



Beverly Hills City Council Liaison / CVB Marketing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/MyCommittee
Meeting ID: 516 191 2424
Passcode: 90210**

**You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)**

**One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)**

**Monday, February 23, 2026
4:30 PM**

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / CVB / Marketing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Beverly Hills Conference and Visitors Bureau (CVB) Updates on Fiscal Year 2025-2026 Programs and Initiatives through Quarter 2
- 3) Adjournment



Huma Ahmed
City Clerk

Posted: February 20, 2026

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison / CVB/Marketing Committee Meeting

FROM: Magdalena Davis, Community Outreach Manager
Chad Lynn, Deputy Director Special Projects, Public Safety

DATE: February 23, 2026

SUBJECT: Beverly Hills Conference and Visitors Bureau (CVB) Updates on Fiscal Year 2025-2026 Programs and Initiatives through Quarter 2

ATTACHMENT: 1. Beverly Hills Conference and Visitors Presentation FY 25/26 Quarter 2

INTRODUCTION

The Beverly Hills Conference and Visitor Bureau (CVB) will present the City Council CVB / Marketing Committee Liaisons, Mayor Nazarian and Councilmember Friedman (Liaisons), with an update to their programs and initiative for Quarter Two (Q2) of Fiscal Year 2025-2026. As part of this update, the CVB is requesting review of the progress on approved workplan programs, a requested partnership experience that includes a street closure, and approval to move forward with the proposed office renovation.

DISCUSSION

The CVB is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. They receive City funding to promote Beverly Hills domestically and worldwide as a stay, shop, and dine destination through marketing programs, press, travel trade, consumer and professional education, and events that build awareness to drive consumer revenue to the City. Each quarter, an updated is provided to the Liaisons. This update will include the review FY 25/26 through Q2. Attachment 1 details the updates and requested approvals for new partnership experiences.

Review of CVB Workplan for FY 25/26 Q2

The CVB FY 25/26 workplan was approved by City Council in June 2025, and the following programs and updates through Q2 are requested for review by the CVB (Attachment 1):

- Fall Marketing Results for *Luxury with a heart, City with a Soul*
- Fall 2025 Microsite *Meet the People who make your visit special*
- Fall 2025 Visit California Global Leveraged Media & Expedia Co-op Results
- 2025 Holiday Results
- “Always On” website campaign & e-newsletter

- Public Relations through Q2
 - Luxury Lab Pop-Up & FAM
 - Press Highlights
 - New York Sales Mission Media Lunch
- Travel Trade – Group Sales & Leisure Sales
 - Q1 & Q2 Group Sales Leads included 2,318 room nights with \$1,338,437 in estimated value (calculated at destination average of \$425/night; actual rate may be higher)
 - International Travel Market Asia Pacific
 - Virtuoso Travel Week
 - Mexico City trade lunch
 - Visit CA Tokyo and Visit CA Korea
 - New York Sales Mission
 - Connection Luxury Americas
 - Mobile Travel Agents Webinar
 - PROST Los Angeles Holiday Luncheon
- Tracking and Research update

Looking Ahead – Upcoming Programs for FY 25/26

The CVB will also present a look at the upcoming programs, including:

- Spring Campaigns: “A World Away” and FIFA *Travel Like a Champion*
- PR Focus on World Cup programming
- April Group FAM
- Northstar, Virtuoso, California Luxury Forum travel trade for leisure
- Middle East Sales Mission
- Concentration on Group sales

Additionally, new partnerships to bring and support exciting experiences in Beverly Hills continue to be a top priority. The following are proposed as future programs:

Beverly Hills Film Festival (BHFF) – April

The BHFF, now in its 26th year, will kick off with an opening night party at Two Rodeo and a closing night party at the Beverly Hilton. To support and celebrate the BHFF, the CVB will be co-sponsoring banners with the support of the RDC and Two Rodeo, for a campaign down Rodeo Drive. The CVB will work with staff on art approval, and also support the festival with marketing content, such as a drone shoot.

“Sunset Dinner” – May, June or September

The CVB has been working with the organizers of a “Sunset Dinner” event – a showcase of our iconic City Hall backdrop to a group of over a thousand diners. The event’s distinctive features include fashion, entertainment and tablescapes, alongside the culinary dinner. These Sunset Dinners have been held worldwide, and they have a database of approximately 1.8 million fans. A similar program has successfully been done in the past, including with a Rodeo Drive street closure, without incident and to much international acclaim.

The proposal includes partnering with the CVB to shutdown Crescent Drive from 7am-12am for one event day (inclusive of setup, event and tear down), and one-day use of the Wallis motor court from the City's "free use" days. The CVB, as a City Partner, is requesting a Liaison recommendation to the City Council for formal approval of the street closure fee and permit fees to be waived. The Event is not requesting the waiver of any hard costs, such as personnel, dumpsters, etc. Noticing to adjacent businesses and residents will also still be required.

Route 66 – June and beyond

A centennial celebration of Route 66 was approved as part of the CVB FY25-26 workplan. The CVB has been working with City staff on a variety of projects, including a caravan from Santa Monica through Beverly Hills to Pasadena on June 6, 2026, an online collaboration with Beverly Hills Historical Society, a display during Concours d'Elegance on Rodeo Drive, and programming with our Community Services Department, Arts & Culture division.

As part of the efforts to connect with regional celebrations happening around the Route 66 Centennial, staff is working in collaboration with the City of West Hollywood to participate in an RFP process that will select artists contributing towards a Route 66 Centennial Temporary Public artwork light pole vinyl wrap installation. The selected artwork designed to celebrate Historic Route 66 (Santa Monica Boulevard), would transform the route into a temporary public art corridor, reflecting themes of travel, connection, and cultural exchange. City staff and CVB representatives will participate with a subcommittee of the City of West Hollywood Arts and Cultural Affairs Commission (Art on the Outside Subcommittee,) by providing recommendations of artists for selection in advance of the review and approval by the City of West Hollywood Arts and Culture Affairs Commission. Cities will be eligible to utilize the selected artworks to produce their section of the Route 66 Centennial light pole vinyl wraps installation, for display in June 2026 through the 100th anniversary of Route 66 in November 2026. City staff are also exploring opportunities to incorporate Route 66 activations within or around Community Services events, including potential collaborations with organizations or entities with strong ties to the emblematic themes of Route 66, such as the Petersen Automotive Museum.

Office Renovation

At the October 2025 Liaison meeting, the CVB requested the use of unspent funds in the amount of \$79,252 from FY 24/25. Liaisons approved the one-time use; however, the Liaisons requested that BHCVB provide greater detail related to the use of those funds once bids were secured.

The proposed project will consist of new paint, flooring and electrical. The CVB currently has three (3) bids for all but the electrical, which will require engineering and permitting.

Based on the timing of the remaining term of the Liaisons, the CVB is requesting approval to work with the City architect to finalize bids and begin work.

FISCAL IMPACT

The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax (TOT). The City collects a total of fourteen percent TOT

based on gross room sales from hotels. One-seventh of the total TOT revenue has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 27 years.

The Finance Department forecasted a TOT revenue of \$46,364,000 for FY 25/26. Using the \$46,364,000 estimate, the one-seventh budget amounts to \$6,623,000. The TOT funding has been allocated during this fiscal year for various Council-approved programs beyond the Conference and Visitors Bureau work plan, including the Rodeo Drive Committee work plan, a portion of the Beverly Hills Chamber of Commerce work plan, intellectual property legal services, landscaping on Rodeo Drive, the Concours D'Elegance, and 2025 Rodeo Drive Holiday Decor and Holiday Lighting Celebration.

There is no fiscal impact from reviewing the workplan items as the funding has already been accounted for in the FY 25/26 CVB contracts. The total not to exceed amount for FY 25/26 is \$4,663,863, with the total available funding, including the use of prior unspent funds is an updated total available funding of \$5,199,599.

RECOMMENDATION

Staff recommends the Liaison Committee review and provide direction for the following:

- Review of CVB FY 25/26 workplan items through Q2
- Recommendation to proceed with the partnership for the Sunset Dinner, including a waiver of street closure and permit fees
- Approval to move forward with the office renovation new paint, flooring and electrical, with the previously approved \$79,252 in funding, and the City architect reviewing the three bids

Attachment 1



CONFERENCE &
VISITORS BUREAU

February 23, 2026





CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026 Q1 & Q2 Initiative Results

Fiscal Year 2025/2026
MARKETING
Q1 & Q2 Initiative Results



Fall 2025 Consolidated Results

Luxury with a heart. City with a soul

- Flight: August 18 – November 8, 2025
- Audience: domestic feeder markets
- 10,529,937 total campaign impressions
- Datafy Average Display Click Through Rate (CTR): 0.35%; benchmark: 0.12-0.18%
- 1,735,742 videos played (Datafy & Martini Media)
- 75% total video completion rate (VCR)
- 843,169 total reach
- 24,974 campaign landing page views
- Campaign met or exceeded all KPI benchmarks



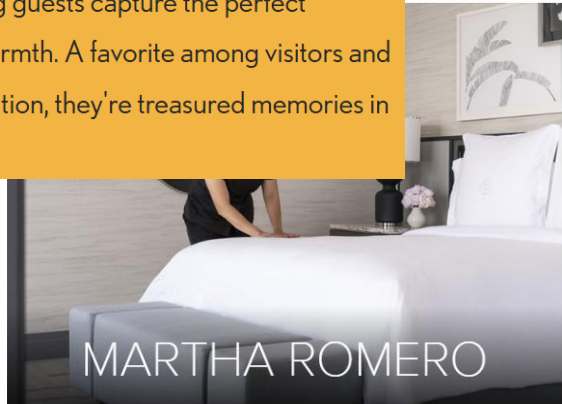
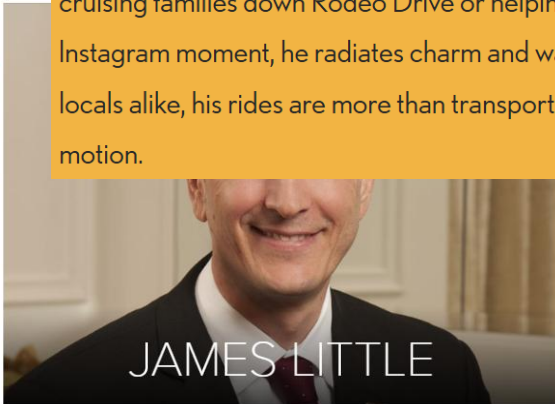
Fall 2025 Microsite Featured Hospitality Individuals

MEET THE PEOPLE WHO MAKE YOUR VISIT SPECIAL

Discover some of the extraordinary individuals who elevate guest experience beyond expectations.



Known for his joyful energy, signature suspenders, and famous Pink Maybourne Beverly Hills Moke rides, Tracy has become a Beverly Hills icon. Whether cruising families down Rodeo Drive or helping guests capture the perfect Instagram moment, he radiates charm and warmth. A favorite among visitors and locals alike, his rides are more than transportation, they're treasured memories in motion.



Fall 2025 Visit California Global Leveraged Media Co-op

Co-op objective is to support and uplift Visit California's travel industry partners through a shared brand platform, sparking intent and consideration among those actively seeking travel inspiration. Digital campaign banners adhere to VC's creative theme, *Playful Journeys*. Additionally, BHCVB incorporated *Luxury with a heart. City with a soul.* creative assets.

- Partner: Expedia Group Advertising (Expedia.com and Hotels.com)
- Campaign Flight: September 1 – December 31, 2025
 - BHCVB Contribution: \$36,000
 - Visit California Cash Contribution (25%): \$9,000
 - Expedia Value in Kind Match (100%): \$45,000
 - **Total Media Investment: \$90,000**



PURSUE THE VIEW



GET LOST IN THE MOMENT

Fall 2025 Visit California Expedia Media Co-op Results

- 1,654,150 total campaign impressions
- 1,538 clicks
- 0.09% click-through rate (CTR); BHCVB
Expedia average is 0.05%
- \$796,525 booking revenue
- 1,521 booked room nights
- \$524 campaign average daily rate (ADR)
- \$22:\$1 return on ad spend (ROAS), based on
BHCVB \$36K contribution



CONFERENCE &
VISITORS BUREAU

Holiday 2025 Consolidated Results

Celebrate Together in Beverly Hills

- Flight: November 10 – December 31, 2025
- Audience: Beverly Hills drive markets and New York
- 14,941,672 total campaign impressions
- 4,421,597 videos streamed and played
- 98% video completion rate (MNTN)
- 6.6 million total reach (88% via social media)
- 46,334 total social media engagements
- 9,421 campaign landing page views



“Always On” Website Visitor Remarketing Campaign

- 361,356 impressions Q2 YTD
- 29,512 clicks to BHCVB *Hotels* page
- 8.17% click-through rate (CTR)
- 2,236 leads to hotels
- 45 estimated hotel bookings
- \$79,350 estimated hotel booking revenue generated from BHCVB referrals
- Average length of stay (ALOS) is 2 nights
- **Estimated Return on Ad Spend (ROAS): \$4.4:\$1 (based on conservative assumptions)**





“Always On” Visitor eNewsletter Acquisition Campaign

- Lead Generation campaign is designed to engage prospective new visitors and guests to Beverly Hills
- 304,237 impressions Q2 YTD
- 6,310 clicks
- 2.07% click-through rate (CTR)
- 9,921 engagements
- **3,651 new opt-in Visitor eNewsletter subscribers for the period (Q2 YTD)**
- Averaging 600+ subscribers per month
- \$3.29 cost per sign-up but declining over time (range is \$2.50-\$20 per contact)



Fiscal Year 2025/2026
PUBLIC RELATIONS
Q1 & Q2 Initiative Results



Condé Nast Traveller

THE WORLD MADE LOCAL

MAY/JUNE 2024

THE HOT LIST 2024

THE BEST NEW HOTELS
AROUND THE WORLD

Plus

LOVE AND LOCAVORISM IN ANDALUSIA
AN EPIC REUNION WITH MONGOLIA
BRITISH FOOD RETURNS TO ITS ROOTS
THE AEGEAN COAST'S FRESH SCENE

Q1 & Q2 Total Coverage Impressions

Q1 Domestic

Total Impressions: 36,680,758

Total Stories: 29

Q1 International

Total Impressions: 44,682,221

Total Stories: 48

Q2 Domestic

Total Impressions: 1,355,853,380

Total Stories: 36

Q2 International

Total Impressions: 25,266,035

Total Stories: 46

VOGUE

Betties and Baldwins
Abounded at the First
Official *Clueless* Day in
Beverly Hills



TRAVEL+ LEISURE

Where to Find Art, Nature, and Quiet Luxury in
Beverly Hills—Without a Celebrity's Budget

Spend a weekend discovering Beverly Hills' rich (but often free) cultural side.



CONFERENCE &
VISITORS BUREAU

LuxuryLab Pop-Up

On September 2, 2025, BHCVB participated in Luxury Lab Global in Mexico City, in partnership with LBN and Beverly Wilshire, a Four Seasons Hotel. During the event, Executive Chef Colin Bedford collaborated with the Four Seasons Mexico City culinary team to create a four-hands experience for lunch. Additionally, BHCVB hosted a pop-up featuring our Beverly Hills toile print scarves, twillys, and pocket squares. Results:

- **Total Mentions: 41**
 - Total Ad Value: \$155,535 USD
 - Total Reach: 24,108,268
- **Print: 16**
 - Ad Value: \$113,719 USD
 - REACH: 2,499,432
- **Web: 21**
 - Ad Value: \$37,777 USD
 - Reach: 21,223,680
- **Social Media: 4**
 - Ad Value: \$4,240 USD
 - Reach: 385,156



LUXURYLAB GLOBAL
— Elevated Luxury: —
Mindfulness Reimagined

The most important luxury brand and travel summit in Latin America

September 2nd, 2025
Four Seasons Hotel, Mexico City

Speakers
Line Up



Agatha Ruiz de la Prada
Fashion Designer



Annie Rosas
CEO & Co-Founder of Bluekai



Eufrosina Cruz Mendoza
Mexican Zapotec Indigenous Politician & Gender Equality Activist



Fflur Roberts
Head of Luxury Goods at Euromonitor International



Jennifer Viditz-Ward
Director of Business Development for LATAM at Aspen Snowmass



Dr. Mario Martínez
Clinical Neuropsychologist



Mauricio Teherassi
Chief Commercial Officer of Silvia Teherassi



Sofia Teherassi
Director of Ready-to-Wear at Silvia Teherassi



Dr. Rigoberto Arámburo
Founder & CEO Arámburo Clinic



Tony Ventura
AI Expert & CEO of Tony Ventura Technology

PRESENTED BY



DESTINATIONS 2025

BUBBLES BY

OFFICIAL MARKET RESEARCH PARTNER

MEDIA PARTNER

PRODUCED BY



luxurylabglobal.com

[Instagram](#) [Facebook](#) [LinkedIn](#) [Twitter](#) @luxurylabglobal

Luxury Lab Pop Up FAM (Nov. 2025)

On November 21st through November 24th, we were pleased to host 5 members of the media and 1 content creator in conjunction with our Luxury Lab Pop Up event - an initiative featuring unique fashion, design, and lifestyle offerings. Our guests their stay at The Beverly Wilshire hotel, a VIP tour of Beverly Hills, a visit to Mr. Brainwash and dining at The Polo Lounge. The FAM resulted in **40 mentions** with a total ROI of **\$31,090.85** and a total reach of **2,389,970**.



Lucía Alarcón

**Editorial Director at O
Media México**



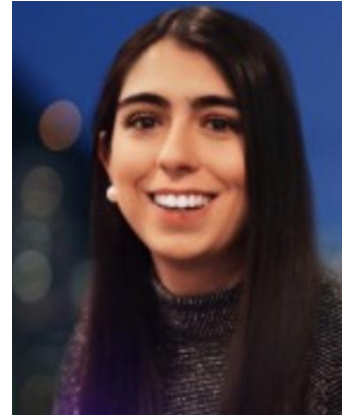
Gerardo Treviño

**Commercial Director,
El Financiero**



Luisa Serna

**Communicator and
Entrepreneur**



Ana Helena Albert

**Editor at Marie Claire
& Noir**



Mariana García

**Editor at Travel +
Leisure**

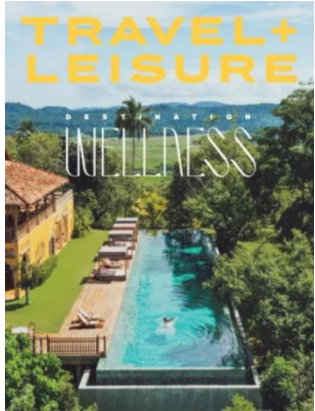


Andy Benavides

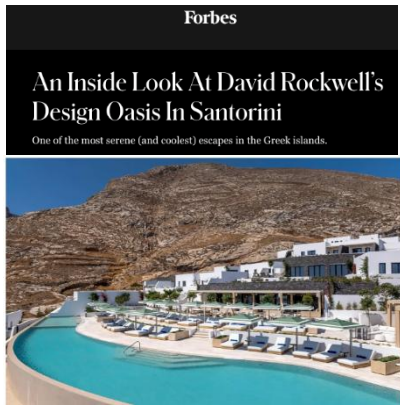
**Mexican Influencer
and Content Creator**

New York Sales Mission – Media Lunch at Marea New York

While in NY for NYSM, PR hosted a curated media lunch with influential editors from key media outlets, including Jess Feldman - Travel + Leisure, Jennifer Leigh Parker - Forbes, Hillary Latos - Resident Magazine, Dan Costa -Worth, Betsy Blumenthal - Chase Travel, and freelance journalists Perri Blumberg – Wall Street Journal, Oprah Daily and Matt Monagan – Travel + Leisure, New York Magazine.



Jess Feldman
Special Projects Editor
Travel + Leisure



Jennifer Leigh Parker
Contributor
Forbes



Hillary Latos
Editor-in-Chief
Resident Magazine



Dan Costa
Editorial Director
Worth



Betsy Blumenthal
Senior Editor
Chase Travel



Perri Blumberg
Freelance Writer
Wall Street Journal + others



What's New in Beverly Hills Press Release

BHCVB and Quinn issued a press release highlighting what's new in the City of Beverly Hills. Press release may be viewed [here](#).

Pickup in top outlets included AP News, KTLA5, MarketWatch, and Yahoo! Finance.

- Total pickup: 502
- Audience: 162.9M
- Traffic: 14.1K
- Engagement: 5.8K

AP

MarketWatch

yahoo!
finance

KTLA 5
LA'S VERY OWN



CONFERENCE &
VISITORS BUREAU

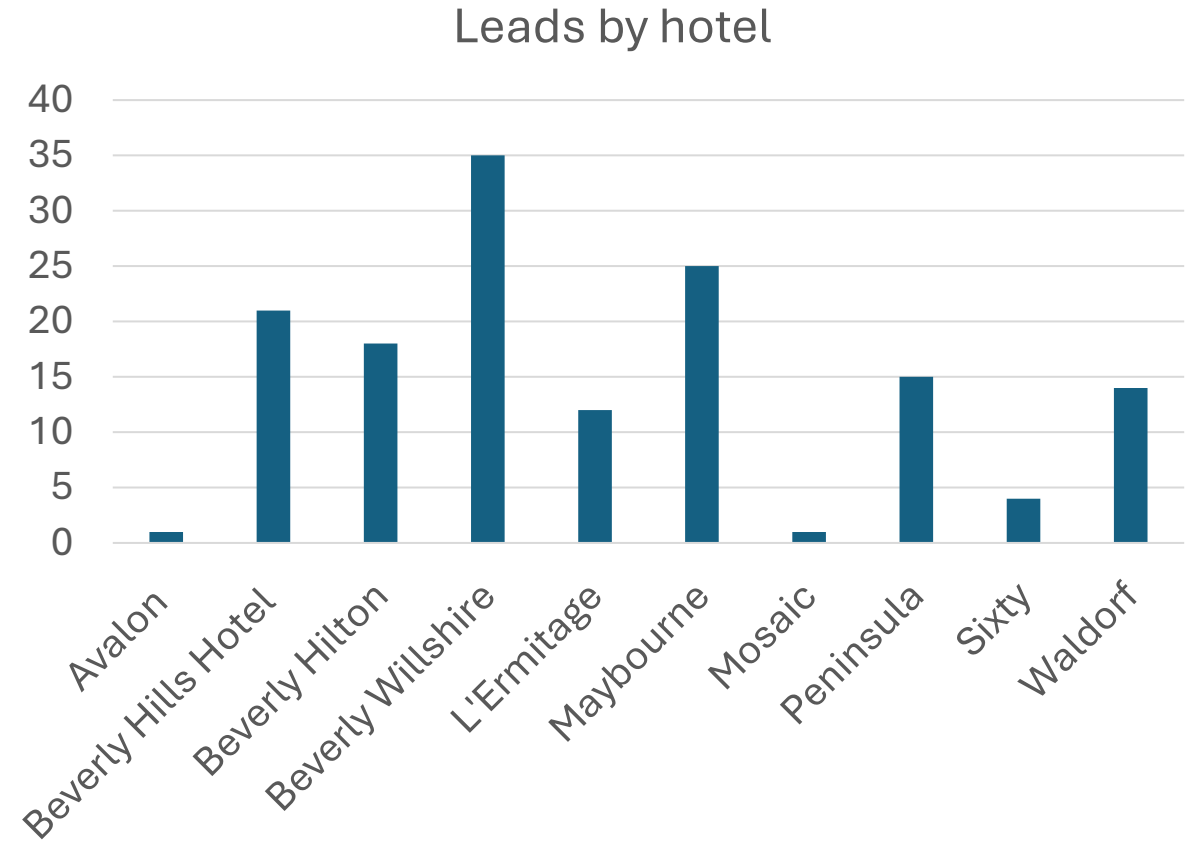
Fiscal Year 2025/2026
TRAVEL TRADE - GROUP SALES
Q1 & Q2 Initiative Results



Q1 & 2 Group Sales Leads

Q1 and Q2 - Destination Group Sales Activity
51 leads (qualified confirmed receipt)
16,349 lead room nights
\$7,388,600 in estimated value *
2,318 booked room nights
\$1,338,437 in estimated value

*calculated at destination average of \$425/night. Actual room rate may be higher



Fiscal Year 2025/2026
TRAVEL TRADE - LEISURE SALES
Q1 & Q2 Initiative Results



Travel Trade - Leisure (Q1)

International Travel Market Asia Pacific (ILTM-APAC),
June 30 - July 3, 2025, Singapore

The leading luxury travel trade show in the Asia-Pacific region. Connected with 73 agents with one-on-one appointments with the Maybourne and L'Ermitage hotels.

Virtuoso Travel Week August 9-15, 2025, Las Vegas,
Nevada

BHCVB attended Globetrotting with a culinary booth with hotel partners Maybourne and L'Ermitage, connecting with 212 travel agents. BHCVB team conducted 114 travel agent one-on-one appointments.



Travel Trade - Leisure (Q1 Continued)

Trade lunch with leading luxury travel agents.
September 3, 2025, Mexico City, Mexico

Leisure hosted a lunch for 6 luxury travel agents, 3 of whom have booked business in Beverly Hills, along with 3 new agencies from NUBA, Helvetia Travel Group, Saga Travel, Viajes Intermex, and Cartografia Travel Boutique, at Sobremesa restaurant in CDMX. Adding a dynamic and engaging element, DeAnne led a lively Q&A session in which attendees were challenged to guess which BHCVB hotel partners were being described. Those who answered correctly received exclusive gifts, highlighting Beverly Hills' valued partnerships.



Travel Trade - Leisure (Q2)

Visit California Tokyo/BHCVB/Visit Palm Springs,
Special Dinner Event, Tokyo, Japan, October 15, 2025

Hosted in conjunction with Visit California Tokyo and Visit Greater Palm Springs, 15 guests were welcomed from high-end travel salons.

New York Sales Mission (NYSM), New York, NY and
West Orange, NJ, October 22 - 24, 2025

BHCVB hosted a New Jersey luncheon with 35 meeting planners and buyers and an evening cocktail reception with 121 leisure agents and meeting planners. Leisure also set up a meeting with hotel partners at the GTC travel agent offices in NYC.

Connections Luxury Americas,
West Hollywood, CA, November 9-12, 2025

Over 30 one-to-one appointments were conducted with luxury travel agents from both domestic and international markets.





Travel Trade - Leisure (Q2 Continued)

Visit California Tokyo/BHCVB, Club California Event,
Tokyo, Japan, November 14, 2025

The Club California program is Visit California's international training platform. The event welcomed 115 attendees (89 Trade, 26 Media, and 2 food partners).

Visit California Korea/BHCVB/Visit Palm Springs,
Special Dinner Event, Seoul, South Korea, November 27, 2025

Hosted in conjunction with Visit California and Visit Greater Palm Springs, 20 guests were welcomed from wholesalers, tour operators, receptive operators, and airlines with direct flights to California.



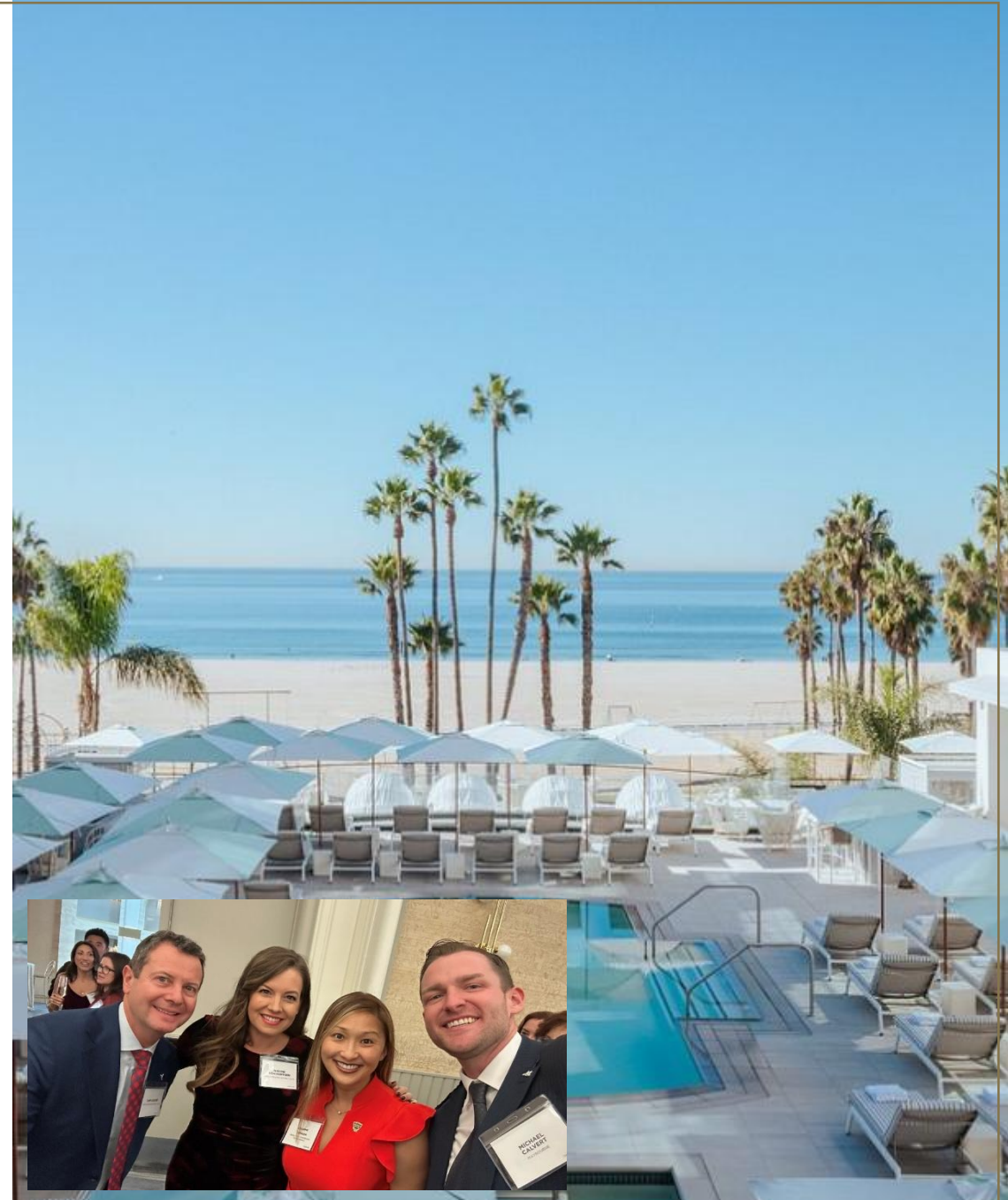
Travel Trade - Leisure (Q2 Continued)

Mobile Travel Agents (MTA) Webinar, December 16, 2025

BHCVB hosted a webinar and presented our revised leisure training program to Mobile Travel Agents in Australia, reaching over 450 Australian agents nationwide.

PROST Los Angeles Holiday Luncheon, Regent Santa Monica Beach, December 12, 2025

Attended the annual Holiday Luncheon and co-sponsored with participating hotel partners - L'Ermitage Beverly Hills, The Maybourne Beverly Hills, SIXTY Beverly Hills, Maison 140, and Mosaic Hotel. Over 400 travel trade professionals attended, including travel advisors, suppliers, and industry professionals.





CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026 Q3+ Planned Activities

Fiscal Year 2025/2026
MARKETING
Q3+ Planned Activities

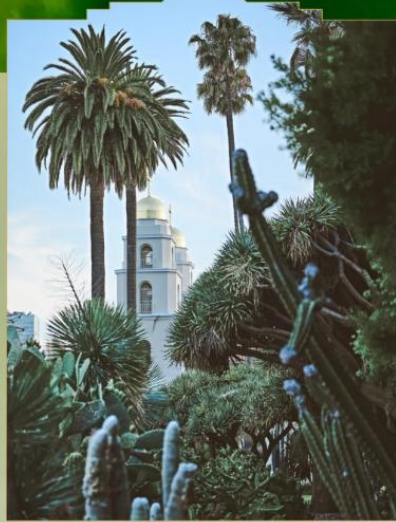


BH
A World Away

An oasis in Greater Los Angeles,
The City of Beverly Hills feels a
world apart.

Effortless luxury defines the experience from
impeccable service and quiet elegance to
sunlit mornings, iconic boulevards, and softly
glowing evenings.

A World Away
Not distant. Distinctive.



Every detail refined.
Every moment considered.



Serene Escapes



Flagship Shopping



World-Class Dining

You'll know when you've arrived.

Spring 2026 Signature Campaign

A World Away

- BHCVB contracted with photographer, Maya Visnyei, to capture new destination imagery for our Spring 2026 signature campaign, *A World Away*.
- Campaign will launch late February and run through June 30, 2026.
- Media buy partners include Datafy, Martini Media, North & Warren (AMEX cardholders), Causil IQ (programmatic audio), and Locale Magazine.



Spring 2025 “FIFA” Campaign

Travel Like a Champion

- Flight: March 9 – July 10, 2026
- Media buy partners: Datafy and Locale Magazine
- Media will target soccer enthusiasts on the U.S. West Coast who are planning travel to Greater Los Angeles to see the games, as well as those in-market to spend time in Beverly Hills to shop, dine, and play.
- Promote messaging via social media for wider reach.
- A landing page is being created in-house to promote and highlight all there is to do in Beverly Hills, as activities relate to the World Cup.



Spring 2026 Visit California Global Leveraged Media Co-op

Co-op objective is to support and uplift Visit California's travel industry partners through a shared brand platform, sparking intent and consideration among those actively seeking travel inspiration. VC's creative road trip theme is *Playful Journeys*.

- Leverage Strategic Partnerships
 - Partner: Expedia Group Advertising (Expedia.com and Hotels.com)
 - Campaign Flight: March 2 - June 30, 2026
 - BHCVB Contribution: \$35,000
 - Visit California Cash Contribution (25%): \$8,750
 - Expedia Value in Kind Match (100%): \$43,750
 - **Total Media Investment: \$87,500**



PURSUE THE VIEW



EVERY TRIP NEEDS A SOUVENIR

Route 66 Centennial

- BHCVB will create an article and itinerary commemorating Route 66.
- Collaborate with the Beverly Hills Historical Society on social media content and posts.
- Opportunity to participate in a Visit California caravan from the Santa Monica Pier to Pasadena on Saturday, June 6, 2026.
- Partner with neighboring cities to decorate light poles along Santa Monica Boulevard.



Fiscal Year 2025/2026
PUBLIC RELATIONS
Q3+ Planned Activities



PR Focus

FIFA World Cup Programming

Launch city-wide culinary programming campaign with key hotel partners to help drive stays and position Beverly Hills as an ideal between-game luxury destination, highlighted through accompanying press release.

BHCVB Group FAM (April 2026)

Interested Media include Robb Report, Architectural Digest, Forbes, and Business Insider. Interested Hotel Partners include The Maybourne Beverly Hills and L'Ermitage Beverly Hills.



PR Focus

Pitches

- The Ultimate Luxury Road Trip to Celebrate Route 66 Centennial
- Best Cities to Eat Your Way Through 2026
- Elevated Escapes: Rooftop Pools that Take Summer to the Next Level

Awards

- Sunset Travel Awards: ballot opens in March
- Smart Meetings Smart Stars: ballot opens in March
- Conde Nast Traveler Readers' Choice Awards: ballot opens in April
- Travel Weekly's Magellan Awards: ballot opens in April



Fiscal Year 2025/2026
TRAVEL TRADE - LEISURE SALES
Q3+ Planned Activities



Travel Trade - Leisure

Northstar Global Travel Marketplace (GTM)-Luxury, JW Marriott, Los Angeles, CA, January 22 & 23, 2026
BHCVB sponsored a dinner reception for over 100 luxury travel agents and conducted boardroom presentations with over 35 luxury travel agents, along with hotel partners AKA, Beverly Wilshire, L'Ermitage, Maybourne, SIXTY, and Waldorf Astoria.

Virtuoso Certified Travel Advisor (VCTA) & Meet & Greet, Denver, CO, March 1 - 5, 2026

Leisure will participate in a training class that provides new advisors with the opportunity to build a relationship with Beverly Hills at the early stages of their careers.



Travel Trade - Leisure

California Luxury Forum,
Lake Tahoe, CA, March 21-27, 2026

Over 30 one-on-one appointments will be conducted with luxury travel agents from both domestic and international markets.

Middle East Sales Mission, GCC Region, April 12 - 17,
2026

This trade mission is designed to strengthen Beverly Hills' presence across key Middle East outbound travel markets by engaging high-value travel trade partners who directly influence luxury travel purchasing and destination choice. The program combines targeted agency meetings with curated experiences to support long-term trade relationships and drive quality business to Beverly Hills hotel partners.



Fiscal Year 2025/2026
TRAVEL TRADE - Group Sales
Q3 Planned Activities



Travel Trade – Group

- Legal Summit – Scottsdale, AZ January 7-9
- FICP Educational Summit – January 29 – 30
(additional sales calls were conducted in New York following)
- Cohera Fashion Week – New York, NY February 5-10
- SITE Global – Abu Dhabi, UAE February 12-15
- Helms Briscoe SoCal Associates Reception and Presentation – Los Angeles, CA February 20
- NorthStar Luxury and Wellness – Healdsburg, CA 3/1-3, 2026





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Tracking/Research

Visitation Dashboard for Q2 YTD (July - December 2025)



Beverly Hills Fiscal Year 2025/2026 Q2 YTD Visitation Report

Data represents July 1 - December 31, 2025, visitors from 50+ miles to Beverly Hills. Areas geofenced capture a sample size of devices and are statistically modeled to estimate visitor volumes.

Repeat vs One-Time Visitors:

- Repeat: 34% of visitors for the period have been to the destination in the last 5 years.
- One-Time: 66% of visitors for the period have not been seen in the destination in the last 6 years.

In-State vs Out-of-State Visitation:

- In-State: 34.8% of total trips
- Out-of-State: 65.2% of total trips



Visitor Profile

X Month: December 2025
 Year Type: Fiscal

December 2025 Visitor Summary



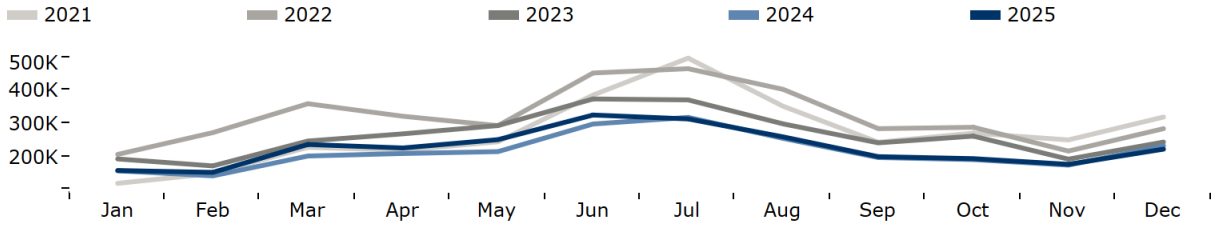
Total Trips
221,405
 -4.3% YOY



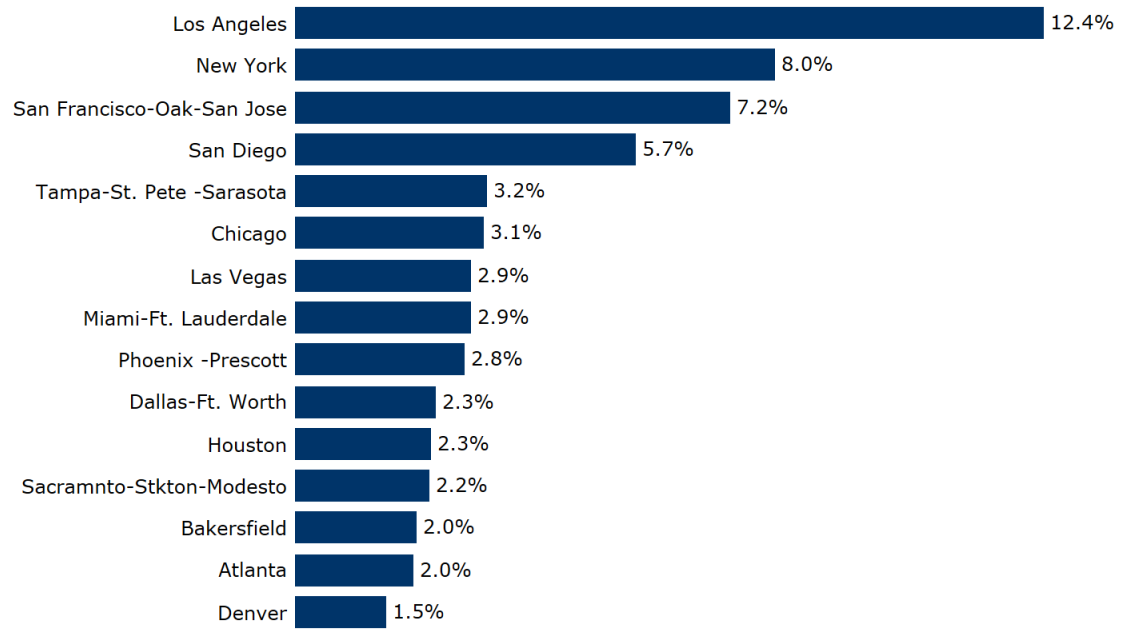
Average Trip Duration
2.5 days
 +9.1% YOY

Visitor Trends & Characteristics

Total Visitors by Month

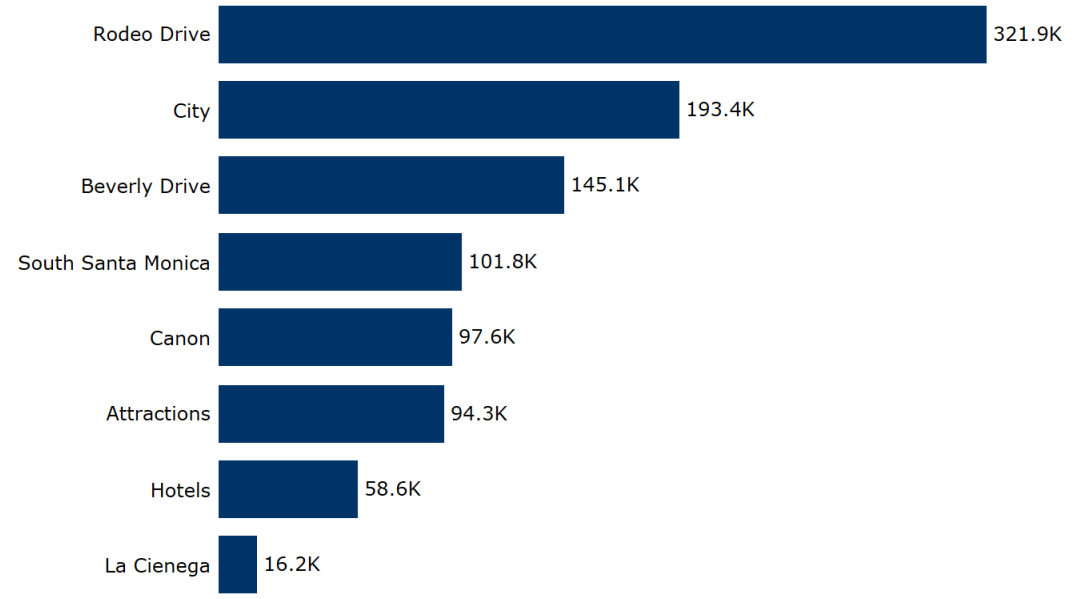


Top Origin MSAs



Top Clusters

December 2025 Trips



Hotel Competitive Performance

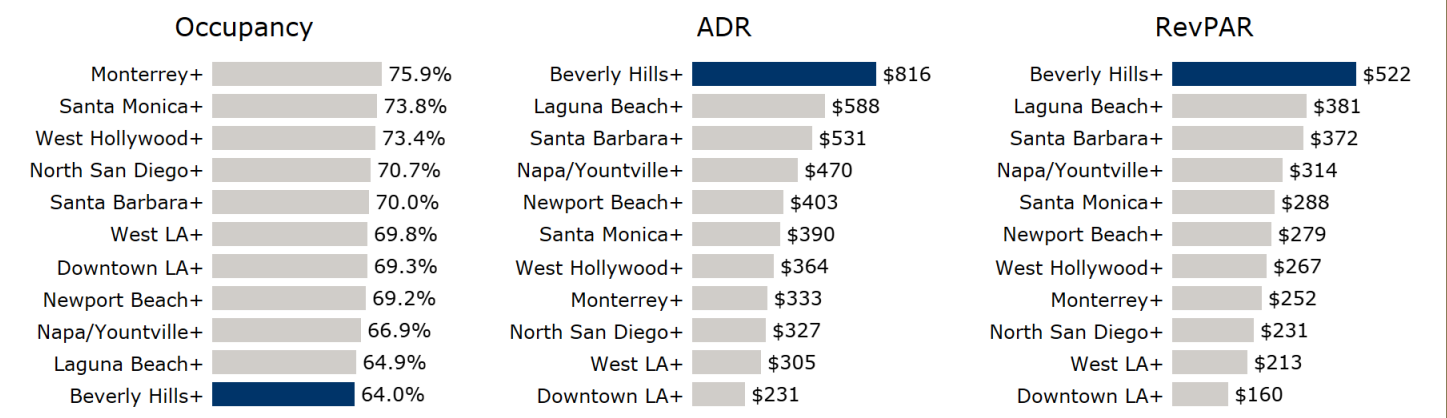
X Month: December 2025
Year Type: Fiscal

Monthly Performance by Market

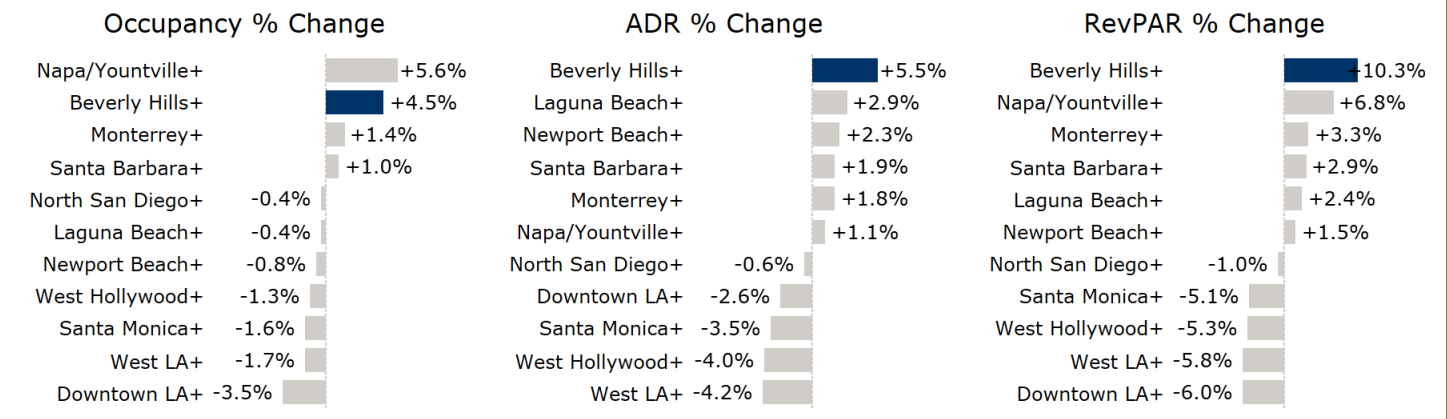
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Oct	Beverly Hills+	69.8%	+11.0%	\$818	+8.1%	\$571	+19.9%
	Downtown LA+	73.2%	-2.6%	\$260	-1.4%	\$190	-3.9%
	Laguna Beach+	64.2%	-0.3%	\$525	+4.6%	\$337	+4.3%
	Monterrey+	76.5%	+3.2%	\$294	+1.2%	\$225	+4.5%
	Napa/Yountville+	76.6%	+7.0%	\$538	+4.1%	\$412	+11.4%
	Newport Beach+	73.6%	+5.3%	\$381	+4.4%	\$280	+10.0%
	North San Diego+	74.2%	+3.2%	\$316	+1.3%	\$235	+4.6%
	Santa Barbara+	72.2%	+1.2%	\$524	+5.2%	\$378	+6.4%
	Santa Monica+	78.3%	+4.0%	\$385	-4.0%	\$302	-0.2%
	West Hollywood+	81.3%	-0.6%	\$382	-1.3%	\$310	-1.8%
West LA+	75.6%	+0.5%	\$320	-3.3%	\$242	-2.8%	
Nov	Beverly Hills+	63.5%	+6.0%	\$818	+10.5%	\$520	+17.0%
	Downtown LA+	65.7%	-0.3%	\$238	+6.1%	\$156	+5.8%
	Laguna Beach+	53.9%	-4.2%	\$495	+9.9%	\$267	+5.3%
	Monterrey+	68.3%	-2.0%	\$275	+2.1%	\$188	+0.0%
	Napa/Yountville+	64.1%	+7.9%	\$428	+1.3%	\$274	+9.3%
	Newport Beach+	58.3%	-6.7%	\$361	+4.2%	\$210	-2.8%
	North San Diego+	61.4%	+1.3%	\$287	-0.6%	\$176	+0.7%
	Santa Barbara+	66.5%	+7.4%	\$464	+4.5%	\$309	+12.2%
	Santa Monica+	68.9%	+2.3%	\$381	+0.4%	\$263	+2.7%
	West Hollywood+	72.3%	+1.8%	\$370	+0.6%	\$268	+2.5%
West LA+	66.7%	+2.6%	\$318	+1.6%	\$212	+4.3%	
Dec	Beverly Hills+	56.6%	+3.9%	\$808	+5.1%	\$458	+9.2%
	Downtown LA+	57.5%	-5.4%	\$218	-1.9%	\$125	-7.2%
	Laguna Beach+	50.7%	-2.0%	\$516	+4.1%	\$262	+2.0%
	Monterrey+	59.8%	+3.1%	\$234	+0.0%	\$140	+3.1%
	Napa/Yountville+	43.5%	-1.6%	\$330	-3.3%	\$144	-4.9%
	Newport Beach+	58.9%	+1.7%	\$360	+0.7%	\$212	+2.4%
	North San Diego+	56.1%	-1.0%	\$272	-1.9%	\$152	-2.9%
	Santa Barbara+	60.0%	+7.9%	\$427	+1.3%	\$257	+9.4%
	Santa Monica+	62.5%	+2.1%	\$364	-0.8%	\$228	+1.2%
	West Hollywood+	63.6%	+5.6%	\$356	-2.0%	\$227	+3.5%
West LA+	58.1%	-1.7%	\$292	-1.9%	\$170	-3.6%	

Fiscal Year-to-Date Performance

Performance by Market



% Change vs. Previous Year





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Beverly Hills Film Festival



Beverly Hills Film Festival

On April 12, the Beverly Hills Film Festival will kick off with an opening night party at Two Rodeo and close with a celebration at The Beverly Hilton and April 19. To celebrate the festival, BHCVB will be co-sponsoring banners to be placed along Rodeo Drive (this has already been approved by the RDC Committee) between April 1 and April 20.

BHCVB will also support the festival with marketing content and assistance with a drone shoot of the Two Rodeo Drive event. Banners will feature festival artwork, to be approved by the city and RDC, along with Rodeo Drive, Love Beverly Hills and Two Rodeo Drive logos.

All Council members will be invited to the Two Rodeo Drive event where the festival coordinators will acknowledge the graciousness of the city publicly as part of the opening ceremony run of show.





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BHCVB Office Renovation



Office Renovation

At the October 2025 Liaisons meeting BHCVB asked to carry over \$79,252 from unused fund from FY 24/25. Liaisons approved the use; however, the Liaisons requested that BHCVB show how those funds would be used once bids were secured. The project will consist of new paint, flooring and electrical.

We currently have three bids for all but the electrical, which will also require engineering and permitting.

Because of timing of the remaining term of the Liaisons, we would like to request approval to work with the city architect to finalize bids and approval to move forward.





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Sunset Dinner Event



Meet the Host Team



Monica Castaneda

Also, the Miami Host for 2025 & 2026 with over 12 years experience in the mega event sector. An expert in vendor management, logistics coordination, and building strategic partnerships to maximize event impact and profitability. A recognized professional in the curation of large-scale event operations for national and international clients- consistently delivering exceptional attendee experiences.



Josellyne Del Rosario

With over 20 years of experience producing dynamic food and wine festivals and major live events, she brings unmatched energy and expertise to every experience she touches. A passionate food and beverage operations pro, she blends big ideas with sharp operational know-how to create seamless service, strong teams, and truly memorable guest experiences. Her LinkedIn can be found [here](#).



Elana Leaf

With over 20 years of globe-trotting experience in live events—from high-energy concerts and massive festivals to major sporting events and splashy brand launches—Elana knows how to put on a show. A proud Los Angeles native, she's bringing that world-class expertise home to lead the production charge for DEB LA, turning big ideas into unforgettable live experiences. Her LinkedIn can be found [here](#).

PROPOSED DATES for 2026:

- Saturday, May 23, 2026 (1st Choice)
- Saturday, June 13, 2026 (2nd Choice)
- Saturday, September 19, 2026 (3rd Choice)

PROPOSED EVENT SITE



LOGISTICS

Security needs:

Depending on the permit requirements, pedestrian re-route, security staff or off duty police officers will be hired for the evening.

Other hired staff: Restroom attendants and cleaning crew

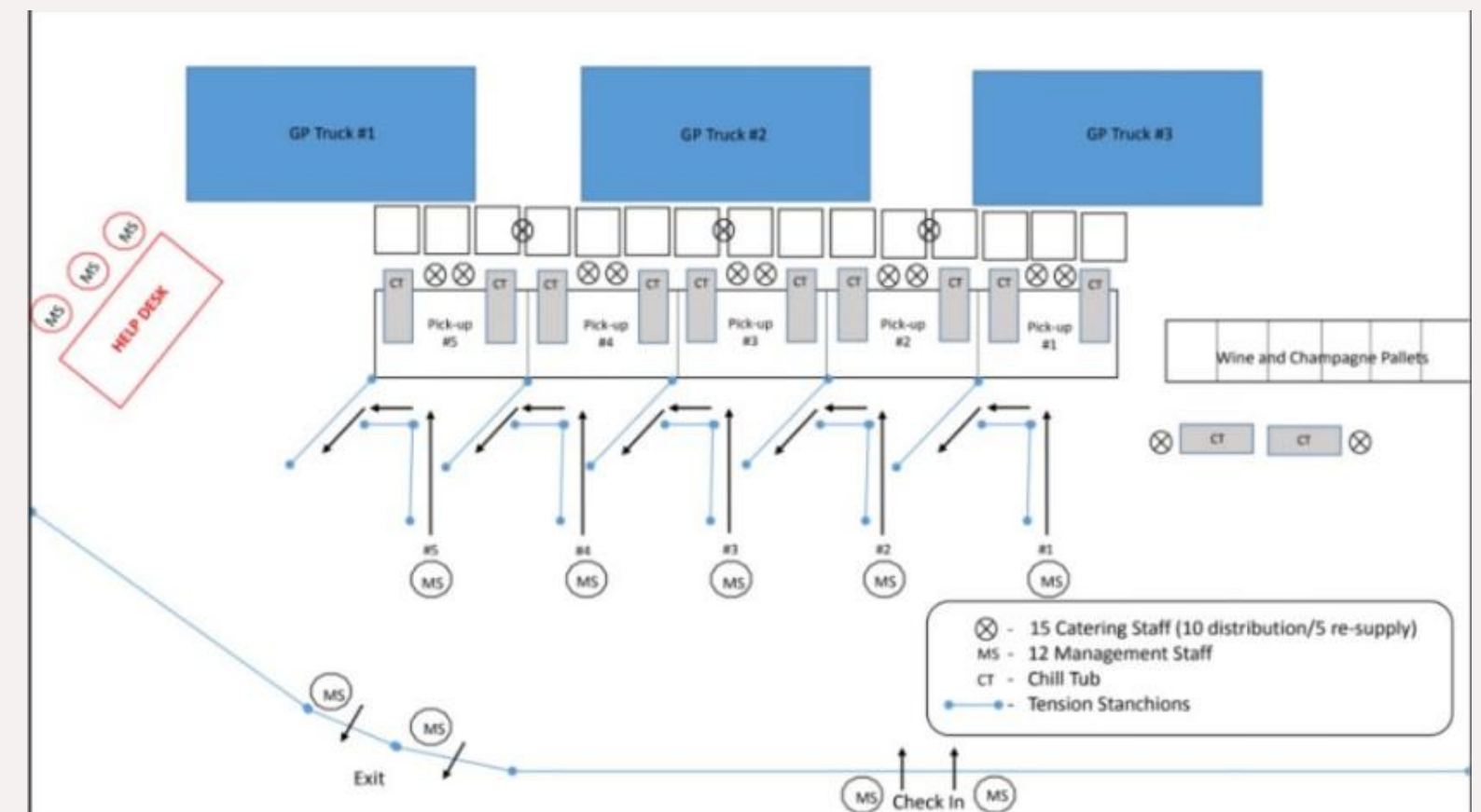
Set-up: Depending on the infrastructure already in place, access to public restrooms or other, set-up could start as early as 9:00 on the day of the event. The Installation can include:

- Catering distribution area(s) - Estimated noon
- Speakers and sound equipment, - Estimated 9 am
- Lights and Decorations (marquee letters or other) - Estimated 2pm
- Activations (Photobooths or other activities) - Estimated 2pm
- Portable toilets - Estimated 9am
- Media Area (furniture) - Estimated noon
- DJ booth, dance floor - Estimated noon
- Dumpsters - Estimated 7am

Teardown will take place immediately after the event.

FOOD & BEVERAGE DISTRIBUTION SYSTEM

Below is our deployment in New York at South Seaport. This will be customized based on our footprint in Beverly Hills. The catering and wine pickup area (wine and champagne are the only alcohol served and is all pre-ordered) is combined for efficiency. Guests present a QR code to collect pre-ordered items. Multiple lines and ample staff help minimize wait times, with a separate line for beverage-only orders. A help desk may be set up for guidance based on event size.



PARTNERSHIP ASK

Waiver of permitting and street closure fees. We will pay for everything else.

Street Closure Time: 7am to 12am on event day only

Teardown will take place immediately after the event.



WHAT'S ONSITE

LIST OF ITEMS GUESTS BRING*:

- 1 FOLDING TABLE 24"-32"X32" AND 2 CHAIRS.
- 1 WHITE BAG OR PICNIC BASKET (OR COVERED WITH WHITE FABRIC)
- CONTAINING GOURMET FOOD AS WELL AS THE FOLLOWING WHITE ITEMS:
 - TABLECLOTH & CLOTH NAPKINS
 - CUTLERY
 - GLASSES
- 1 COMPLETE GOURMET MEAL FOR TWO E.G. FIRST COURSE (APPETIZER), COLD MAIN COURSE, CHEESE PLATE AND/OR DESSERT...
- A BOTTLE OF WATER OR NON-ALCOHOLIC BEVERAGES
- A TRASH BAG
- OPTIONAL BUT RECOMMENDED: LED OR FLAMELESS WHITE CANDLES, 1 VASE AND A BOUQUET OR OTHER TABLE DECORATIONS.

PRE-PURCHASED WINE AND/OR CHAMPAGNE OR MEALS, TO BE PICKED UP ON-SITE BY GUESTS. SEE NEXT SLIDES FOR MORE DETAILS.

*THE SUNSET DINNER IS PROUD TO PROMOTE SUSTAINABILITY BY ENFORCING THE USE OF REUSABLE MATERIALS FOR THEIR PLACE SETTINGS

MAIN TECHNICAL ITEMS ONSITE:

- SOUND EQUIPMENT, SPEAKERS AND STAGING PLATFORM FOR:
 - LIVE PERFORMANCES AT DINNER TIME
 - DANCING MUSIC FOR THE LAST 2 HOURS.
- DÉCOR: LIGHTING, MARQUEE LETTERS
- LOUNGE / MEDIA AREA: LED PANELS, SOFAS, HIGH TABLES, COFFEE TABLE, SMALL BAR FOR SERVING MEDIA DRINKS AND FOOD.
- PORTABLE TOILETS
- STEP AND REPEAT/PHOTO BOOTHS FOR GUESTS PHOTO OPPORTUNITY
- SCISSOR LIFT (OPTIONAL: FOR MEDIA AND PHOTOGRAPHERS)
- SEVERAL 12 INCH LED BARS: DEPENDING ON THE SURROUNDING LIGHT, SOME LED BARS CAN BE NECESSARY
- OTHER:
 - DUMPSTERS
 - PRODUCTION TRAILER AND STORAGE AREA...

THE SUNSET DINNER IS PROUD TO PROMOTE SUSTAINABILITY BY ENFORCING THE USE OF REUSABLE MATERIALS FOR THEIR PLACE SETTINGS BY PROHIBITING PAPER AND SINGLE USE PLASTIC.



ONSITE STAFF

In order to make the events and incredible experience, many local vendors and staff will be hired for the evening, including:

- Production crew (sound/light/power)
- Artistic management and performing artists
- Photographers and videographers
- Activity and activation team(s) for photobooths, games or other)
- Sponsorship partners
- PR + Social Media Teams
- Restroom attendants and cleaning crew
- Private security + off duty police (as required) and LAFD + LAFD as required

In order to keep the secrecy of the event, all hired staff and vendor will be asked to sign a non-disclosure agreement prior to receive details about the event's location.

THE EVENING



LE RENDEZ-VOUS

5:30 pm (dependent on sundown time) Guests meet up all around the city with their tables, chairs, and picnic baskets. Except for the volunteers who will lead guests to the event site, no one knows where they're going...



LE DÎNER

7:05 pm Guests enjoy their Diner with friends in the enchanted setting.



ARRIVAL

6:00 pm Guests reach the secret location in a stunning wave of white. They come from all over!



SPARKLER MOMENT

8:30 pm Marks the end of dinner, and the opening of the dance floor, making for one of the most spectacular moments of the evening.



SET-UP

6:20 pm In just a few minutes of organized chaos, thousands of guests set up their tables, chairs, and place-settings. Dinner is almost served!



DANCING

8:35 pm Guests mingle and let loose on the dance floor under the stars.



THE NAPKIN WAVE

7:00 pm Once the scene is set, guests wave their white cloth napkins in the air, in unison, to signal that The Sunset Dinner is about to commence.



AU REVOIR

11:00 pm As the magical evening comes to a close, guests gather all their belongings and leave the site as if they were never there.

OUR GUESTS

ELEGANT
MULTICULTURAL
BON VIVANT



45%
OF GUESTS HAVE
ATTENDED 2 - 4 DINER
EN BLANC EVENTS IN
ONE OR MORE CITIES



Likes
TRAVEL
FOOD & WINE
PHOTOGRAPHY
DRESSING UP OR
THEMED OUTFITS



The database has of
over
1.8 MILLION
FANS
on global waiting
lists.



DISTINCTIVE FEATURES

FASHION

Sunset Dinner's White Fashion Night showcases elegant and creative outfits,

with iconic looks like tuxedos, gowns, gloves, hats, and masks. We can engage local stores in onsite retail opportunities to further outfit attendees.

ENTERTAINMENT

Sunset Dinner features top DJs, bands, and performers, from ballet dancers to circus acts. Guests enjoy live entertainment, photo activations, magicians, sampling, and dancing and more.

TABLESCAPES

At Sunset Dinner, guests compete for the best tablescape, enhancing white essentials with creative themes, including candelabras, lights, flowers, chandeliers, and sculptures.



RULES & INVITATION PHASE

Attendance

Invitations are issued in pairs, and guests must be of legal drinking age. Upon registration, attendance is mandatory because Le Dîner en Blanc is a rain-or-shine event.

Attire

Guests must be dressed elegantly in white with only white or metallic accessories. Any Bags or rain gear must also be white or transparent.

Sustainability

Guests must bring reusable materials for their dinners (no plastic or single use items). Le Dîner en Blanc is a “leave no trace” event. All attendees are required to remove all traces of their presence at the end of the event.

Phase 1

Sunset Dinner Members of the previous edition automatically receive a priority invitation.

Phase 2

Friends and family invited by Phase 1 Members to participate in the event receive an invitation during this phase.

Phase 3

Guests who signed up for the waiting list. Places are awarded on a first-come, first-served basis.





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Thank You





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Appendix

Fiscal Year 2025/2026
Fall 2025 Marketing Campaign
Detailed Media Results



Fall 2025 Signature Campaign Media Plan Overview

LUXURY WITH A HEART. CITY WITH A SOUL.

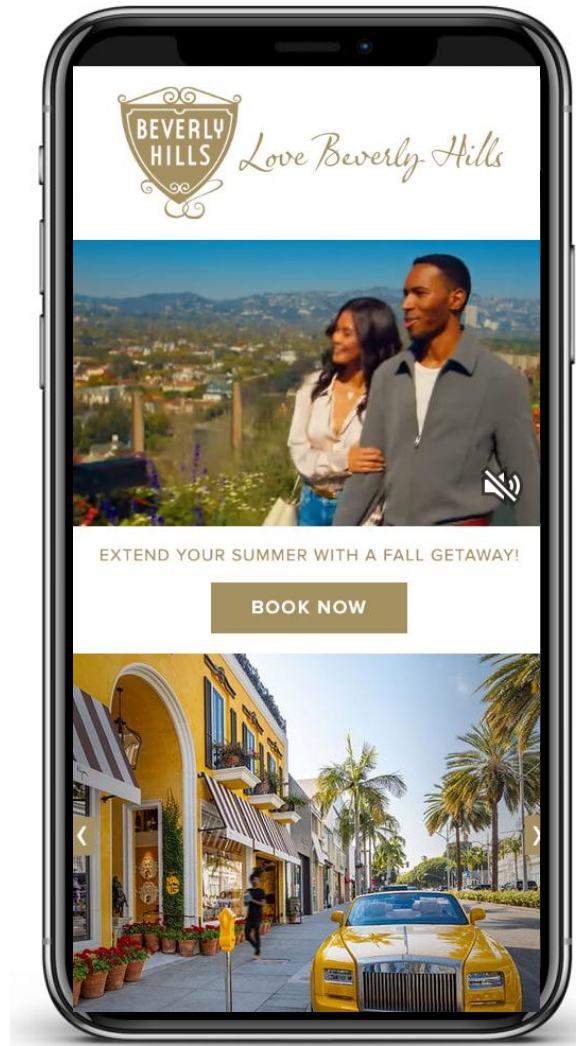
Media buy targets domestic luxury travelers with \$200K+ HHI:

- Datafy
 - Programmatic digital advertising
 - Past visitor re-engagement, prospecting/look-a-like, and luxury hotel geo-conquesting
- North & Warren (American Express cardholders)
 - Luxury shoulder season travelers
 - Beverly Hills key demo and hotel domestic feeder markets
 - Power spenders
 - Active spenders
- Martini Media
 - Affluent online audience; targeting with rich desktop and mobile media ad units, utilizing photo carousels and video.

DATAFY

NORTH & WARREN

M | **MARTINI**
MEDIA



Martini Media Mobile Ad

Fall 2025 Signature Campaign

Luxury with a heart. City with a soul.

BHCVB deployed our signature Fall 2025 campaign, *Luxury with a heart. City with a soul.*, in mid-August. The campaign utilized assets acquired from a photo and video shoot conducted in February 2025. All assets linked to a campaign microsite and included a Call To Action (CTA) to Explore Hotel Packages and BOOK YOUR STAY.

Campaign Flight: August 18 – November 9, 2025

Audience: Beverly Hills Domestic Feeder Markets



Datify Prospecting Banner



Datify Retargeting Banner

Fall 2025 Campaign DATAFY Results

DATAFY Digital Media Results:

Incremental lift was positive for the campaign; overall, the ad-targeted group was 2.6x more likely to visit than the control group, which was not served Datafy advertising. Per Datafy, this equates to an estimated 4,254 incremental trips to the city and \$1.6 million incremental impact.

Key Performance Indicators (KPIs):

- Total Impressions: 7,986,224
- Total Clicks Delivered: 25,083
- Average Display Click Through Rate (CTR): 0.35%; benchmark: 0.12-0.18%
- Average Native Display CTR: 0.28%; benchmark: 0.15-0.25% ↗ 0.23% compared to benchmark
- Unique Reach: 843,169 ↗ 0.13% compared to benchmark
- Total Video Completions: 544,980
- Average Video Completion Rate (VCR): 98.5%

Top Visitor DMAs for Hotels (Share of Room Nights):

- Los Angeles (17.1%)
- San Diego (6.1%)
- Las Vegas (6.1%)
- San Francisco-Oakland-San Jose (5.6%)
- New York (5.7%)

[Luxury with a heart](#) received 24,974 landing page views by 20,882 active users



Fall 2025 Campaign North & Warren Results

BHCVB contracted with North & Warren to target American Express cardholders, particularly 4 audiences: luxury shoulder-season travelers, Beverly Hills key demo & hotel feeder markets, AMEX Power Spenders, and, as an added value, AMEX active spenders.



North & Warren Key Performance Indicators (KPIs):

- Contracted Impressions: 526,316
- Delivered Impressions: 718,388 (*36% more or 192K than contracted*)
- Clicks: 285
- Click Through Rate (CTR): 0.04%; benchmark is 0.04-0.05%
- Simple call-to-action (CTA) messaging in these static ad units

NORTH & WARREN

Fall 2025 North & Warren AMEX Ad Screenshot

The screenshot displays the American Express website's user interface. At the top, the American Express logo is on the left, followed by navigation links: My Account, Cards, Travel, Insurance, Rewards & Benefits, and Business. On the right side of the top navigation, there is a search icon, a Help link, and a blue Log In button.

The main content area is divided into two sections. On the left is a white login form titled "Log In to My Account". It contains the following elements:

- User ID**: A text input field.
- Password**: A text input field with a visibility toggle icon.
- Remember Me
- Log In**: A blue button.
- Forgot your User ID or Password?
- [Register for Online Services](#)
- [View All Cards](#)

On the right is a promotional banner for Beverly Hills. It features a photograph of the Beverly Hills sign and the text:

- STAY LEGENDARY**
- PLAN YOUR BEVERLY HILLS FALL GETAWAY**

At the bottom of the page, there is a footer with three columns of links:

- TOP LINKS**: [View Personal Cards](#), [Download the App](#)
- BUSINESS LINKS**: [View Corporate Cards](#), [Corporate Travel](#)
- COMPANY INFORMATION**: [Vision and Mission Statement](#), [Customer Service Committee](#)

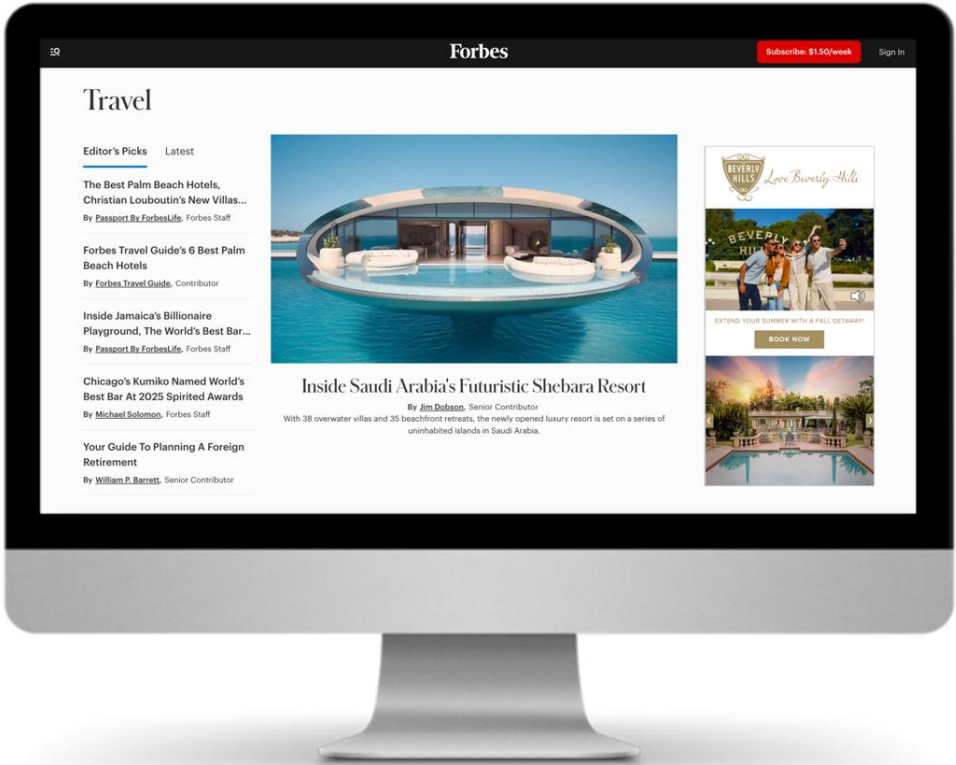
Sample BHCVB Static Ad



Fall 2025 Martini Media Rich Media Units

BHCVB contracted with Martini Media to create two custom rich media units for Fall 2025: Desktop XL Box Unit and Mobile Duovision Unit to target affluent consumers online via high-end publications, including Economist, Forbes, Variety, WWD, and more.

CUSTOM CREATIVE UNITS

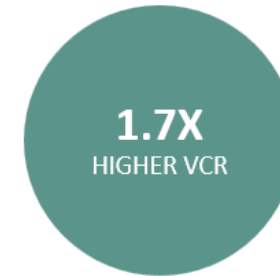


Fall 2025 Martini Media Results

Martini Media Key Performance Indicators (KPIs)

Desktop XL Box Unit Results:

- Impressions: 893,163
- Clicks: 831
- Click Through Rate (CTR): 0.09%; benchmark is 0.06%
- Video Completion Rate (VCR): 68%; benchmark is 40%
- Interaction Rate: 12.5%; benchmark is 8%



Mobile Duovision Unit Results:

- Impressions: 932,162
- Clicks: 1,667
- Click Through Rate (CTR): 0.18%; benchmark is 0.15%
- Video Completion Rate (VCR): 59%; benchmark is 40%
- Engagement Rate: 1.00%; benchmark is 0.4%.



Fiscal Year 2025/2026
Holiday 2025 Marketing Campaign
Detailed Media Results

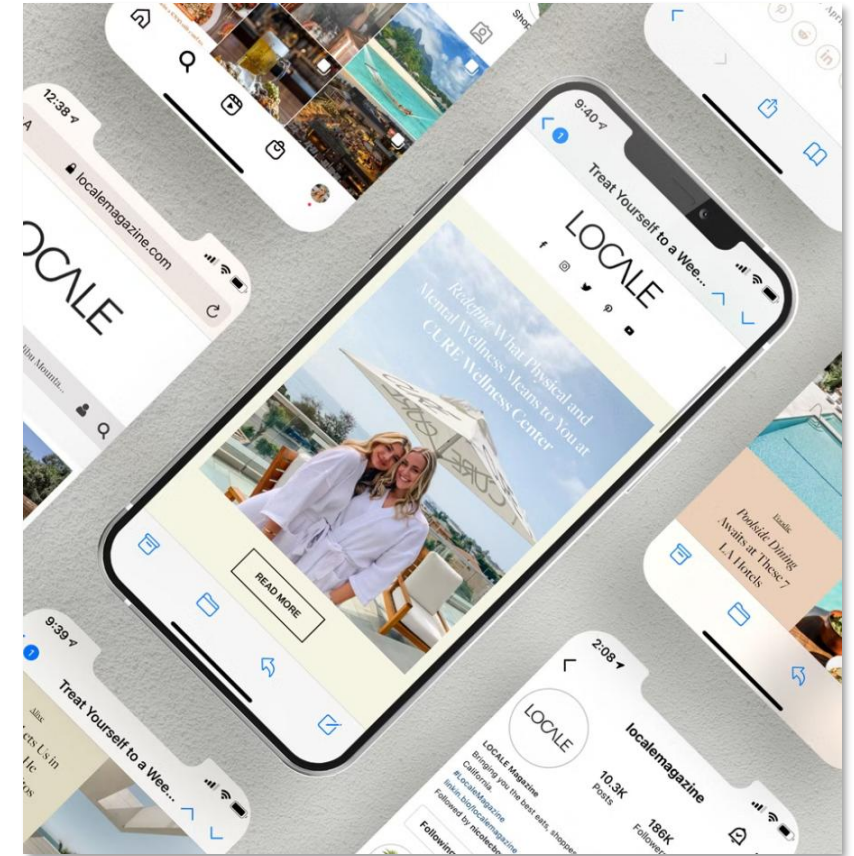


Holiday 2025 Campaign Media Plan Overview

Celebrate Together in Beverly Hills

Media buy targets domestic luxury travelers with \$200K+ HHI:

- MNTN & KTLA
 - Connected and linear TV to promote holiday videos
- Datafy
 - Programmatic digital advertising
 - Past visitor re-engagement and holiday look-a-like
- Martini Media
 - Targeting an affluent online audience with rich desktop and mobile media ad units, utilizing photo carousels and video
- North & Warren (American Express cardholders)
 - Beverly Hills holiday spenders, Beverly Hills key demo and hotel domestic feeder markets, and power spenders
- Locale Magazine (new for 2025)
 - Locale Magazine is a Southern California lifestyle publication, targeting affluent households in Beverly Hills' drive markets



Holiday 2025 Campaign: *Celebrate Together*

BHCVB deployed our Holiday 2025 campaign, *Celebrate Together in Beverly Hills*, utilizing stock imagery. Online display banners linked to the landing page, created in-house, and included a Call To Action (CTA) to Book Your Stay.

Campaign Flight: November 10 – December 31, 2025

Audience: Beverly Hills Drive Markets



Datafy Prospecting Banner



Datafy Retargeting Banner



Holiday 2025 RDHLC & Destination Videos

2025 Holiday Campaign Overview

6-Week TV Schedule



- **Weeks:** 11/3, 11/10, 11/17, 11/24, 12/1 and 12/8
- **Holiday Lighting Celebration** (Nov 13): 11/3-11/13
- **Holiday Getaway:** 11/14-12/14
- **Media:** Linear and Connect TV
- **Budget:** \$65,000

Holiday 2025 RDHLC & Destination Videos



Holiday Lighting Celebration

Revise the existing Holiday Lighting Celebration TV commercial with new date in the graphics and voice over.



Holiday Getaway

Use existing "Celebrate Together" creative for the 2025 Holiday Getaway Campaign.

Holiday 2024 RDHLC & Destination Videos

2025 Holiday Media & Target Markets



KTLA is a news leader with a huge Southern California audience in LA, Orange, Riverside, San Bernardino, and Ventura Counties.

- 6-Week Schedule \$30,750



Mountain CTV (MNTN) is the hardest working software in streaming television with mind-blowing performance. Prospecting markets include Southern California, Phoenix, Las Vegas, and Santa Barbara County. Retargeting audience is nationwide (i.e. website visitors).

- 6-Week Schedule \$30,750



Holiday 2025 RDHLC & Destination Video Results

KTLA Results (Integrated TV)

- 72 linear TV commercials
- 2,330,500 linear TV impressions
- 509,812 streaming TV impressions (added value)
- 70,821 “Holiday Special” TV impressions (added value)
 - KTLA custom [Beverly Hills segment](#) aired 3 times:
 - November 28 from 4:30 - 5:00 p.m.
 - November 30 from 7:30 - 8:00 p.m.
 - December 8 from 7:30 - 8:00 p.m.
- Total KTLA impressions: 2,911,133



MNTN Results (Connected TV Streaming)

- 758,964 streamed TV commercials
 - 211,581 RDHLC & 547,383 Destination
- 741,693 completed views
 - 207,404 RDHLC & 534,289 Destination
- 98% Video Completion Rate (VCR)
 - 98% RDHLC & 97.6% Destination
- 255,678 total households reached
 - 108,738 RDHLC & 213,550 Destination

Commercials

- [Rodeo Drive Holiday Lighting Celebration](#)
- [Beverly Hills Holiday Destination](#)

Repurposing last year's holiday videos allowed for more media investment this fiscal year; however, MNTN streaming costs increased 32% (\$40.52 CPM vs. \$30.59 YOY); KTLA cost declined 8%

Holiday 2025 *Celebrate Together* DATAFY Results

DATAFY Digital Media Results:

Incremental lift was positive for the campaign; overall, the ad-targeted group was 6.7x more likely to visit than the control group, which was not served Datafy advertising. Per Datafy, this equates to an estimated 1,765 incremental trips to the city and \$665,405 incremental impact.

Key Performance Indicators (KPIs):

- Total Impressions: 2,284,920
- Total Clicks Delivered: 6,502
- Average Display Click Through Rate (CTR): 0.30%; benchmark: 0.12-0.18%
- Average Native Display CTR: 0.24%; benchmark: 0.15-0.25%
- Average Total CTR: 0.28%
- Unique Reach: 542,583

↗ 0.18% compared to benchmark

Top Visitor DMAs for Hotels:

- Los Angeles (28.6%)
- New York (20.3%)
- San Diego (16.4%)
- Las Vegas (14.7%)
- San Francisco-Oakland-San Jose (8.9%)

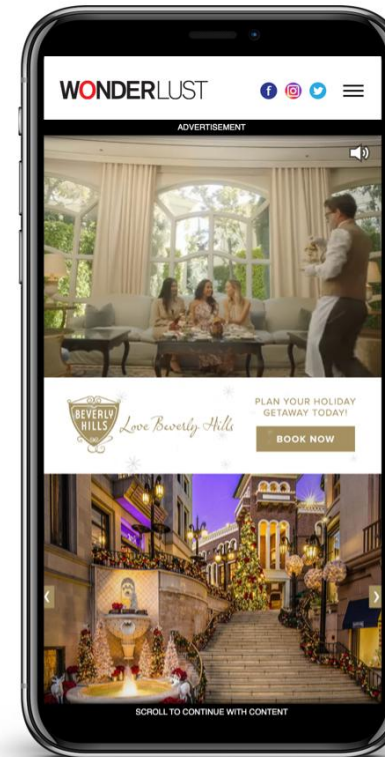
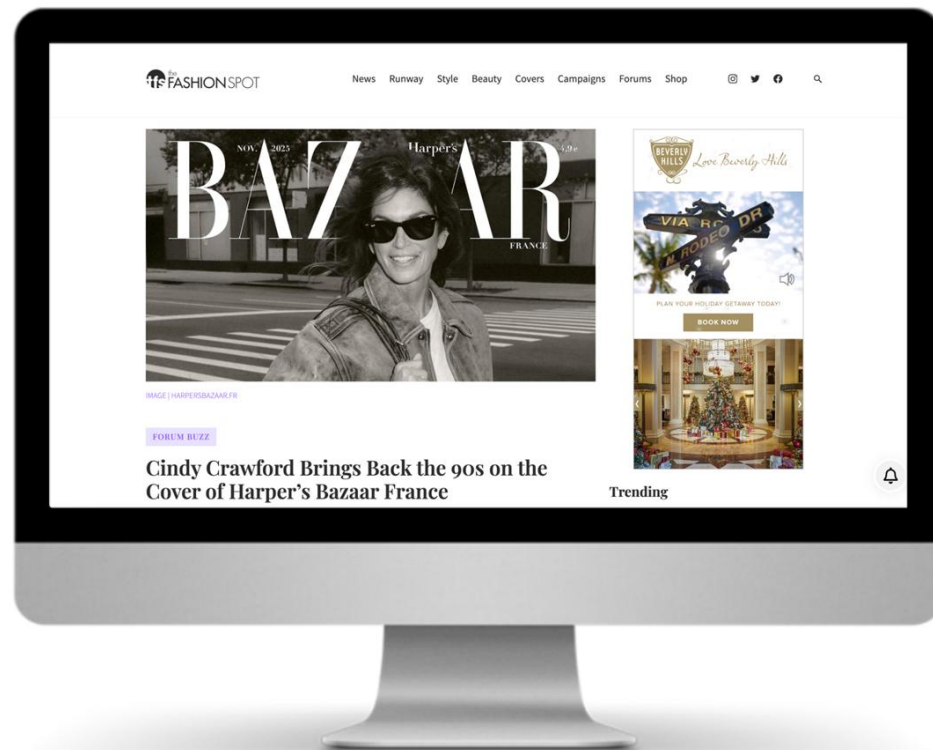
[*Celebrate Together* itinerary/landing page views: 9,433 by 7,745 active users](#)



Holiday 2025 *Celebrate Together*: Martini Media

BHCVB contracted with Martini Media to create two custom rich media units for Holiday 2025: Desktop XL Box Unit and Mobile Duovision Unit to target affluent consumers online via high-end publications, including Variety, Forbes, Economist, WWD, and more.

CUSTOM CREATIVE UNITS



Holiday 2025 *Celebrate Together* Martini Media Results

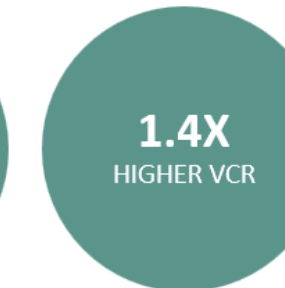
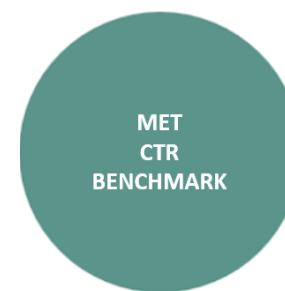
Martini Media Key Performance Indicators (KPIs)

Desktop XL Box Unit Results:

- Impressions: 558,876
- Clicks: 336
- Click Through Rate (CTR): 0.06%; benchmark is 0.06%
- Video Completion Rate (VCR): 63%; benchmark is 40%
- Interaction Rate: 9%; benchmark is 8%

Mobile Duovision Unit Results:

- Impressions: 670,458
- Clicks: 1,231
- Click Through Rate (CTR): 0.18%; benchmark is 0.15%
- Video Completion Rate (VCR): 56%; benchmark is 40%
- Engagement Rate: 1.07%; benchmark is 0.4%.



Holiday 2025 *Celebrate Together* North & Warren Results

BHCVB contracted with North & Warren to target American Express cardholders, particularly 3 audiences for Holiday: Luxury Retail & Fine Dining Enthusiasts, Beverly Hills Key Demo & Drive Markets, and AMEX Power Spenders.



North & Warren Key Performance Indicators (KPIs):

- Contracted Impressions: 263,158
- Delivered Impressions (Google Ad Manager): 270,895 (+3%)
- Clicks: 168
- Click Through Rate (CTR): 0.06%; benchmark is 0.04-0.05%

NORTH & WARREN

Holiday 2025 *Celebrate Together* North & Warren AMEX Ad

The screenshot displays the American Express website's user interface. At the top, the navigation bar includes the American Express logo, links for 'My Account', 'Cards', 'Travel', 'Insurance', 'Rewards & Benefits', and 'Business', along with search and help icons and a 'Log In' button. The main content area is split into two sections. On the left is a 'Log In to My Account' form with fields for 'User ID' and 'Password', a 'Remember Me' checkbox, and a 'Log In' button. Below the form are links for 'Forgot your User ID or Password?', 'Register for Online Services', and 'View All Cards'. On the right is a promotional advertisement for 'CELEBRATE HOLIDAY MAGIC IN BEVERLY HILLS' featuring a night scene with lights and a green 'EXPLORE PACKAGES' button. The footer contains three columns of links: 'TOP LINKS' (View Personal Cards, Download the App), 'BUSINESS LINKS' (View Corporate Cards, Corporate Travel), and 'COMPANY INFORMATION' (Vision and Mission Statement, Customer Service Committee).

Best performing ad unit



Holiday 2025 *Celebrate Together*: LOCALE Magazine

Locale Magazine offers access to highly engaged and affluent audiences across Southern California (Orange County, San Diego, Los Angeles, and Palm Springs) and Arizona, which align with Beverly Hills' drive markets. As an influential, stylish publication, it provides high-quality, targeted brand positioning, boosting credibility through trusted, curated content.

687,392 total impressions were delivered across Locale social media channels, email, ads, and website to inspire travelers to visit Beverly Hills during the holiday season:

- Instagram posts (7) and stories (6)
- Facebook posts (7) and stories (6)
- TikTok posts (2)
- YouTube post (1)
- SEM Ad (1)
- Google News post(1)
- Email inclusions (2)
- Web ads (3)
- Web editorial/article (1)



Holiday 2025 *Celebrate Together*: LOCALE Magazine

LOCALE

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[NEWSLETTER](#)



CREDIT: BEVERLY HILLS CONFERENCE & VISITORS BUREAU

**The Holiday Glow-Up You'll Only
Find in Beverly Hills**



Q1 Press Highlights

Press highlights include Vogue, Essence, Condé Nast Traveler, Resident Magazine, NBC4 Los Angeles, Beverly Hills Courier, Observer, and ArtNet.

VOGUE

Betties and Baldwins Abounded at the First Official *Clueless* Day in Beverly Hills



Q2 Press Highlights

Press highlights include Travel + Leisure, Modern Luxury, Resident Magazine, Forbes, and Visit California.

TRAVEL+ LEISURE

Where to Find Art, Nature, and Quiet Luxury in Beverly Hills—Without a Celebrity's Budget

Spend a weekend discovering Beverly Hills' rich (but often free) cultural side.



Forbes

22 Dine-Out Or Take-Home Thanksgiving Dinners In Los Angeles



Thanksgiving at Costa Covo Osteria
L'HERMITAGE BEVERLY HILLS



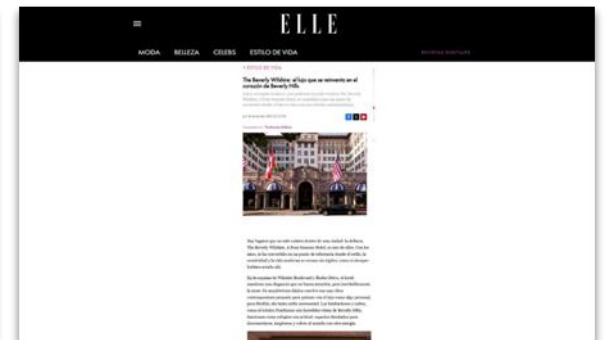
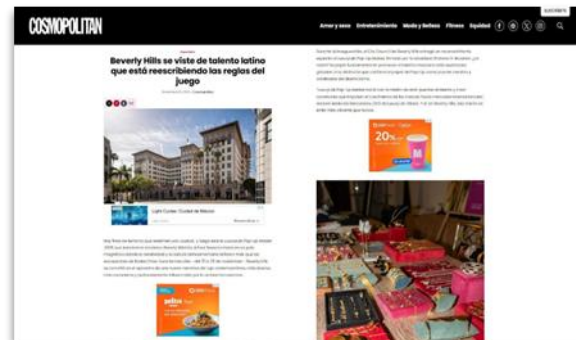
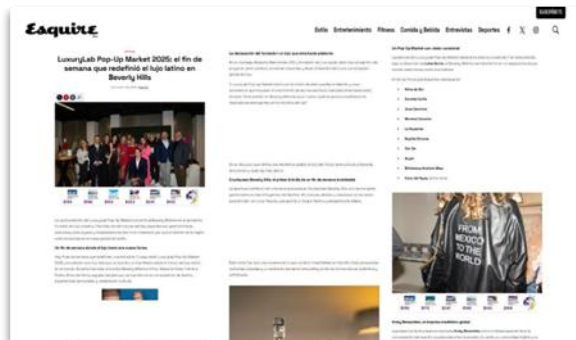
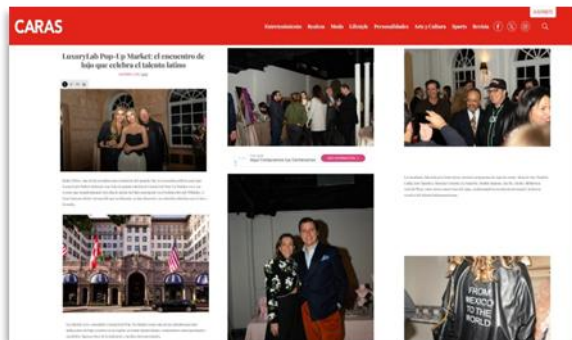
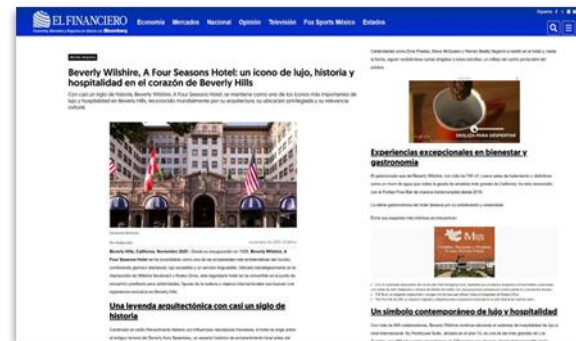
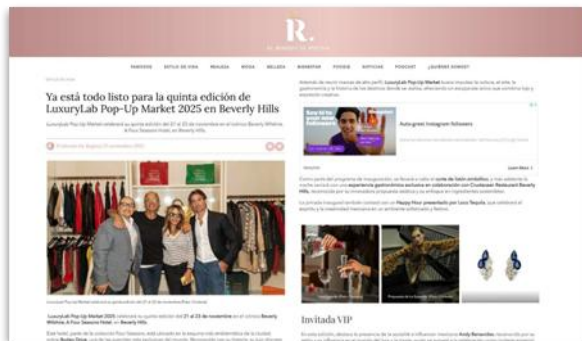
Q2 International Press Highlights

Press highlights include iHOLA!, MexBest, Quién, and Grazia, among others.



Luxury Lab Pop-Up Market

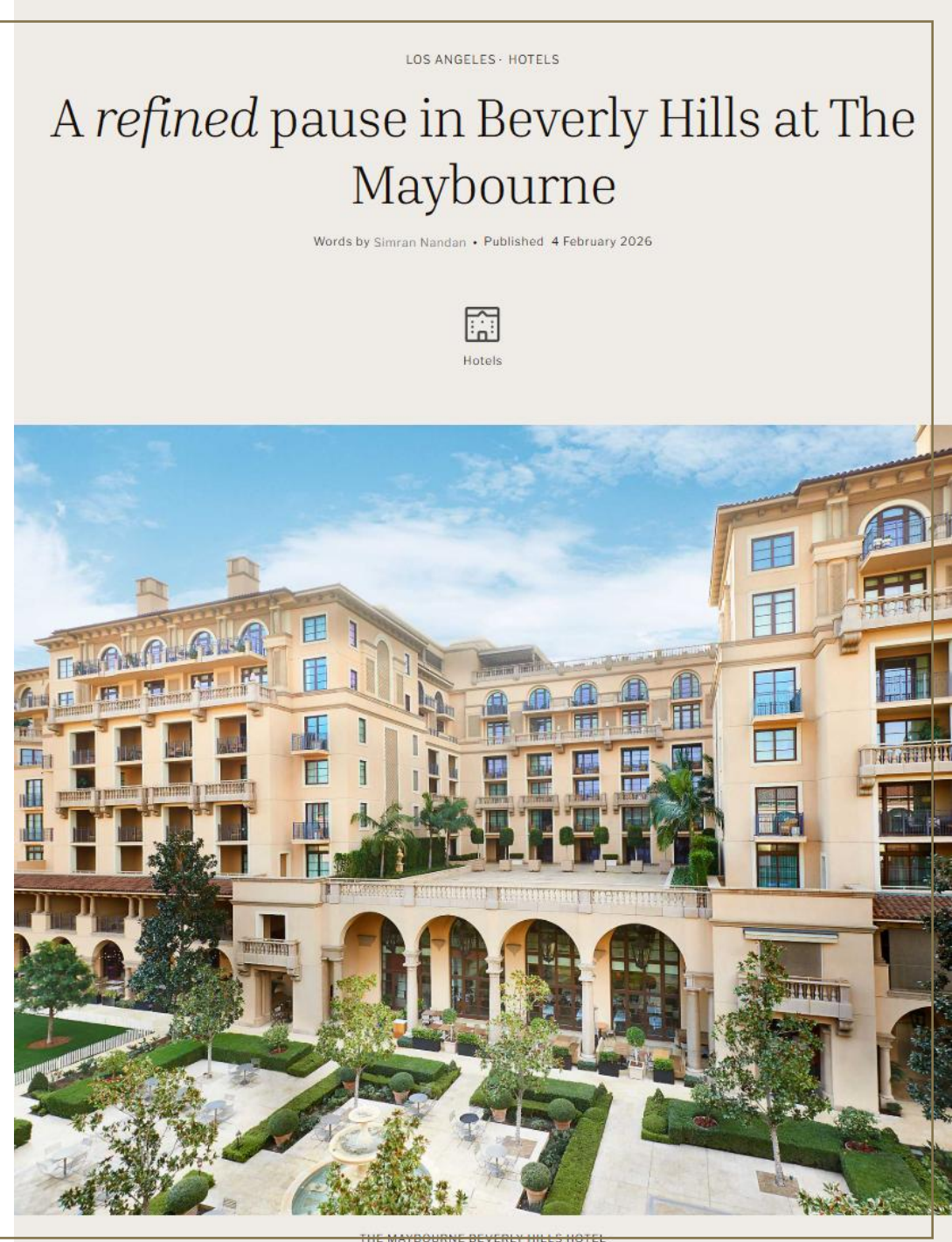
A LuxuryLab Pop-Up Market was successfully held at the Beverly Wilshire, A Four Seasons Hotel, November 21 - 23, bringing together a curated selection of brands and designers; the event was backed by Grupo O Media (Harper's Bazaar, Esquire, Caras, Cosmopolitan, and Vanidades), El Financiero, RSVP El Mundo de Regina, and with the support of Andy Benavides.



Q2 FAM Highlights

Media FAMs:

- BHCVB hosted Simran Nandan from Luxury Travel Magazine, October 7 - 9, 2025. BHCVB partnered with the Maybourne to host her stay, while she enjoyed a VIP walking tour with LA Food Tours, dinner at Dante, and lunch at Marea. View coverage [here](#).
- BHCVB hosted Cleo Glyde from The Daily Beast on October 15, 2025. BHCVB partnered with L'Ermitage, Peninsula, and Waldorf Astoria to experience their spa treatments. (*coverage pending*)
- BHCVB hosted Farrah Taylor from Out of Office and Harpers Bazaar Arabia October 23 - 25, 2025. BHCVB partnered with Beverly Wilshire to experience their dining offerings and spa treatments. (*coverage pending*)



Q2 FAM Highlights (Continued)

Media FAMs:

- BHCVB hosted Hannah Selinger of Sag Harbor Express on November 11, 2025, partnering with L'Ermitage and the Maybourne for dining experiences at Poza Rooftop and The Terrace. (*coverage pending*)
- From November 21 to 24, 2025, a FAM Trip took place in Beverly Hills to showcase the luxury experiences the destination offers, as well as highlighting the exclusive Pop-Up Market, an initiative featuring unique fashion, design, and lifestyle offerings.



Q1 & Q2 Conferences & Events

IMM Lux

Meetings with luxury focused media included freelance journalists such as Katherine Parker-Magyar - National Geographic, David Farley - New York Times, Katie Jackson - Robb Report, and Liz Humphreys - Travel + Leisure, among others.

Fall Partner Mixer

Organized and facilitated mixer to learn about upcoming initiatives and collaboration opportunities with key hotel partners. Partner attendance included Waldorf Astoria, the Maybourne, Beverly Hills Hotel, AKA, the Peninsula, and L'Ermitage, where the event was hosted.

Luxury Lab

Our US Agency, Quinn supported domestic media coverage including mentions in Modern Luxury, LA Parent, and UncoverLA.



📍 OCTOBER 1-2

Announcing
IMM LUX

Where Luxury Brands
Meet the Media

Awards

Winner: Sunset Travel Awards – Best West Coast Destinations

Sunset

TRAVEL

These Vibrant Cities Show Why the West Is the Best

These cities thrum with the energy and creativity that make us love the West's urban landscapes.



The Sunset Travel Awards celebrate the best in travel in the West. These destinations are the 2025 winners of the [Where to Go: Superlative Cities](#) category. Check out the complete list of winners [here](#). For our definitive and searchable travel directory to help you plan your next trip in the West, click [here](#).

Beverly Hills, California




Courtesy of the Beverly Hills Conference & Visitors Bureau

One of the West's most inviting and accessible communities that embodies the essence of luxury living: Stroll the palm-lined streets, revel in its lush parks, shop its world-famous boutiques, and dine in some of the best restaurants in the country. This is [the California dream realized](#).




CONFERENCE & VISITORS BUREAU



   @lovebevhills

 @visitbeverlyhills

 @lovebeverlyhills