

TRAVEL AND HOSPITALITY

Beverly Hills showcases culinary, wellness offerings through influencers

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Rachel Chen soaks up the sun in Beverly Hills as part of the city's latest social push. Image credit: Rachel Chen

By LUXURY DAILY NEWS SERVICE

The Beverly Hills Conference and Visitors Bureau (BHCVB) has rolled out the latest content from its "Far From Ordinary" content collective with two new influencers.

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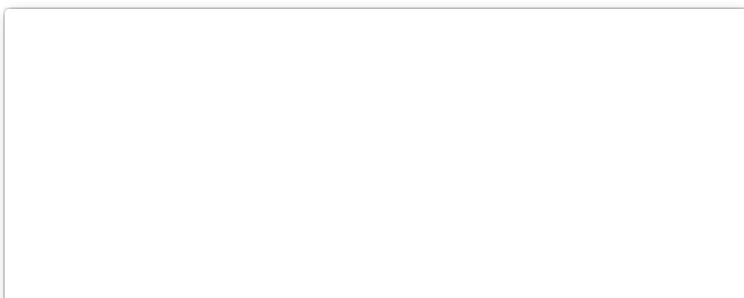
Chicago-based lifestyle influencer **Rachel Chen** joins the collective to take audiences on a tour of Beverly Hills through food and drink. In May, New York-based South African influencer **Cheralee Lyle** will unveil the city's health and wellness offerings.

"Personalization is truly the luxury industry's next chapter," said Julie Wagner, CEO of the BHCVB, in a statement. "With each new installment of our content collective series, people around the world are increasingly learning more about what makes Beverly Hills such a special place, and how each experience can be tailored to travelers' every want.

"Discovering the city through the eyes of influential content creators like Rachel and Cheralee and seeing their distinctive take on Beverly Hills really helps us to open up the destination to new generations and wider audiences than ever before."

California tour

In her personal artistic style and colorful aesthetic, Ms. Chen's "Far From Ordinary" content takes viewers on a Beverly Hills culinary tour, including stops at Chaumont Bakery, Ladure and Le Mervetty.



[View this post on Instagram](#)

A post shared by Beverly Hills (@lovebevhills)

Ms. Chen takes viewers on a tour of Beverly Hills' hottest spots

She also showcases Japanese-inspired cuisine at Kazan, Wadatsumi and Tempura Endo, all while inviting viewers inside her five-star stay at L'Ermitage Beverly Hills.

Starting this week, audiences may follow along on Ms. Chen's journey through the Southern California town at [@lovebevhills](#) and Ms. Chen's channel [@vintagedolls](#). Content will also be shared across the BHCVB's Facebook, Pinterest and Twitter channels.

In May, Ms. Lyle will showcase Beverly Hills as a wellness destination, with experiences at The Beverly Wilshire Spa, Bellacures and The Peninsula Beverly Hills Spa. Her content will also go live on the Beverly Hills Instagram channel and her own personal account.

The Beverly Hills content collective is an extension of BHCVB's "Far From Ordinary" campaign, which launched in August 2021 to celebrate the city's uniqueness through engaging stories.

The first series of content, as part of the collective, debuted in December ([see story](#)).

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