

TRAVEL AND HOSPITALITY

## Beverly Hills launches aspirational film series with Cond Nast Traveller

July 1, 2021



BHCVB and Cond Nast Traveller tapped influencer Amelle Lozada for the new campaign. Image credit: Beverly Hills Conference & Visitors Bureau

By SARAH RAMIREZ

The city of Beverly Hills, CA is sharing unexpected experiences in a new film series in collaboration with the publication *Cond Nast Traveller* in a bid for more global visitors.

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The four-part video series launches as the [Beverly Hills Conference & Visitors Bureau](#) appeals to international audiences in the midst of COVID-19 travel restrictions easing. Through a first-person narrative from influencer and content producer Amelle Lozada, the vignettes examine wellness, shopping, dining and culture in Beverly Hills.

"With intercontinental travel making its way back, travelers are weighing their options," said Julie Wagner, CEO of BHCVB, Beverly Hills, CA. "We saw this as a great opportunity to reach *Cond Nast Traveller U.K.*'s global audience to showcase everything new and innovative Beverly Hills has to offer."

*Beverly Hills x Cond Nast Traveller*

Starting on June 21, the films were released over the course of two weeks in a drop format on both *Cond Nast Traveller* and BHCVB's YouTube pages.

For added exposure, the campaign is also being promoted on the two brands' social media accounts, as well as Ms. Lozada's Instagram account, [@Amelle](#). She has more than 40.1 thousand Instagram followers and primarily posts about travel and sustainability.

"Amelle is relatable and brings a welcoming and sophisticated energy to the table," Ms. Wagner said. "We want our visitors to feel at home while still enjoying quintessential and new Beverly Hills experiences."

*The campaign explores several facets of Beverly Hills*

The films which run about two minutes long and are directed by Ms. Lozada's husband, Emil Walker begin with the influencer introducing herself and her mission to discover what Beverly Hills has to offer visitors.

In the wellness video, Ms. Lozada first visits some of the city's outdoor spaces, such as cactus gardens and parks with water fountains and public parks. She also tries beauty treatments such as lymphatic draining, cryotherapy and

an infrared light bed.

"Beverly Hills is showing why health and wellness are the most valuable luxuries," Ms. Lozada says.

For the shopping video, Ms. Lozada visits retail strips and highlights local shops as well as luxury boutiques and department stores. She enjoys artisanal cheeses, an afternoon tea and upscale Mexican cuisine during the food and dining film.

The series concludes with Ms. Lozada's trips to art galleries and gardens, showcasing Beverly Hills' cultural offerings.

[View this post on Instagram](#)

A post shared by Beverly Hills (@lovebevhills)

*The films were rolled out one by one*

Throughout the series, Ms. Lozada also sits down with people from the city's hospitality and fashion industries for casual interviews, including stylist Lauren Jaworski; Norbert Wabnig, founder of The Cheese Store of Beverly Hills and Deborah McLeod, director at the Gagosian.

Featured properties in the campaign include the Beverly Hilton; the Beverly Wilshire, a Four Seasons Hotel; the Peninsula Beverly Hills and the Maybourne Beverly Hills.

"Utilizing our iconic hotels as a backdrop, the films give us the opportunity to showcase well-known activities in an unexpected way and feature subject matter experts that visitors might not normally interact with," Ms. Wagner said. "For example, viewers get the opportunity to see unique boutiques on South Santa Monica, Canon and Beverly Drives, as well as take in the city's vibrant green spaces and world class art both in public spaces and the iconic Gagosian gallery."

Beverly Hills boost

As the COVID-19 pandemic has had an evolving impact on the hospitality industry, BHCVB has launched several campaigns to position Beverly Hills as a safe and an exciting destination for luxury travelers.

Last fall, BHCVB released a "welcome back" campaign focused on all of its unique offerings while highlighting extensive efforts to keep visitors safe after residents and travelers spent months in isolation. With its "Something to Feel Good About" initiative, BHCVB called attention to its world-class service and new safety standards, as well as its upscale shopping and dining options ([see story](#)).

Earlier this year, BHCVB partnered with global media brand Monocle to share Beverly Hills from the lens of two

creators who call the city home.

Adrien Sauvage, fashion designer and founder of fashion brand A. Sauvage, and David Alhadeff, gallery operator and founder of The Future Perfect, each appeared in their own short films as part of the campaign. It aimed to inspire travelers who increasingly value rich cultural experiences in the places they visit ([see story](#)).

With this most recent effort, Beverly Hills is again leveraging a media partnership and a fresh creative voice.

"The new wave of wellness, fashion, art and dining development across the city is setting the framework for a renewed sense of inclusivity and enrichment," BHCVB's Ms. Wagner said. "We hope this campaign encourages future visitors and locals to step outside the traditional Beverly Hills scene and explore something new."

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