

TRAVEL AND HOSPITALITY

Beverly Hills enlists journalist in newest content partnership

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Beverly Hills has a new content partner. Image credit: Beverly Hills Conference & Visitors Bureau

By LUXURY DAILY NEWS SERVICE

The city of Beverly Hills, CA has tapped a veteran journalist for a new digital content series aimed at discerning travelers.

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Writer, editor and television producer Carole Dixon will be working with the Beverly Hills Conference & Visitors Bureau to offer travelers a local's perspective on the city's upscale culture, dining and retail offerings. The BHCVB has fostered partnerships with many creatives and influencers to increase awareness of the luxury destination.

"Over the years, we often crossed paths with Carole during her time reporting on Beverly Hills for various travel and lifestyle publications," said Julie Wagner, CEO of **BHCVB**, in a statement.

"We've always been impressed with how she successfully captures the city in a way that is captivating even for locals," she said. "As we seek to utilize various content mediums to support and elevate our evolving destination, we're excited to work closer with Carole to showcase everything Beverly Hills has to offer."

Homegrown talent

Ms. Dixon has built a career as a luxury lifestyle expert, having been published in esteemed titles including *Robb Report*, *Architectural Digest*, *Travel + Leisure*, *AFAR* and *Modern Luxury*. For more than a decade, she worked with television icon Merv Griffin when he owned the Beverly Hilton.

The writer will offer travelers insights into the city at BHCVB's site, LoveBeverlyHills.com. Her first pieces will cover holiday shopping in the Golden Triangle and local restaurants recently awarded Michelin stars.

Ms. Dixon is the latest travel expert to join with BHCVB.

This summer, the tourism bureau collaborated with the publication *Cond Nast Traveller* in a bid for more global visitors. Through a first-person narrative from influencer and content producer Arnelle Lozada, a four-part video series examined wellness, shopping, dining and culture in Beverly Hills ([see story](#)).

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