

TRAVEL AND HOSPITALITY

## Beverly Hills boosts its pedigree as dog-friendly destination

March 18, 2021



*Is Beverly Hills going to the dogs? Image credit: Beverly Hills Conference & Visitors Bureau*

By LUXURY DAILY NEWS SERVICE

The city of Beverly Hills, CA is showcasing its upscale amenities with the help of some furry ambassadors as consumers become more interested in traveling with their pets.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Five dogs are featured in the "As You Wish" campaign from the Beverly Hills Conference & Visitors Bureau, with each pooch highlighting different pet-friendly aspects of the luxury destination. As travel picks up, tourism bureaus are distinguishing themselves by touting healthy and safety initiatives, unique experiences and now Fido-friendly activities.

"Over the last year, we have all realized more than ever how important our pets are to us," said Julie Wagner, CEO of BHCVB, in a statement. "As travelers begin to plan trips again, it's hard for them to imagine parting with their loyal companions.

"Beverly Hills is a destination that visitors can count on to welcome both pets and their owners with unparalleled amenities and service," she said.

Pup paradise

According to the American Pets Products Association, almost four in 10 people travel with their pets. This figure has been growing during the last decade, so there is a large audience for a pet-friendly travel.

BHCVB enlisted five dog ambassadors for the campaign: Sasha the poodle, Bentley the rottweiler, Princess the chihuahua; Fred the self-identifying "mutt" and Frankie the Chinese crested.



*An all-star lineup of pet ambassadors: Frankie, Sasha, Bentley, Princess and Fred. Image credit: Beverly Hills Conference & Visitors Bureau*

On a landing page on the BHCVB site, each dog shares their recommendations for a "pawsome" stay in the California city including pet-friendly luxury boutiques, restaurants, museums, hotels and spas.

Among the pups' favorite stops are the Peninsula Beverly Hills, the Waldorf Astoria Beverly Hills, Louis Vuitton and The Palm. Hotels including the Peninsula and Beverly Hilton are also offering special packages as part of the campaign, with perks including waived pet fees, luxury dog beds and complimentary Champagne for the pet parents.

It remains to be seen if BHCVB will recruit cat ambassadors for a kitten installment of the campaign.

In a similar move aimed at pet lovers, private aviation firm VistaJet extended its offerings to non-human family members with the 2019 launch of VistaPet, a global travel program that focuses on making pets feel more comfortable in the air ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.