

TRAVEL AND HOSPITALITY

## Beverly Hills expands content collaborations in social push

December 7, 2021



*Beverly Hills is reminding travelers it is more than a shopping destination. Image credit: Beverly Hills Conference & Visitors Bureau*

By LUXURY DAILY NEWS SERVICE

The city of Beverly Hills, CA is enlisting a group of creators to develop content featuring the destination in an appeal to younger travelers.

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The Content Collective will create original videos and films that will offer a new perspective to the city and explore four themes: wellness, fashion, art and cuisines. It is an extension of the "Far From Ordinary" campaign launched by the Beverly Hills Conference & Visitors Bureau earlier this year.

"The Beverly Hills experience goes beyond shopping on Rodeo Drive," said Julie Wagner, CEO of **BHCVB**, in a statement.

"Through our new 'Far from Ordinary' Content Collective, we invite a community of domestic and international visitors to experience Beverly Hills in ways that challenge traditional perceptions of wellbeing, fashion, art and fine dining," she said. "The collective also introduces the city to an emerging younger demographic looking for a unique city experience, taking us beyond the ordinary expectations and perspectives of Beverly Hills."

### Content collaborations

The first series produced by the Content Collective is set to debut on Dec. 7 on BHCVB's social media channels, including Facebook, Instagram, Pinterest and Twitter.

Design blogger William Taylor-Willis will bring his playful personality to a three-part series, which covers his preparation ahead of his Beverly Hills trip, his arrival at the Maybourne Beverly Hills and concludes with a showcase of the city's gardens, public art and other offerings.

*Blogger William Taylor-Willis has more than 346K followers on Instagram alone*

The Far From Ordinary campaign, which debuted in August, similarly spotlighted similar themes around art and fashion and positioned Beverly Hills as an inclusive destination for travelers' of varied lifestyles and tastes.

While the complete roster of the Content Collective has yet to be revealed, BHCVB has increasingly been working

with creatives and influencers on engaging campaigns.

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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