$8,600 for parties up to four or \$12,400 for up to eight people.

Peninsula's itinerary begins at 6 a.m., as guests depart in the Cullinan with a boxed breakfast and coffee.

After journeying along the coast, the guests will arrive at Pismo Beach, where the car will drive along the sand at Ocean Dunes.



The Rolls-Royce Cullinan will be used for a beach driving experience. Image courtesy of Peninsula

Following the off-roading excursion, the tour will take guests to Tolosa Winery for a tour, a drive through the vineyard and lunch with wine pairings.

From there, the guests will go to San Luis Obispo Airport to fly back to Los Angeles via private plane. A driver will take them back to the hotel.

"We put great care into developing exceptional one-of-a-kind experiences for our guests," said Offer Nissenbaum, managing director at the Peninsula Beverly Hills, in a statement

"The drive route for this adventure winds through the Southern California wine country, one of the most scenic and beautiful drives in the state," Mr. Nissenbaum said. "This one-day adventure is ideal for guests who are in Los Angeles, but don't have the time to venture out of the city."

Similarly to Rolls-Royce, Toyota Corp.'s Lexus is teaming up with a Tennessee resort to give guests an off-roading experience in the Great Smoky Mountains.

Lexus has expanded its Hotel Partner Program to include Blackberry Mountain, a Relais & Chateaux resort in Walland, TN. As part of its alliance with the resort, Lexus has established a driving course that takes advantage of the 5,200-acre property's mountainous terrain ([see story](#)).

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