

TRAVEL AND HOSPITALITY

Beverly Hills highlights safety and leisure in effort welcoming back guests

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Beverly Hills wants guests to feel relaxed about traveling to the city during the pandemic. Image credit: BHCVB

By SARAH RAMIREZ

The city of Beverly Hills, CA is welcoming back visitors with a new campaign focusing on all of its unique offerings while highlighting extensive efforts to keep visitors safe.

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With its "Something to Feel Good About" initiative, Beverly Hills Conference & Visitors Bureau is calling attention to its world-class service and new safety standards, as well as its upscale shopping and dining options. BHCVB is also partnering with luxury hotels in the city to offer special packages to further entice travelers.

"Since the beginning of the pandemic, Beverly Hills has taken decisive action to slow the spread of COVID-19 and maintain the health and safety of our community," said Julie Wagner, CEO of **BHCVB**, Beverly Hills, CA. "While the challenges we currently face are unprecedented, one thing has not changed: There is always something to feel good about in Beverly Hills.

"We are thrilled to welcome visitors back to Beverly Hills with this positive message in the backdrop of our safe, spacious and luxurious city," she said. "It is our hope that people find joy in the simple pleasures available in Beverly Hills: a refreshing dip in a rooftop pool, a visit to our friendly Farmers' Market on Sundays, time spent at an outdoor caf where you can catch up with friends, or breakfast in bed at your favorite Beverly Hills five-star hotel."

Something to Feel Good About

A three-minute long video reintroduces visitors to the new Beverly Hills in a cheerful attempt to ease any concerns about traveling during the pandemic. Ms. Wagner introduces the film herself, speaking directly to prospective guests.

Travelers, including families, couples and groups of friends, are shown enjoying downtown Beverly Hills while wearing masks. Other brief scenes show a guest receiving a welcome kit of PPE and a doorman conducting a temperature check on a visitor.

BHCVB also recruited local leaders, including managers from luxury hotels, to speak about what safety measures they are taking as they welcome back visitors.

Beverly Hills welcomes back travelers with a new campaign

New protocols include a UV robot that disinfects rooms at the Waldorf Astoria and Beverly Hilton, temperature checks and hand sanitizer stations. Service workers are seen wearing face masks and face shields to protect themselves and their guests.

"As one of the world's most exclusive luxury destinations, we're no strangers for going above and beyond for our visitors," says Nicola Cagliata, president of the Rodeo Drive Committee. "The internationally-renowned hub for luxury, fashion, art and culture is still here, as beautiful as ever, with a few very visible changes to meet the changing times."

Among the new safety measures on Rodeo Drive and throughout the city are no-touch crosswalks, social distancing decals on sidewalks, expanded outdoor dining and curbside pickup. Face coverings are also required throughout the city.



A UV robot used at the Waldorf Astoria Beverly Hills. Image credit: BHCVB

"One thing has not changed: there is always something to feel good about in Beverly Hills," says Lester Friedman, mayor of Beverly Hills.

The campaign can be seen as continuation of BHCVB's spring video, "Dreaming of Beverly Hills," which offered a message of hope at the onset of the pandemic. In that short, hospitality workers discussed what inspires them about the city and how they looked forward to welcoming back visitors.

BHCVB also partnered with 10 luxury hotels on special packages, available through Dec. 31. Offerings include complimentary breakfast, room upgrades, dining credits and more.

The Waldorf Astoria Beverly Hills is offering a Luxury Escape package, including a room or suite with a terrace, breakfast for two at The Rooftop by JG and complimentary valet parking. The Peninsula Beverly Hills' "Beverly Hills Dreaming" package includes daily continental breakfast, daily hotel credit and a complimentary BMW rental for suite bookings.

Post-COVID travel

As the coronavirus crisis unfolds, tourism bureaus and hospitality groups should create emotional, rather than cognitive, connections with travelers, according to a recent study from the United Kingdom.

Researchers argue that emotional attachment is essential for the hospitality industry to recover since it can increase travelers' desires to visit specific sites after the pandemic ends ([see story](#)).

However, safety responses are still important to consumers.

According to a study from Mood Media, 71 percent of shoppers are comfortable returning to bricks-and-mortar stores.

Mask requirements which have been put in place by the majority of luxury retailers were cited as the most important safety regulation. Only 8 percent of consumers reported that safety measures have negatively impacted their in-store experience ([see story](#)).

The new Beverly Hills campaign balances both the emotional appeal of the city with information about safety protocols in place.

"For more than a century, movie stars, power brokers and people who accept nothing but the best have come to Beverly Hills to live, play, stay, shop, dine and explore," BHCVB's Ms. Wagner said. "In Beverly Hills, you know that

everything we do is with the utmost attention to detail and care.

"During this time, our world-renowned collection of hotels and restaurants swiftly enacted industry-leading standards and procedures to ensure the safety of their team members and guests," she said. "In addition, the superior walkability and outdoor village-like atmosphere of Beverly Hills makes it a unique destination to visit at this time, with five-star hotels, celebrity chef-led dining concepts, outdoor shops and salons, and open-air art installations all within minutes of each other."

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