



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
2nd Floor, Room 280A
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)**

**Tuesday, June 16, 2026
4:00 PM**

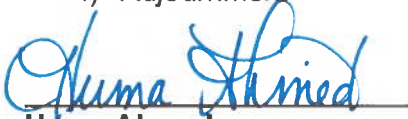
Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 for Quarters 3 and 4
- 3) Review of Fiscal Year 2026-2027 Workplan and Funding Requests for the Beverly Hills Conference and Visitors Bureau

4) Adjournment



Huma Ahmed
City Clerk

Posted: June 12, 2026

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



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Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Magdalena Davis, Community Outreach Manager

DATE: June 16, 2026

SUBJECT: Beverly Hills Conference and Visitors Bureau (CVB) Updates on Fiscal Year 2025-2026 Programs and Initiatives for Quarters 3 and 4

ATTACHMENT: 1. Beverly Hills Conference and Visitors Presentation FY 25/26 Quarters 3 and 4

INTRODUCTION

The Beverly Hills Conference and Visitor Bureau (CVB) will present the City Council CVB / Marketing Committee Liaisons, Mayor Corman and Vice Mayor Wells (Liaisons), with an update to their programs and initiative for Quarters Three and Four (Q3 and Q4) of Fiscal Year 2025-2026. As part of this update, the CVB is requesting review of the progress on approved workplan programs.

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 for Q3 and through Q4 so far. Attachment 1 details the updates.

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

- Route 66 Centennial Activities
- Spring 2026 Soccer Marketing Campaign
- Spring Signature Campaign: *A World Away from Greater LA*
- “Always On” website campaign & e-newsletter
- Public Relations Q3 and Q4
 - World Cup Programming: *CVB Cuisine and Couture Football Series*
 - FAM (familiarization) Tours
 - International Media– UK and Korea
 - Robb Report

- Upcoming: Australia just completed, Influencer Alexa McDonald, Mexico luxury media, British model Calum Harper
 - PR Pitches and Awards (full list in Attachment 1)
 - Domestic Press Highlights include ELLE Décor, Forbes, Time Out, Daily Beast, Travel + Leisure, Modern Luxury, Resident Magazine, and Visit California.
 - International Press highlights include Vogue, Out of Office, Channel 7 Sunrise Australia, and Expansion
 - Grazia Magazine Cover
 - *Beverly Hills Football Club* – Limited Edition Merchandise
- Travel Trade – Group Sales & Leisure Sales
 - Through Q3: Group Sales Leads included 3,896 room nights with \$2,106,387 in estimated value (calculated at destination average of \$425/night; actual rate may be higher)
 - Northstar Global Travel Marketplace in January – 35 presentations
 - Visit California Japan Club – 86 (74 trade / 12 media)
 - Global Travel Collection Beverly Hills – 25 luxury agents
 - Virtuoso Certified Travel Advisor
 - Visit CA Outlook Forum and Visit CA / Connections CA Luxury Forum
 - Virtual Presentations to Virtuoso UK and Ireland, as well as Continental Europe
 - L.E. Miami – 45 agents
 - Virtuoso in Tucson, AZ – 150 agents

It should be noted that due to geopolitical issues, including wars in the Middle East, that annual sales mission trip was canceled, which along with salary savings from the CVB Board's determination to prioritize group sales, has resulted in unused funds for this fiscal year. A proposal for these unspent funds will be presented for the new FY workplan.

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.

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 the following:

- Review of CVB FY 25/26 workplan items for Q4 and through Q4 so far

Attachment 1



CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026 Q3 & Q4 Planned Activities

Fiscal Year 2025/2026
MARKETING
Q3 & Q4 Activities





Route 66 Centennial Activities



Celebrating 100 Years of Route 66

- BHCVB created content to commemorate Route 66: [Celebrate 100 Years of Route 66 Through Beverly Hills](#); the itinerary has been promoted on social media in partnership with the Beverly Hills Historical Society
- BHCVB provided feedback on the Route 66 Vinyl Light Pole Wrap artist selection to the City for an activation with West Hollywood and Santa Monica
- BHCVB will support [America on the Move: A Route 66 Centennial Parade](#) with the Petersen Automotive Museum on Sunday, July 12, 2026, featuring 50 curated vehicles representing key moments in automotive history; the activation will include a 20-minute stop in Beverly Hills for photographs



Spring 2026 Soccer Campaign

Travel Like a Champion

- Flight: March 9 (Q3 25/26) – July 10, 2026 (Q1 26/27)
- Media buy partner: Datafy
- Media targets 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.
- Messaging is also promoted via social media and other owned channels for wider reach.
- The [campaign landing page](#) highlights all there is to see and do in Beverly Hills, as activities relate to the World Cup and general visitation.



Fiscal Year 2025/2026
PUBLIC RELATIONS
Q3 & Q4 Planned Activities



PR Campaigns

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 x Cuisine and Couture Football Edition

BHCVB will be launching Cuisine and Couture Football Edition – a two-part series featuring two influencers who will visit our hotel restaurants and restaurant partners to sample their FIFA-inspired fare, while wearing our Beverly Hills Football Club Merchandise.





Q3 FAM Highlights

International Media FAMs:

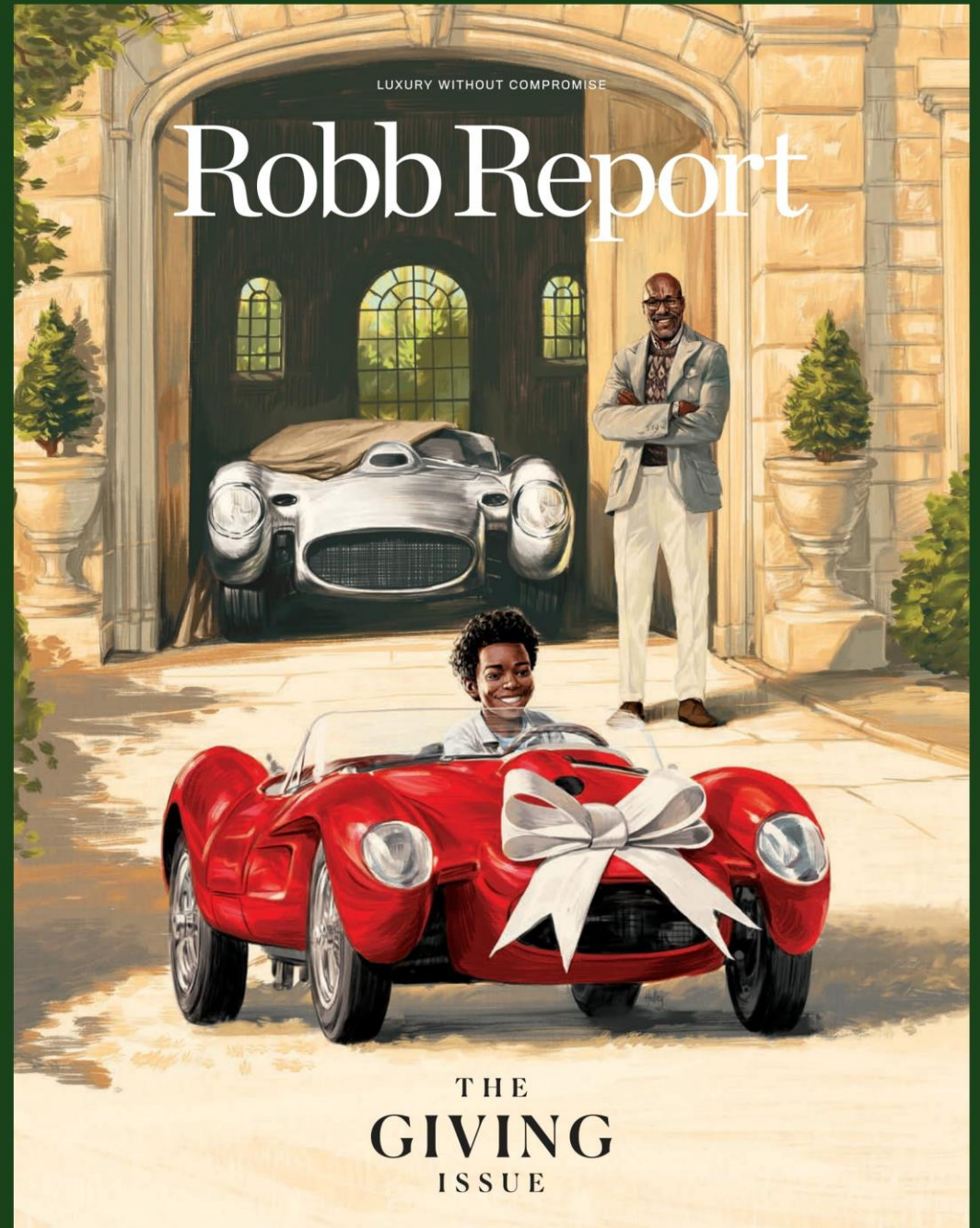
BHCVB hosted two influencers from the UK - Megan Jupp and Kieran Holmes-Darby - in partnership with Visit California, April 12 - 14, 2026. BHCVB partnered with SIXTY Beverly Hills to host their stay; they enjoyed a private Bikes and Hikes LA tour, a VIP Tour at The Cheese Store of Beverly Hills, and dinner at Novikov.

BHCVB hosted 4 influencers from Korea - Gilsu Oh, Youngmin Kim, Seulgi Shin, and Seung A. Lee - in partnership with Visit California, April 6 – 8, 2026. BHCVB partnered with Beverly Wilshire, Beverly Hills, A Four Seasons Hotel, to host their stay. The group itinerary included a meal at Dante, a private Bikes and Hikes LA tour, and dinner at Bacari.

Q3 FAM Highlights (Continued)

BHCVB x Kelsey Eisen FAM (April 2026)

BHCVB hosted Kelsey Eisen from Robb Report, April 22 – 25, 2026. BHCVB partnered with The Maybourne Beverly Hills to host her stay. Kelsey enjoyed lunch at The Polo Lounge, breakfast at The Belvedere, and dinner at Baldi. (*coverage pending*).





PR Pitches & Awards

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

Q3 Total Coverage Impressions

Q3 Domestic

Total Impressions: 378,533,508

Total Stories: 20

Q3 International

Total Impressions:

Total Stories:

Press Highlights

Domestic Press Highlights include ELLE Décor, Forbes, Time Out, Daily Beast, Travel + Leisure, Modern Luxury, Resident Magazine, and Visit California.

International Press highlights include Vogue, Out of Office, Channel 7 Sunrise Australia, and Expansion.



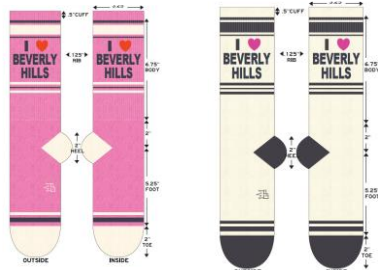
PR Initiative

BHCVB x Beverly Hills Football Club Limited Edition Merchandise

BHCVB will be launching a FIFA inspired limited edition collection featuring a special Beverly Hills shield logo that incorporates a circle ball. The collection consists of 20 items – water bottle, drawstring bag, tees, sweatshirts, shorts, joggers, and hats – which will be sold during prominent events in the city (Art Show, Concours de Elegance, Festival Beverly Hills and Concerts on Canon).



Beverly Hills Football Club Limited Edition Merch





PR Upcoming Placement

Grazia Magazine x L'Ermitage

BHCVB partnered with Grazia Magazine to do a cover photoshoot with actress, Maddie Ziegler. *Coverage pending.*



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Q4 Upcoming FAMs

Familiarization Trips (FAMs)

- BHCVB x AUS influencer FAM: BHCVB will host influencers Sonia Kruger, Kate Waterhouse, and TV personalities and hosts, Mitch and Mark, from Australia, May 8 – 11, 2026
- BHCVB x US FAM: BHCVB will host travel influencer, Alexa McDonald, in June or July
- BHCVB x MEX FAM: BHCVB will host influential media from Mexico this summer
- BHCVB x UK FAM: BHCVB is looking to host British fashion model and influencer, Calum Harper, this summer



Fiscal Year 2025/2026
TRAVEL TRADE – LEISURE SALES
Q3 & Q4 Planned Activities





Travel Trade - Leisure

**Northstar Global Travel Marketplace (GTM),
JW Marriott, Los Angeles, CA**

January 22-24, 2026

BHCVB sponsored a welcome dinner reception for over 100 highly vetted luxury travel advisors (with a minimum of \$1M in annual global sales) and conducted boardroom presentations with over 35 luxury travel agents, along with hotel partners AKA, Beverly Wilshire, L'Ermitage, Maybourne, SIXTY, and Waldorf Astoria.



Travel Trade - Leisure

Visit California Japan Club, California Osaka Live Event January 30, 2026

Club California's second training/networking live event hosted their largest event in Osaka, Japan with the largest turnout, welcoming 86 attendees (74 Trade / 12 Media) from 93 registrations (92% CVR). All attendees were keen to hear the latest Beverly Hills updates and products ahead of the key planning period for spring and summer.

Global Travel Collection Beverly Hills February 17, 2026

BHCVB hosted and invited several of our hotel partners - The Maybourne Beverly Hills, AKA Beverly Hills, SIXTY Beverly Hills, and The Hotel Lili - for a lunch at the Global Travel Collection Beverly Hills office, where destination updates were presented to over 25 luxury travel agents.





Travel Trade - Leisure

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

BHCVB participated in a training class with 80 new luxury travel advisors to foster relationships at the early stages of their careers.

Visit California Outlook Forum, Chula Vista, CA
March 9-12, 2026

The BHCVB Team attended the Outlook Forum, where more than 800 leaders from across California's travel industry gathered to hear from keynote speakers, partners, and businesses from every region to learn where our industry stands in 2026. The conference also offered an opportunity to connect with industry colleagues and network.

Visit California / Connections California Luxury Forum, Lake Tahoe, CA
March 22-27, 2026

BHCVB attended the 9th edition of the luxury forum, which spotlighted luxury products and brought together California suppliers with 35 luxury travel buyers from 11 countries. Buyers and Suppliers bonded over one-to-one meetings and experiences while networking together during the three-day event.



Travel Trade - Leisure

Virtuoso UK & Ireland Training Webinar

May 13, 2026 @ 8:00 a.m.

BHCVB will host a 30-minute virtual presentation for Virtuoso luxury travel advisors, featuring curated content, expert insights, and the latest updates from Beverly Hills. The session will include an interactive Q&A and a raffle offering a Beverly Hills–branded gift bag. The webinar will be recorded and made available on demand for three months through the Virtuoso Travel Academy, extending its reach and engagement beyond the live event.

Virtuoso Continental Europe Training Webinar

May 21, 2026 @ 7:00 a.m.

Same format as the above Virtuoso UK & Ireland Training Webinar.





Travel Trade - Leisure

L.E. Miami

Miami, FL, June 1-4, 2026

BHCVB will participate in one-to-one appointments with 45 luxury travel agents over the week-long travel trade event, providing Beverly Hills updates and news.

Virtuoso On-Tour Coffee Sponsorship

Tucson, AZ, June 17-19, 2026

BHCVB will be sponsoring a coffee break with branded cups/sleeves for Virtuoso Luxury Travel Agents and conducting several one-to-one appointments with 150 members in attendance.



CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026
TRAVEL TRADE – Group Sales



Travel Trade – Group Q4

Conference Schedule

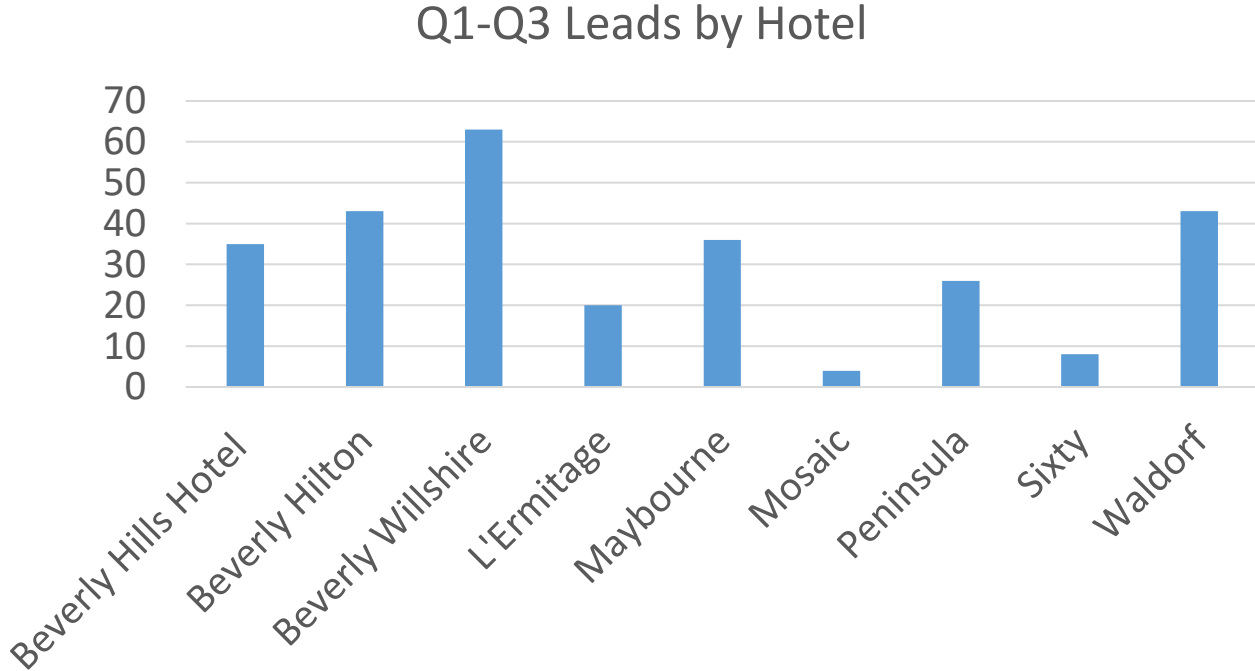
- April 1-3: Prestige Partners Conference (high-end meeting planners)
- April 20-22: Lexus Dealers Site Visit (for 1800 room night group in FY 28/29)
- April 27-30: Helms Brisco Annual Conference and FAM in Beverly Hills
- May 12-14: Visit California Road Show in DC and Philadelphia
- May 19-21: IMEX Frankfurt with Brand USA/Visit California
- May 19-21: Retreat Resources – Denver and Salt Lake
- May 31 – June 2: Northstar Incentive
- June 3-5: Cohera Western Region and Sales
- June 24-26: Finance & Insurance Meeting Professionals Education Conference



Activity Report –FY 2025/26 Year-to-Date

Q1-Q3 - Destination Group Sales Activity
88 leads (qualified confirmed receipt)
25,790 lead room nights
\$10,874,645 in estimated value *
3,896 booked room nights
\$2,106,387 in estimated value

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



Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

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

FROM: Magdalena Davis, Community Outreach Manager

DATE: June 16, 2026

SUBJECT: Review of Fiscal Year 2026-2027 Workplan and Funding Requests for the Beverly Hills Conference and Visitors Bureau

ATTACHMENT:

1. Beverly Hills Conference and Visitors Bureau Workplan Presentation FY 26/27
2. Appendix to Workplan, including full budget details

INTRODUCTION

The Beverly Hills Conference and Visitor Bureau (CVB) will present the City Council CVB / Marketing Committee Liaisons, Mayor Corman and Vice Mayor Wells (Liaisons), with a review of their proposed programs and initiatives, known as their annual workplan, for Fiscal Year 2026-2027 (FY 26/27), for \$4,668,070. As part of this update, the CVB is requesting prioritizing an updated website by using \$140,000 in unspent funds from the current fiscal year.

An overview of the workplan and budget can be found in Attachment 1, with a full detailed review of current work, and full budget details for next fiscal year, in Attachment 2 appendix.

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 worldwide and domestically as a stay, shop, and dine destination through marketing programs and events that build awareness and drive consumer revenue to the City. To form their workplan, CVB staff works with their strategic planning committee of select Board Members, before reviewing it with the Board as a whole for their recommendations.

The CVB promotes Beverly Hills domestic and international as a stay, shop, and dine destination through categories of work including marketing programs, press, travel trade, consumer and professional education, and events that build awareness to drive consumer revenue to the City. The Board has prioritized group sales for the upcoming year.

CVB / Marketing Committee is requested to review and approve the CVB's annual work plan and funding request in the amount \$4,668,070 for FY 26/27, from the Tourism and Marketing budget, funded by Tourism Occupancy Tax (TOT). They are also requested to review the requested use of \$140,000 of unspent funds for an updated website, as the current CVB website, an essential

resource for tourists and locals alike, is nearing its end of life. After reviewing multiple estimates, the total estimated cost for a new website is \$200,000.

For context, last year, CVB Liaisons recommended supporting one-time uses for unspent funds, such as initiatives for attracting and supporting specific large-scale events, or tenant improvements in previous years. There was not support for carrying forward budget towards general program or salary uses.

SWOT Analysis

The CVB's "SWOT" analysis (strengths, weaknesses, opportunities and treats) can be found in Attachment 1. Some highlights include economic challenges, like other area hotels utilizing the Beverly Hills name, competitive parity with competitors, and other destination marketing CVBs creating luxury initiatives, which compete with the Beverly Hills brand and messaging. There are some additional international challenges, such as continuing conflicts in the Middle East, US isolationism, media coverage of unfavorable experiences at the border, and Visa wait times with some locations exceeding 6-12 months for visitor visas.

The Beverly Hills strengths include retaining the global luxury brand recognition, safety, a high ADR and REVPAR, ongoing investment and development and seasoned hoteliers and business owners. All of the strengths, weaknesses and threats contribute to the opportunities: a next-generation website, marketing to ensure Beverly Hills remain relevant to the next generation of luxury consumers, education regarding hotels in the City, and growing the demand for groups. These opportunities have informed the specifics within the main categories of work for the CVB.

Categories of Work

The main categories of work that the CVB focuses on are:

1. Marketing, which includes sales missions and destination programs
2. Domestic public relations, which in addition to a PR firm, includes media missions
3. Meetings, Incentives, Conferences, and Exhibitions (MICE), focusing on events that target meeting and incentive planners, Milken support and other prestige partners to attract group sales
4. International Marketing, including PR and programs in the largest markets for Beverly Hills: the Middle East, United Kingdom, Australia, and Mexico
5. Digital and Interactive programs, which include social media and website
6. Metrics and Data, such as geotracking, travel research, and partnerships with Visa

All of the above categories of work are proposed to be continued, however for FY 2026/27, the Board has determined that emphasis should be placed on direct-to-consumer marketing and group sales. The hotels have also stated that they would like BHCVB to pause most leisure sales activities for the foreseeable future. The bulk of BHCVB's marketing budget will go to destination marketing, group sales, and US and international PR.

Based on the TOT forecast remaining relatively flat, the CVB has proposed a flat budget to their base workplan from previous years for a total of \$4,668,070. They have also requested unspent funds of \$140,000 to be utilized for a new website, as noted above.

FY 2025/26 Work Plan Highlights

With no changes to the main categories of work, the following are highlights of the FY 26/27 work plan:

- Route 66 Centennial activities
- Spring 2026 Soccer Campaign: *Travel Like a Champion*
- Fall 2026 Visit California Global Leveraged Media Co-op
- Fall 2026 Destination Marketing: *A World Away from Greater LA*
- Holiday 2026 Campaign: *Celebrate Together in Beverly Hills*
- Spring 2027 Destination Marketing: *The Real Hotels of Beverly Hills*
- Social Media and Domestic PR Initiatives
 - Golden Globes “Golden Week”
 - Street Style
 - Thought leadership: The Role of AI in Luxury
- Travel Trade
 - Group Sales activities including familiarization (FAM) trips, meeting planning road and trade shows
 - Leisure Sales activities will not be a focus but still include partnership opportunities with Visit CA, outreach to Middle East and Australia agents
- International PR/Leisure to the UK, Mexico, Australia and Middle East

Approval Thresholds

The CVB and their Board would like to request an update as to how approvals are sought when reallocating funds. Currently, they may move funding from \$25,000 to \$50,000 requires City Manager approval, with \$50,000 to \$100,000 requiring Liaison Committee review and approval, and over \$100,000 requiring full City Council review and approval. The requested change is to eliminate the City Manager level approval and only keep the top categories for \$50,000 and above, since the CVB may no longer carryover unused funds. They would still notify the City Manager and City staff of all reallocations under \$50,000 (as they do for under \$25,000 now).

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.

To carry out the proposed work plan for FY 25/26, the CVB requests \$4,668,070 in Tourism and Marketing funding, as further detailed in Attachment 1 and shown below. The CVB is also requesting use unspent funds for the one-time website update. The following executive summary table from Attachment 1 gives the budget breakdown of each category of the workplan, has 2 breakout sections at the bottom for salaries and the one-time use of unspent funds, as well as the comparison to funding the years prior (table appears below the page break):

Description	26/27 Proposed Budget	25/26 Budget	24/25 Budget	Variance	Budget Description
Domestic Marketing	\$1,322,500	\$1,192,600	\$1,483,300	11%	Increase in destination marketing and MICE.
International Marketing	\$387,500	\$498,000	\$616,100	-22%	Reduction in travel trade shows.
Interactive	\$357,025	\$392,460	\$475,145	-9%	No need for a photo shoot this year. See below for additional ask.
Collateral	\$24,500	\$22,000	\$24,640	11%	Additional collateral for MICE.
Research	\$83,000	\$76,000	\$74,152	9%	Additional funds for forecast as it is no longer available through our STR/CoStar subscription.
Special Programs	\$50,000	\$50,000	\$50,000	0%	
Operations, including Salaries, Taxes & Benefits	\$2,433,957	\$2,417,921	\$2,239,554	1%	Reduction in staff due to shift away from leisure sales. Fixed cost inflation.
Visitor Center	\$10,000	\$17,500	\$25,000	-43%	Reduction in collateral budget.
Total Budget	\$4,668,070	\$4,666,481	\$4,987,891	0%	Flat from FY 25/26
Salaries Taxes and Benefits Only	\$1,860,611	\$1,854,374	\$1,685,058	0%	Remove Director and replace with Manager; COLA and two promotions.
Website*	\$200,000				\$60,000 from the city and \$140,00 Unused Funds from FY 25/26

*One time ask from the city plus unused funds from FY 25/26.

The Finance Department is currently forecasting TOT revenue of \$46,700,000 for FY 26/27, a marginal increase from \$46,364,000 for the current FY 25/26. Using the \$46,364,000 estimate for TOT, the one-seventh amount would be approximately \$6,671,428. Staff anticipates this funding would be allocated for various programs and partner agreements including the request from the CVB workplan, but also the RDC base funding workplan, a portion of the Chamber of Commerce workplan, Holiday décor and the Holiday Lighting Celebration on Rodeo Drive, the Concours d'Elegance Father's Day Car Show, landscaping funding, and trademark licensing intellectual property legal services.

This funding that is approximated above does not include either the true-up of any funds that were actual, as opposed to forecasted, from the current fiscal year.

RECOMMENDATION

Staff recommends the Liaison Committee review the and provide recommendations for the Beverly Hills Conference and Visitors Bureau's proposed annual work plan and corresponding funding request in the amount of \$4,668,070 for FY 26/27, and the request to utilize \$140,000 in unspent funds for a one-time website update.

Attachment 1



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

**Fiscal Year 2026/2027 Work Plan
City Liaisons Meeting
June 16, 2026**





CONFERENCE &
VISITORS BUREAU

Fiscal Year 2026/2027 Program of Work Proposal



CONFERENCE &
VISITORS BUREAU

SWOT

Strengths, Weaknesses, Opportunities, and Threats

Economic Challenges

- More than 10 hotels in the area use the Beverly Hills name even though they are not located in the City of Beverly Hills, including the Fairmont Century Plaza in Century City.
- Competitive parity – we don't always have the resources to be where our competitors are to stay top of mind.
- Other CVBs are creating luxury initiatives to market their high-end products (LA Tourism, Visit California, etc.), which compete directly with our brand and messaging.



International Challenges

- Middle East Conflict
- U.S. anti-globalization policy and isolationism.
- Media coverage of unfavorable experiences at the border.
- Visa wait times: U.S. visa travel wait times for inbound travelers show a complex picture: while overall processing times have improved significantly from the post-pandemic peak, many high-demand locations continue to experience long delays, with some locations exceeding 6–12 months for visitor (B1/B2) visas.



STRENGTHS

- Global luxury brand recognition
- Prime geographic location
- Safety
- High ADR and REVPAR
- Ongoing investment and development
- Cultural and entertainment influence
- Board with seasoned hoteliers and business owners

WEAKNESSES

- Compared with neighboring destinations, Beverly Hills has fewer resources, making it more challenging to consistently maintain its visibility and share of voice in an increasingly competitive global travel marketplace
- Low hotel occupancy

SWOT ANALYSIS

Helps make more informed decisions, develop strategies to capitalize on advantages and mitigate risks, and improve overall market position and potential for success.

THREATS

- Brand theft from non-Beverly Hills hotels
- Lack of competitive parity
- Competitive luxury product initiatives
- Middle East conflict
- Negative U.S. media coverage
- Political polarization
- Travel Visa wait times

OPPORTUNITIES

- Next-generation website
- Ensuring Beverly Hills remains relevant to the next generation of luxury consumers
- Education re: hotels in Beverly Hills
- Growing demand with group strategy focus



FY 2025/2026 Highlights

- As of March 30, 2026, a conservative estimate of over \$2,000,000 in group business was booked.
- Fall hotel campaign had a .35% click-thru rate (benchmark is .12-.18%).
- Fall 2025 Expedia campaign had a \$22:\$1 ROI with \$800,000 in actual booking revenue.
- Holiday campaign video had a 98% video completion rate.
- Per CoStar hotel performance tracking, revenue is up 3.7% through March 2026 (city numbers may vary as CoStar is self-reported by the hotels).



CONFERENCE &
VISITORS BUREAU

Performance Metrics for FY 25/26 YTD

Hotel Report Generator

Beverly Hills+, July 2025 - March 2026



X

Report Filters

Report Region: Beverly Hills+ | From: July 2025 | To: March 2026 | Compare to: Previous Year | Comparison Year: 2026

To compare to 2019 please limit date range to 12 months or less

Aggregated Hotel Performance

Period: July 2025 to March 2026

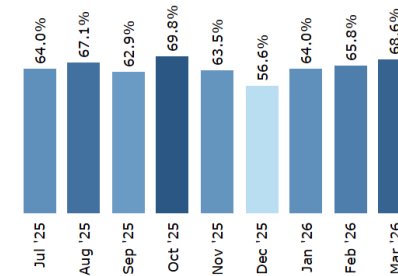
Occupancy 64.7% ▲ 7.1%	ADR \$835 ▲ 5.6%	RevPAR \$540 ▲ 13.0%	Supply 553.8K ▼ -8.3%	Demand 358.4K ▼ -1.8%	Revenue \$299.3M ▲ 3.7%
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Monthly Hotel Performance

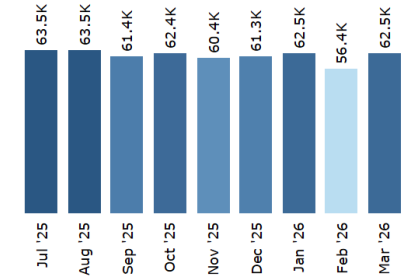
July 2025 to March 2026 compared to the same months in Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Jul 2025	64.0%	▲ 0.6%	\$829	▲ 0.7%	\$530	▲ 1.3%	63.5K	▼ 8.2%	40.6K	▼ 7.6%	\$33.7M	▼ 7.0%
Aug 2025	67.1%	▲ 2.6%	\$856	▲ 4.1%	\$574	▲ 6.8%	63.5K	▼ 8.2%	42.6K	▼ 5.8%	\$36.5M	▼ 1.9%
Sep 2025	62.9%	▲ 3.2%	\$760	▲ 5.9%	\$478	▲ 9.3%	61.4K	▼ 8.2%	38.6K	▼ 5.4%	\$29.4M	▲ 0.3%
Oct 2025	69.8%	▲ 11.0%	\$818	▲ 8.1%	\$571	▲ 19.9%	62.4K	▼ 8.3%	43.6K	▲ 1.7%	\$35.6M	▲ 9.9%
Nov 2025	63.5%	▲ 6.0%	\$818	▲ 10.5%	\$520	▲ 17.0%	60.4K	▼ 8.3%	38.4K	▼ 2.9%	\$31.4M	▲ 7.3%
Dec 2025	56.6%	▲ 3.9%	\$808	▲ 5.1%	\$458	▲ 9.2%	61.3K	▼ 8.4%	34.7K	▼ 4.9%	\$28.0M	▲ 0.0%
Jan 2026	64.0%	▲ 12.5%	\$859	▼ 4.2%	\$550	▲ 7.8%	62.5K	▼ 8.3%	40.0K	▲ 3.2%	\$34.3M	▼ 1.1%
Feb 2026	65.8%	▲ 6.9%	\$892	▲ 12.7%	\$587	▲ 20.5%	56.4K	▼ 8.3%	37.1K	▼ 1.9%	\$33.1M	▲ 10.5%
Mar 2026	68.6%	▲ 17.9%	\$871	▲ 8.8%	\$597	▲ 28.4%	62.5K	▼ 8.3%	42.8K	▲ 8.2%	\$37.3M	▲ 17.7%

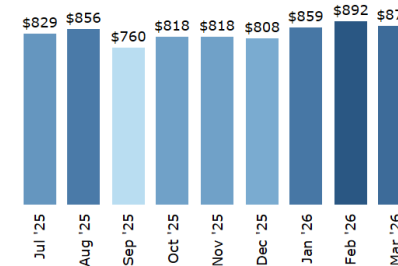
Occupancy



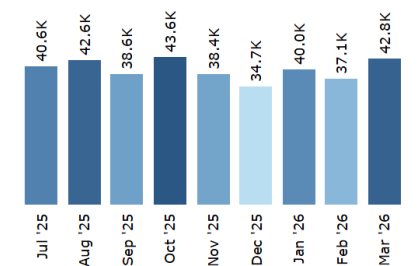
Supply



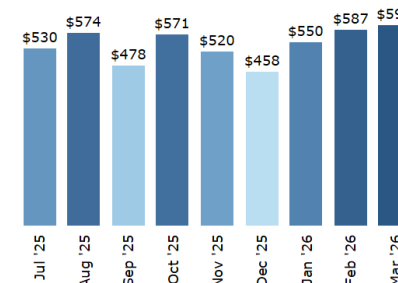
ADR



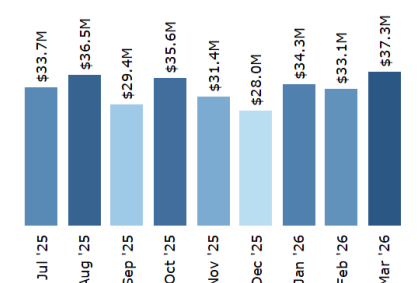
Demand



RevPAR



Revenue



Hotel Competitive Performance



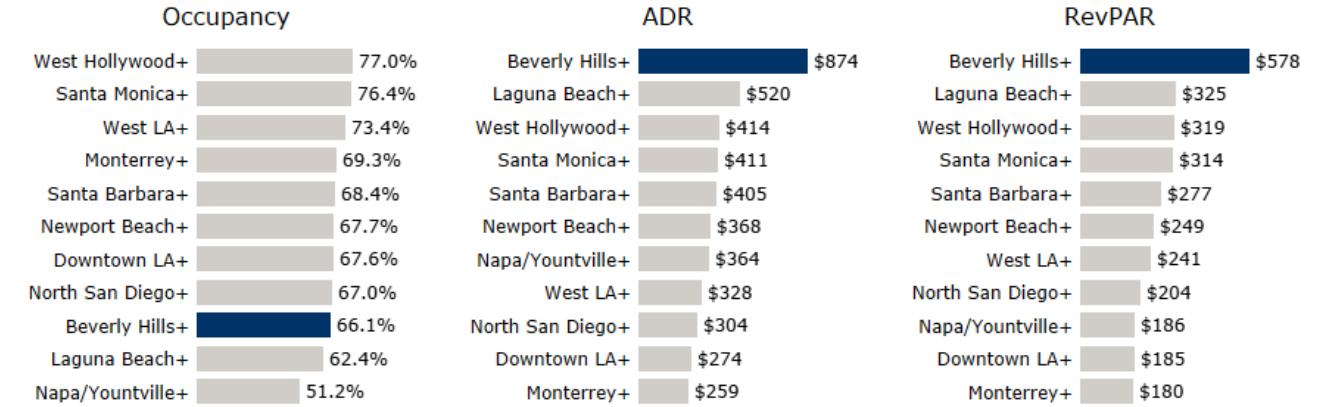
III

Monthly Performance by Market

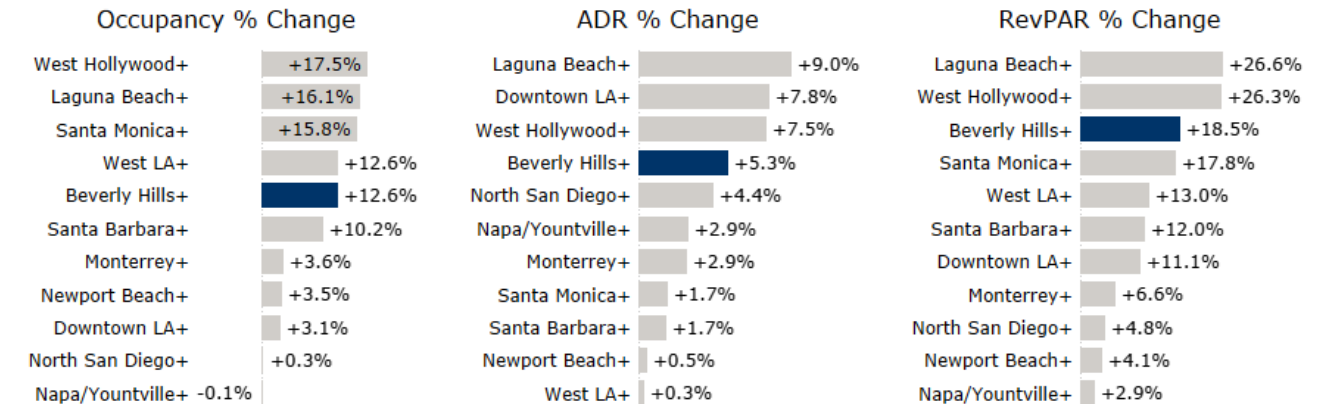
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Beverly Hills+	64.0%	+12.5%	\$859	-4.2%	\$550	+7.8%
	Downtown LA+	60.2%	+3.4%	\$258	+4.7%	\$155	+8.3%
	Laguna Beach+	50.0%	-2.7%	\$450	-11.9%	\$225	-14.3%
	Monterrey+	58.9%	-7.7%	\$227	-4.2%	\$134	-11.6%
	Napa/Yountville+	41.1%	-4.3%	\$322	-2.7%	\$133	-6.9%
	Newport Beach+	60.4%	-3.2%	\$356	-4.3%	\$215	-7.4%
	North San Diego+	56.7%	-7.7%	\$282	+1.8%	\$160	-6.0%
	Santa Barbara+	61.3%	-2.6%	\$363	-10.7%	\$223	-13.1%
	Santa Monica+	67.6%	+23.0%	\$375	-6.1%	\$254	+15.5%
	West Hollywood+	70.4%	+35.3%	\$397	+1.7%	\$279	+37.6%
West LA+	66.6%	+15.1%	\$308	-6.5%	\$206	+7.6%	
Feb	Beverly Hills+	65.8%	+6.9%	\$892	+12.7%	\$587	+20.5%
	Downtown LA+	73.6%	+8.4%	\$285	+9.7%	\$210	+18.8%
	Laguna Beach+	62.7%	+23.4%	\$492	+7.6%	\$309	+32.8%
	Monterrey+	72.5%	+11.8%	\$283	+9.6%	\$206	+22.6%
	Napa/Yountville+	54.5%	+5.9%	\$369	+5.7%	\$201	+12.0%
	Newport Beach+	68.1%	+4.6%	\$359	+1.1%	\$245	+5.7%
	North San Diego+	69.7%	+1.7%	\$303	+2.4%	\$211	+4.2%
	Santa Barbara+	66.9%	+9.4%	\$409	+4.5%	\$274	+14.3%
	Santa Monica+	79.7%	+10.9%	\$445	+8.1%	\$354	+19.9%
	West Hollywood+	81.1%	+15.1%	\$427	+10.4%	\$346	+27.0%
West LA+	78.4%	+14.3%	\$345	+6.4%	\$270	+21.6%	
Mar	Beverly Hills+	68.6%	+17.9%	\$871	+8.8%	\$597	+28.4%
	Downtown LA+	69.8%	-1.6%	\$276	+8.4%	\$193	+6.7%
	Laguna Beach+	74.4%	+27.1%	\$590	+27.0%	\$439	+61.5%
	Monterrey+	76.9%	+6.9%	\$264	+1.4%	\$203	+8.5%
	Napa/Yountville+	58.2%	-1.7%	\$389	+4.3%	\$227	+2.5%
	Newport Beach+	74.6%	+8.7%	\$385	+4.2%	\$287	+13.2%
	North San Diego+	74.5%	+5.7%	\$321	+7.2%	\$240	+13.3%
	Santa Barbara+	76.6%	+23.9%	\$435	+9.9%	\$333	+36.2%
	Santa Monica+	82.2%	+14.6%	\$412	+2.5%	\$338	+17.5%
	West Hollywood+	79.8%	+7.1%	\$418	+9.9%	\$334	+17.7%
West LA+	75.9%	+8.9%	\$330	+1.0%	\$251	+10.0%	

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year





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New for Fiscal Year 2026/2027



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Sales Strategy

Sales Strategy

The Beverly Hills hotels represented on BHCVB's Board of Directors and Commercial Directors now meet monthly to discuss sales strategy and tactics.

- For FY 2026/27, the hotels have determined that emphasis should be placed on direct-to-consumer marketing and group sales.
- The hotels have also stated that they would like BHCVB to pause most leisure (marketing and relationship building with independent luxury travel agents) sales activities for the foreseeable future.
- The bulk of BHCVB's marketing budget will go to Destination Marketing, Group Sales, and US and International PR.





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Ongoing Programming



Route 66 Centennial Activities

Celebrating 100 Years of Route 66

- BHCVB created content to commemorate Route 66: [Celebrate 100 Years of Route 66 Through Beverly Hills](#); the itinerary has been promoted on social media in partnership with the Beverly Hills Historical Society
- BHCVB provided feedback on the Route 66 Vinyl Light Pole Wrap artist selection to the City for an activation with West Hollywood and Santa Monica. Additional details pending.
- BHCVB will support [America on the Move: A Route 66 Centennial Parade](#) with the Petersen Automotive Museum on Sunday, July 12, 2026, featuring 50 curated vehicles representing key moments in automotive history; the activation will include a 20-minute stop in Beverly Hills for photographs

Spring 2026 Soccer Campaign

Travel Like a Champion

- Flight: March 9 (Q3 25/26) – July 10, 2026 (Q1 26/27)
- Media buy partner: Datafy
- Media targets 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.
- Messaging is also promoted via social media and other owned channels for wider reach.
- The [campaign landing page](#) highlights all there is to see and do in Beverly Hills, as activities relate to the World Cup and general visitation.
- Landing page is updated periodically as new event information becomes available.



Fall 2026 Visit California Global Leveraged Media Co-op

Leverage Strategic Partnerships

The 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.



Fall 2026 Destination Marketing

A World Away

- BHCVB will deploy a refreshed Fall 2026 version of our spring signature campaign, *A World Away*.
- Fall 2026 media buy will be informed by Spring 2026 campaign performance.



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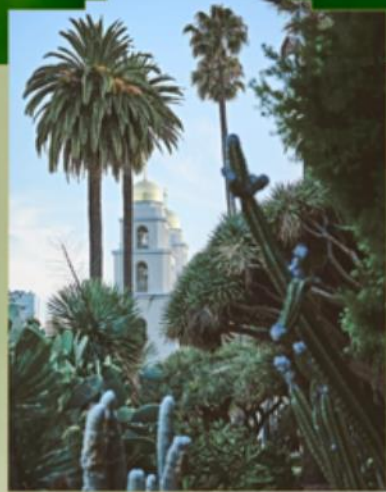


A World Away

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



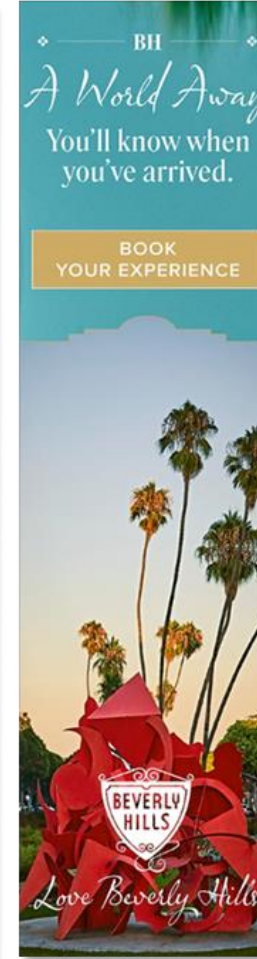
Flagship Shopping



World Class Dining

You'll know when you've arrived.

A World Away Sample Creative



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Holiday 2026 Campaign

Celebrate Together in Beverly Hills

BHCVB will deploy our holiday campaign, *Celebrate Together in Beverly Hills*, on Monday, November 9, to drive markets (Note: Thanksgiving is November 26).

BHCVB will promote the Rodeo Drive Holiday Lighting Celebration in November via connected TV, as we have done in recent years.



Datafy Prospecting Banner



Datafy Retargeting Banner





Spring 2027 Destination Marketing

The Real Hotels of Beverly Hills

BHCVB will partner with one of our creative agencies to ideate a theme for Spring and Fall 2027 campaign iterations. The creative objective will reinforce hotels located in the City of Beverly Hills to combat properties not in Beverly Hills that leverage our name and brand.



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Social Media & Domestic PR Initiatives

BHCVB will be issuing two RFPs at the end of FY 25/26 for the new fiscal year: domestic PR and UK PR. Additionally, the following concepts are under review:

Social Media Concepts under consideration include:

- *Golden Globes/Golden Globes Week*
- *Street Style*

Thought Leadership

- *Whitepaper and supporting video for “The role of AI in Luxury,” which can also be used as a speaking platform.*

Total cost: \$75,000 (part of the Destination Marketing budget)

An additional \$25,000 will be set aside from Special Programs for the Golden Globes partnership.





Travel Trade Group Sales Activities

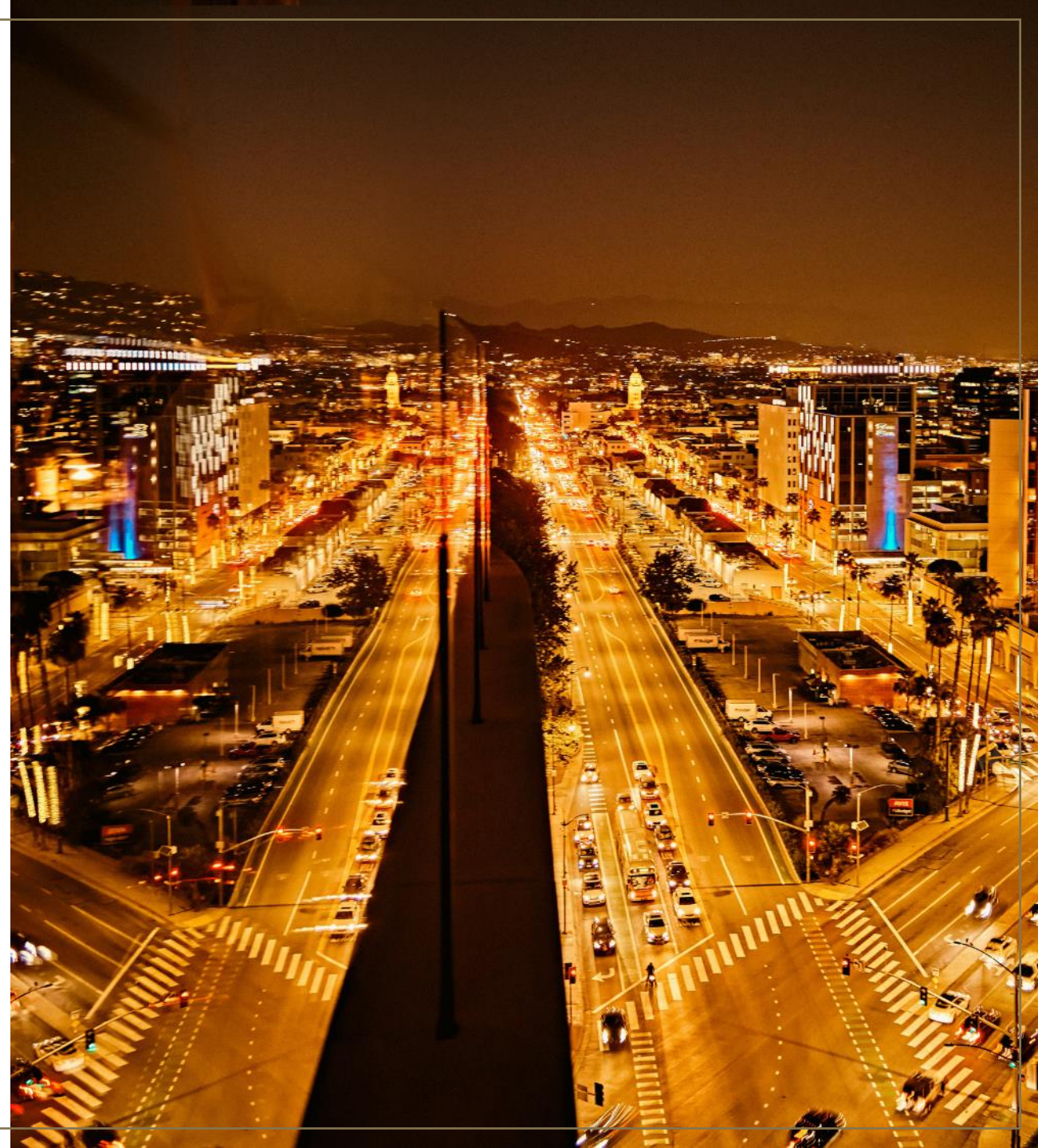
At the recommendation of the Board's hotel General Managers and their Commercial Directors, the following strategy was approved:

- Instead of holding in-market events, BHCVB will conduct two familiarization trips providing one-of-a-kind experiences to top-tier meeting planners.
- BHCVB will attend key meeting planner road and trade shows to ensure awareness and drive bookings.
- BHCVB may repeat a Group Sales marketing campaign pending results of the FY 25/26 initiative.

Travel Trade Leisure Sales Activities

While leisure sales will not be a focus for BHCVB in FY 2026/27, we will still include the following initiatives:

- Partnership opportunities with Visit California which will be managed from the \$35,000 Partnership Marketing Budget.
- Outreach to agents in the Middle East, along with a sales mission to the region in the second half of the year.
- Outreach to agents in Australia with a mission, either in conjunction with Visit California or independently.





International PR/Leisure

At the direction of hotel board members, BHCVB will continue its International public relations and leisure travel trade efforts as follows:

- UK – public relations only (RFP underway)
- Mexico – public relations only
- Australia – public relations and leisure travel trade with a potential sales mission to the region.
- Middle East – public relations and leisure travel trade with sales mission to the region in Q3 or Q4.



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New FY 26/27 Programming



LoveBeverlyHills.com

New Website

- The current website was launched 12 years ago in 2014; we have made it last as long as possible.
- We are nearing the website's End of Life (EOL), meaning future back-end support will become difficult, resulting in no new features, technical support, significant security vulnerabilities, and a possible catastrophic failure.
- The new website must integrate AI functionality to remain competitive; it is no longer a luxury, but essential for boosting efficiency in development and improving search visibility.
- Estimated budget: \$200,000.
- BHCVB would like to request the ability to use \$140,000 of unused funds (due to savings from cancelled programs, staffing, and lower-than-expected fixed costs) from FY 2025/2026.
- BHCVB also requests approximately \$60,000 in additional funds from the city.

LoveBeverlyHills.com

Next Generation

Digital Experience Platform

BHCVB invites proposals from world-class agencies to conceive, design, and deliver an elevated, AI-powered digital experience platform that reflects the prestige, refinement, and global influence of the independent City of Beverly Hills.

This initiative is not meant to be a traditional website redesign; it is the creation of a bespoke digital flagship platform that embodies the essence of Beverly Hills while delivering highly personalized, concierge-level experiences to discerning global travelers.

The selected partner will demonstrate excellence in luxury digital experiences, innovation in artificial intelligence, and the ability to translate brand prestige into measurable economic impact – to the best of our ability and within the allocated budget.



Staffing Changes

- Elimination of the Director of Leisure Sales position.
- Addition of a Manager Business Development role to assist with new group business and to handle miscellaneous leisure requests that are sourced from DMO partners like Visit California.



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Fiscal year 2026/2027 Budget Request

Approval Thresholds

Per the current City Contract, BHCVB is required to seek approval when reallocating funds, as follows:

- \$25,000 to \$50,000 from one area of focus to another (example: domestic to international) requires City Manager approval.
- \$50,000 to \$100,000 from one area to another requires TOT Liaisons' approval.
- Over \$100,000 requires City Council approval.

As we are no longer able to carry over unused funds, BHCVB requests that approval should only be sought by Liaisons for requests to reallocate from \$50,000 to \$100,000, and Council for \$100,000+. We ask that approval from the City Manager no longer be required for reallocations under \$50,000 (however, we would notify the city in writing of all changes).



FY 2026/27 Program of Work

Description	26/27 Proposed Budget	25/26 Budget	24/25 Budget	Variance	Budget Description
Domestic Marketing	\$1,322,500	\$1,192,600	\$1,483,300	11%	Increase in destination marketing and MICE.
International Marketing	\$387,500	\$498,000	\$616,100	-22%	Reduction in travel trade shows.
Interactive	\$357,025	\$392,460	\$475,145	-9%	No need for a photo shoot this year. See below for additional ask.
Collateral	\$24,500	\$22,000	\$24,640	11%	Additional collateral for MICE.
Research	\$83,000	\$76,000	\$74,152	9%	Additional funds for forecast as it is no longer available through our STR/CoStar subscription.
Special Programs	\$50,000	\$50,000	\$50,000	0%	
Operations, including Salaries, Taxes & Benefits	\$2,433,957	\$2,417,921	\$2,239,554	1%	Reduction in staff due to shift away from leisure sales. Fixed cost inflation.
Visitor Center	\$10,000	\$17,500	\$25,000	-43%	Reduction in collateral budget.
Total Budget	\$4,668,070	\$4,666,481	\$4,987,891	0%	Flat from FY 25/26
Salaries Taxes and Benefits Only	\$1,860,611	\$1,854,374	\$1,685,058	0%	Remove Director and replace with Manager; COLA and two promotions.
Website*	\$200,000				\$60,000 from the city and \$140,00 Carryover from FY 25/26

*One time ask from the city plus unused funds from FY 25/26.



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Thank you!



Attachment 2



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City Liaisons Meeting
June 16, 2026





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Appendix





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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



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.

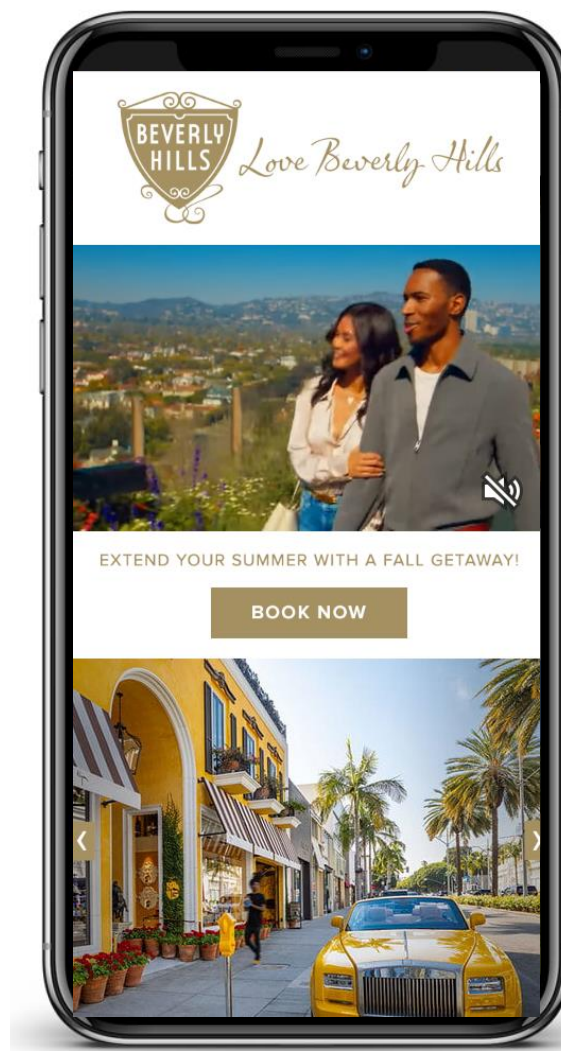
Media buy targets domestic luxury travelers with \$200K+ HHI:

- 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% **↗ 0.23%** compared to benchmark
- Average Native Display CTR: 0.28%; benchmark: 0.15-0.25% **↗ 0.13%** compared to benchmark
- Unique Reach: 843,169
- 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 split into two columns. The left column features a 'Log In to My Account' section with a white background. It contains a 'User ID' input field, a 'Password' input field with a visibility toggle icon, a 'Remember Me' checkbox, and a blue 'Log In' button. Below the button are three links: 'Forgot your User ID or Password?', 'Register for Online Services', and 'View All Cards'. The right column features a promotional banner with a dark blue background. The banner shows a scenic view of the Beverly Hills sign and includes the text 'STAY LEGENDARY' at the top and 'PLAN YOUR BEVERLY HILLS FALL GETAWAY' at the bottom. At the bottom of the page, there is a footer with three columns of links. The first column, 'TOP LINKS', includes 'View Personal Cards' and 'Download the App'. The second column, 'BUSINESS LINKS', includes 'View Corporate Cards' and 'Corporate Travel'. The third column, 'COMPANY INFORMATION', includes 'Vision and Mission Statement' and 'Customer Service Committee'.

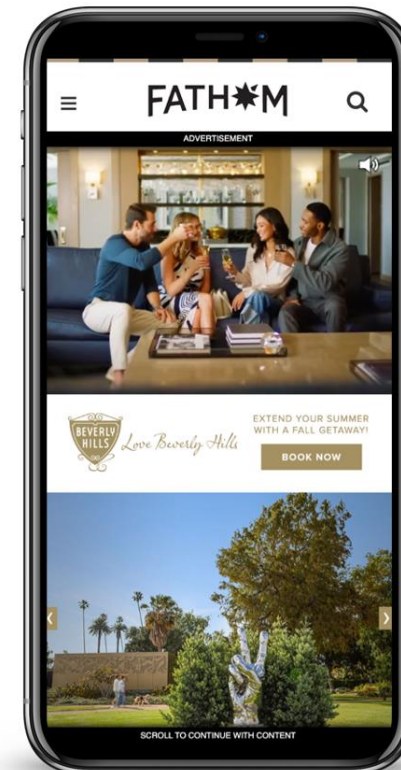
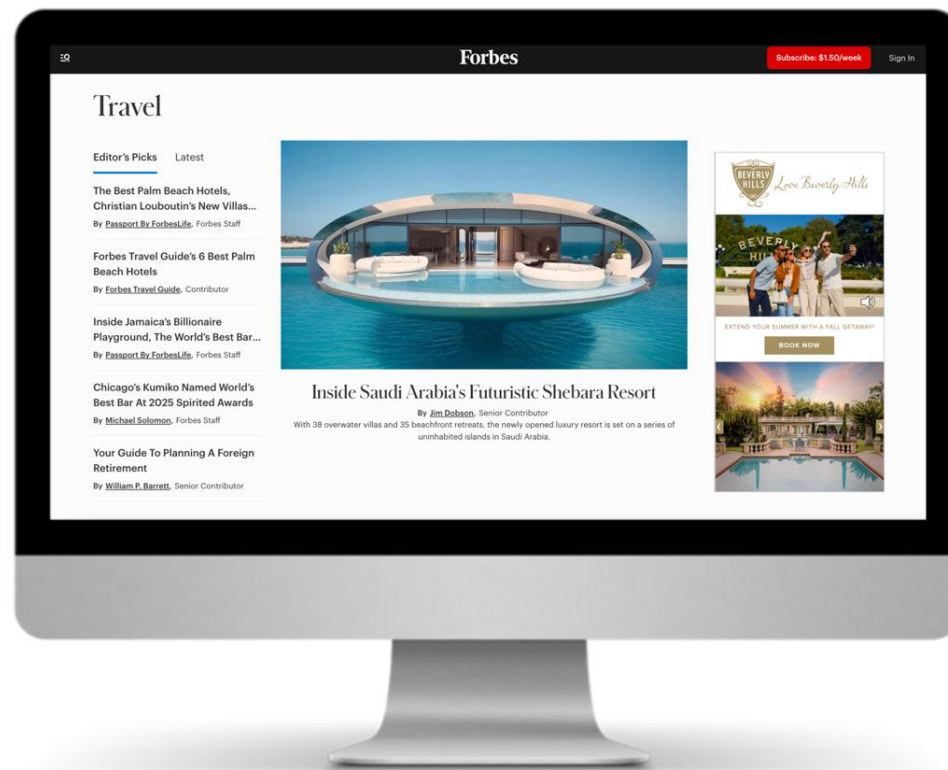
Sample BHCVB Static Ad



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

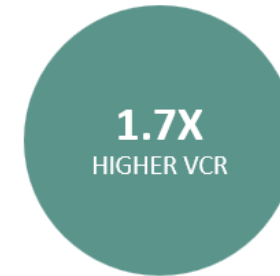


Fall 2025 Martini Media Results

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%.



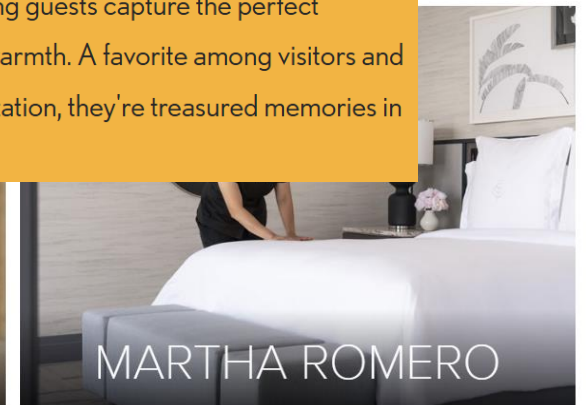
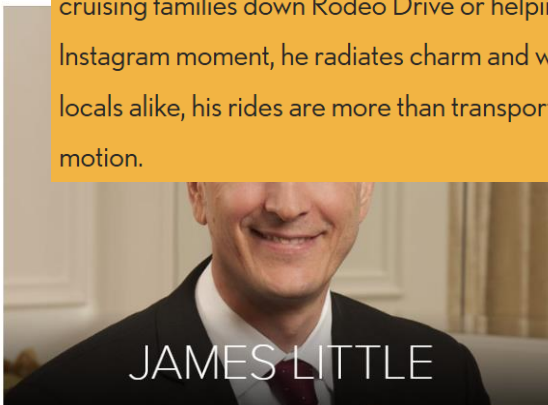
Fall 2025 Microsite Featured Hospitality Individuals

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**



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



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

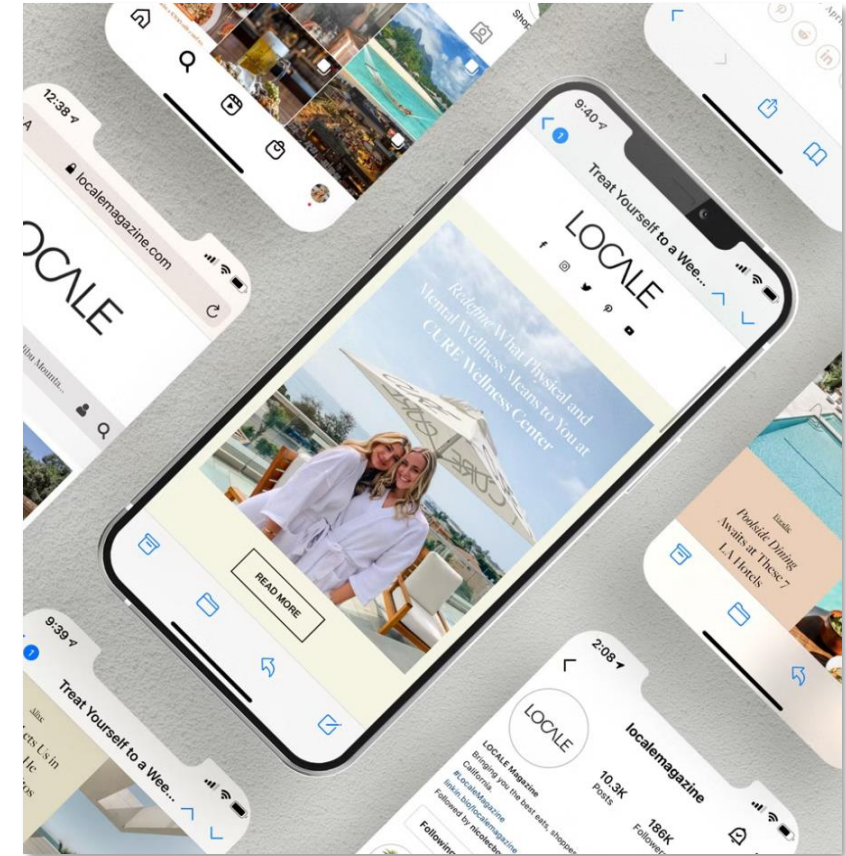


Holiday 2025 Campaign Media Plan Overview

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).

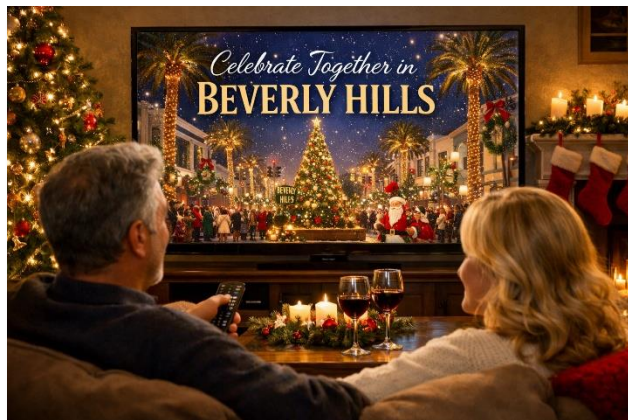
- 6-Week Schedule \$30,750



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% ↗ 0.18% compared to benchmark
- Average Native Display CTR: 0.24%; benchmark: 0.15-0.25%
- Average Total CTR: 0.28%
- Unique Reach: 542,583

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%)

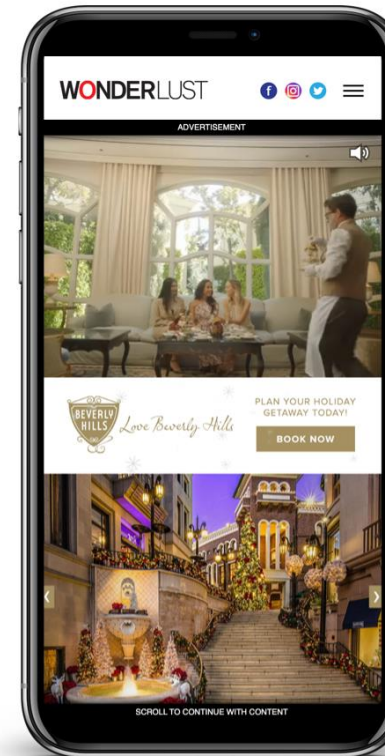
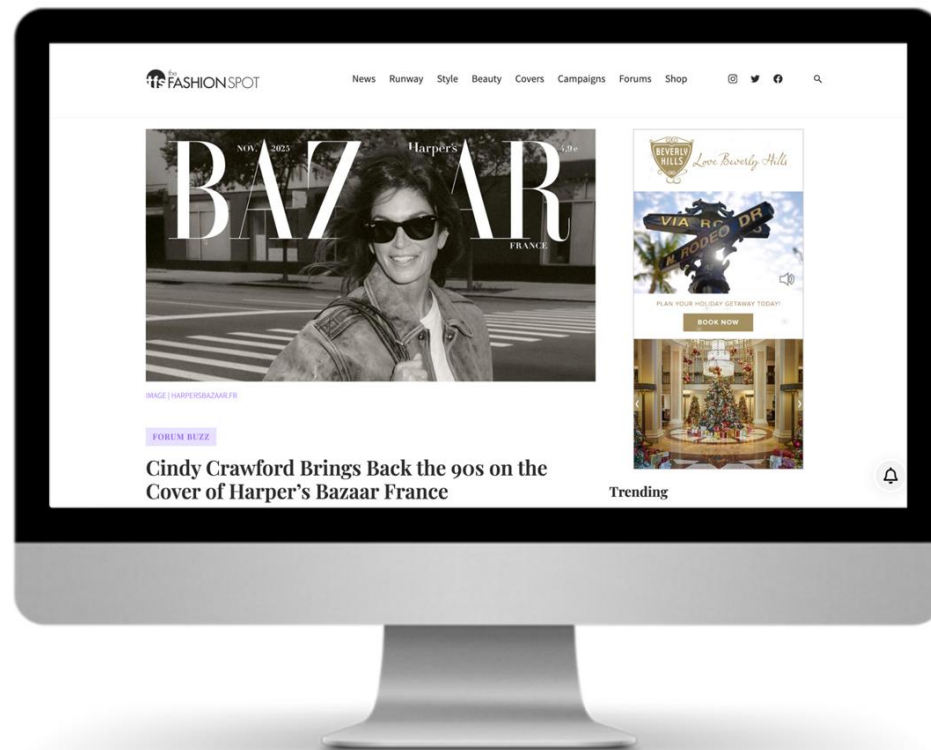
[Celebrate Together](#) itinerary/landing page views: 9,433 by 7,745 active users



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 banner for 'CELEBRATE HOLIDAY MAGIC IN BEVERLY HILLS' with 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

[Home](#) [Regions](#) [Localendar](#) [Locales Only Podcast](#) [Media Kit](#) [About](#)

[NEWSLETTER](#)



CREDIT: BEVERLY HILLS CONFERENCE & VISITORS BUREAU

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



“Always On” Website Visitor Remarketing Campaign

- 512,339 impressions Q3 PTD (July 25-March 26)
- 45,301 clicks to BHCVB *Hotels* page
- 8.84% click-through rate (CTR)
- 3,809 leads to hotels
- 76 estimated hotel bookings
- \$138,213 estimated hotel booking revenue generated from BHCVB referrals
- Average length of stay (ALOS) is 2 nights
- **Estimated Return on Ad Spend (ROAS): \$5.1:\$1 (based on conservative assumptions); ROAS for Q3 alone was \$6.5:\$1.**

“Always On” Visitor eNewsletter Acquisition Campaign

- Lead Generation campaign is designed to engage prospective new visitors and guests to Beverly Hills
- 481,311 impressions Q3 PTD (July 25-March 26)
- 9,810 clicks
- 2.04% click-through rate (CTR)
- 15,574 engagements
- **5,567 new opt-in Visitor eNewsletter subscribers for the 9-month period**
- Averaging 600+ subscribers per month
- \$3.23 cost per sign-up, but declining over fiscal year (average cost to acquire an opt-in email address varies significantly, but generally falls within \$1-\$5 per contact per Prospeo)



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



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



Q1 International Press Highlights

Press highlights include The Wedding Book, Glamour, ELLE, Marie Claire, Neomen, and MexBest, among others.

THE WEDDING BOOK

EXPERIENCIAS

Rodeo Collection: El secreto mejor guardado de Beverly Hills que engloba moda, alta cocina y bienestar de lujo

Un rincón secreto para el novio con un toque vanguardista.

Los planes que hacen algún día del mejor momento, especialmente en Beverly Collection son amigos indeseables que exigen la máxima elegancia y glamour de Beverly Hills, un clásico secreto para el novio que es un espacio de lujo, glamor y elegancia que disfrutamos.

Sweet Angles Bakery Café

El rincón más dulce y encantador de Beverly Hills para una cita por la tarde, el Hotel Angles Bakery Café. Sus pastelerías de autor utilizan ingredientes de calidad, marcan con sabores tradicionales y están con una base perfecta para compartir algo especial entre ellos y sus invitados.

¿DÓNDE COMPRAR?

Belgari

La joya del lujo italiano en Beverly Collection. Profundamente arraigada en su historia, Belgari es un espacio de lujo que ofrece una experiencia única y personalizada.

House of Bion

La boutique masculina más exclusiva del mundo, solo una cita privada. Si eres planeando una ocasión especial o buscando un regalo inolvidable para un pariente, amigo que visita Beverly Hills, Casa privada a medida es una declaración de elegancia y sofisticación.

GLAMOUR

CELEBRITIES BELLEZA MODA SHOPPING TV VIDA BIENESTAR HORÓSCOPOS GREEN GLAM VIDEO

Los Ángeles: una ciudad entre sueños, palmeras y atardeceres rosados

Un destino para disfrutar desde tus vacaciones de verano.

¿Qué hacer en Los Angeles?

ELLE

MODA BELLEZA CÉLEBS ESTILO DE VIDA

ELLE DECO

Clueless cumple 30 años con una suite temática en Beverly Hills

Con celebraciones que van desde el 1.º aniversario Beverly Hills, Bloomington y el 30º aniversario de la franquicia de Clueless hasta la celebración de sus 30 años de existencia en Beverly Hills, la franquicia de Clueless celebra su aniversario con una suite temática en Beverly Hills.

Todo está en los detalles

En la suite temática Clueless se inspiró en planes como los que popularizó Beverly Hills en los 90, una cámara Polaroid y hasta juegos de mesa de la película. Pero eso no es todo, también podrás disfrutar una Jeep Wrangler disponible en esta Suite como la de Cher.

¡El Clueless de Cher!

De fashion lover a fashion lover, sabemos que la más encantadora de todo el mundo de Clueless es el Clueless de Cher, es por eso que antes de la Suite, cumplimos un compromiso de estilo y, al estar, te espera una selección personalizada de looks curados por Masha May y los expertos de Bloomington's. Cada pieza está a la venta en Q1, además de recibir una maravillosa película a 199\$, la copia de archivo oficial inspirada en el increíble uniforme de Cher.

Clueless Suite

Clueless Suite es un espacio que celebra 30 años de su estreno este 2023. Con la selección Clueless que celebra 30 años de estilo de vida y la moda, L'Ermitage Beverly Hills y Bloomington's se unieron en colaboración "The Clueless Suite", una habitación temática que celebra de un homenaje a la Clueless Suite, además de una experiencia de moda con el Clueless de Cher incluido.

marie claire

MODA BELLEZA PEOPLE CULTURA NEGOCIOS

UNO x Clueless: El juego por los 30 años de la película de Cher Horowitz

El juego con el que siempre te puedes divertir con tus amigos al estar almorzando o disfrutando de una tarde en el club de UNO.

¡Atención! Para los fans del juego clásico de 30 años de la película Clueless (1989) con una edición especial que trae a Cher Horowitz y sus amigos a las noches de juego, celebrando el aniversario del UNO con el increíble estilo de Beverly Hills.

¿Qué prefieres? ¿Juegas o sales de fiesta? ¿Te gusta el mundo? ¿Compras? ¿Te gusta el mundo? ¿Te gusta el mundo?

El elemento estrella de la exclusiva Carta King Card Light, es el icono cultural del que siempre te puedes divertir con tus amigos al estar almorzando o disfrutando de una tarde en el club de UNO.

Presentado en una caja coleccionable, este UNO es una edición limitada perfecta para los fans del juego y de la película.

¿Dónde comprar el UNO edición Clueless?

Para los fans a nivel mundial, el UNO edición Clueless

NEOMEN

REVISTA ESTILO DE VIDA FASHION REPORTAJES

Beverly Hilton: 70 años de glamour, un nuevo capítulo de lujo y la eterna promesa de Beverly Hills

Beverly Hills siempre ha sido un sinónimo de brillos, cámaras, vestidos que desfilan la grandeza y confidencias sus modas detrás de columnas de mármol.

El verdadero lujo no es la ostentación, es la capacidad de evolucionar sin transiciones. En ese filo entre la memoria y la renovación, un hotel legendario cumple 70 años y prepara su siguiente paso con la misma elegancia de quien sabe caminar la alfombra roja con estilo. Un hito, historia viva y pasión reactualizada.

Antes de convertirse en un icono de la ciudad, este hotel abrió sus puertas en 1952 con el espíritu más icónico y una elegancia que pronto sería la inspiración del glamour y sofisticación de la ciudad. La más icónica y una de las más grandes y prestigiosas de Beverly Hills. Entre palmeras, jardines de Bell y jardines de Bell, el Hotel Beverly Hills siempre ha sido un lugar que celebra la historia y la renovación de la ciudad.

La memoria vive en el lenguaje del hotel de Clueless, es un juego que celebra la historia y la renovación de la ciudad. Con una elegancia icónica y sofisticada que celebra la historia y la renovación de la ciudad.

En el estado de The Beverly Hills hay dos certezas: la tradición moderna y la hospitalidad icónica que define Clueless. En la franquicia Clueless, siempre te puedes divertir con tus amigos al estar almorzando o disfrutando de una tarde en el club de UNO.

La franquicia Clueless celebra 30 años de su estreno este 2023. Con la selección Clueless que celebra 30 años de estilo de vida y la moda, L'Ermitage Beverly Hills y Bloomington's se unieron en colaboración "The Clueless Suite", una habitación temática que celebra de un homenaje a la Clueless Suite, además de una experiencia de moda con el Clueless de Cher incluido.

MEXBEST

COMUNIDAD SERVICIO TURISMO DESTINOS DESTACADOS ESTILO DE VIDA ESPECIALIDADES SERVICIOS DE LUJO

Nostalgia y lujo en Beverly Hills: así es The Clueless Suite by L'Ermitage

La experiencia completa: shopping, estilo y un Jeep

Los fans de Clueless siempre te puedes divertir con tus amigos al estar almorzando o disfrutando de una tarde en el club de UNO.

Presentado en una caja coleccionable, este UNO es una edición limitada perfecta para los fans del juego y de la película.

¿Dónde comprar el UNO edición Clueless?

Para los fans a nivel mundial, el UNO edición Clueless

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



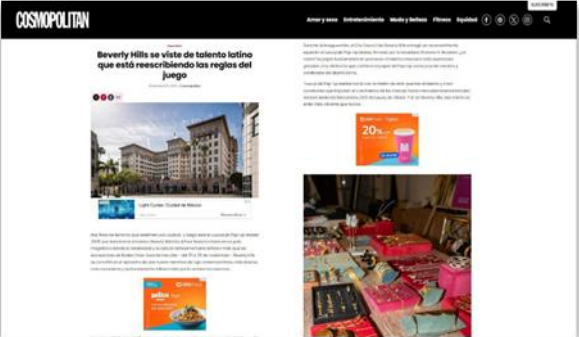
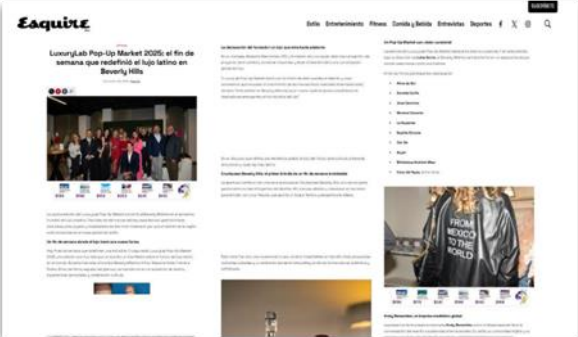
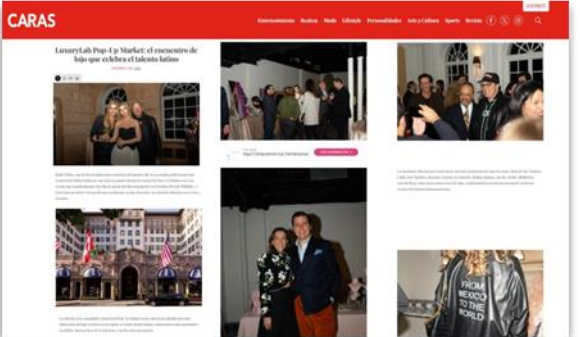
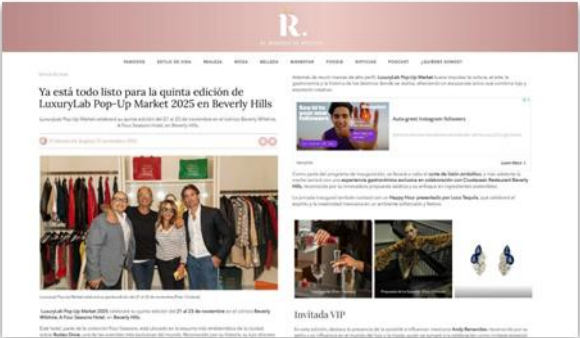
Q2 International Press Highlights

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



Luxury Lab Pop-Up Market

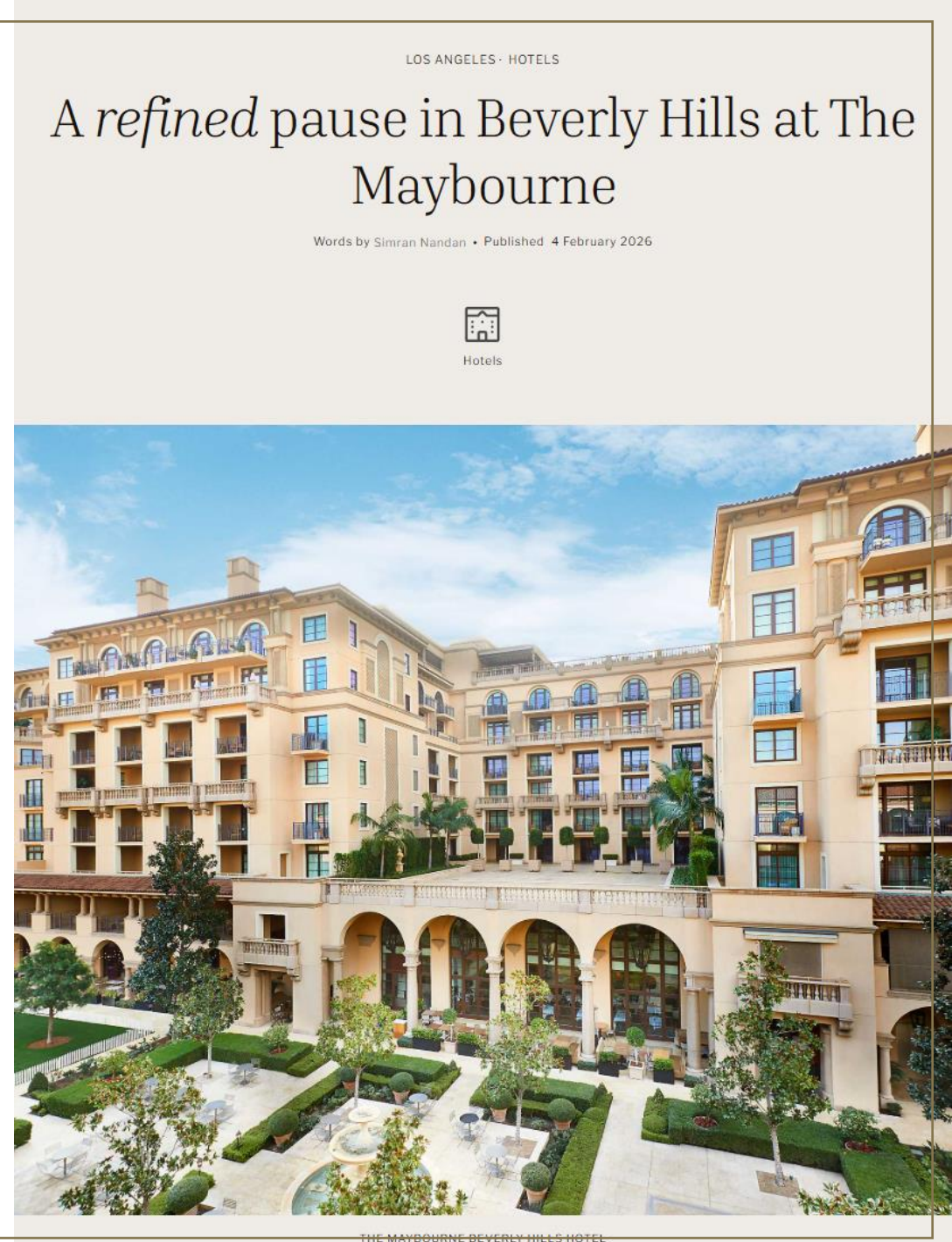
A LuxuryLab Pop-Up Market was successfully held at the Beverly Wilshire, A Four Seasons Hotel, November 21 – 23, bringing together a curated selection of brands and designers; the event was backed by Grupo O Media (Harper's Bazaar, Esquire, Caras, Cosmopolitan, and Vanidades), El Financiero, RSVP El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

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, twillies, 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



LINCOLN



DOBEL 50'



Baker McKenzie.

DESTINATIONS 2025

BUBBLES BY

OFFICIAL MARKET RESEARCH PARTNER

MEDIA PARTNER

PRODUCED BY



BLN BRANDS



TIEMPO

lbn

luxurylabglobal.com

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

Luxury Lab Pop Up FAM (November 2025)

On November 21st through November 24,th we hosted 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 had a stay at Beverly Wilshire, Beverly Hills, A Four Seasons Hotel, a VIP tour of Beverly Hills, a visit to Mr. Brainwash, and dined 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**



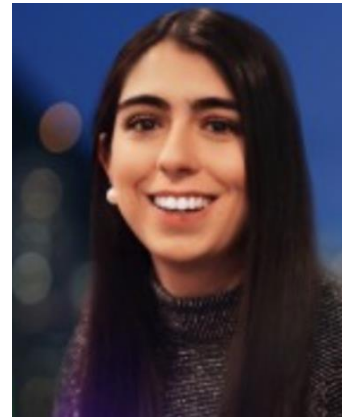
Gerardo Treviño

**Commercial Director,
El Financiero**



Luisa Serna

**Communicator and
Entrepreneur**



Ana Helena Albert

**Editor at Marie Claire
& Noir**



Mariana García

**Editor at Travel +
Leisure**



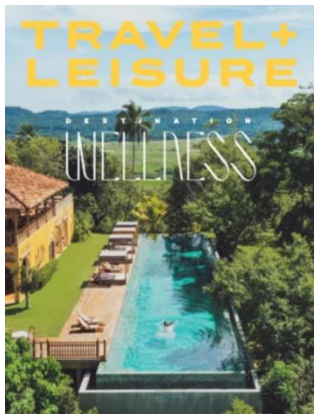
Andy Benavides

**Mexican Influencer
and Content Creator**

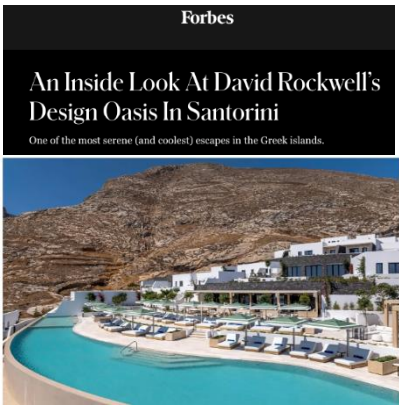


New York Sales Mission – Media Lunch at Marea New York

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



The Art of Travel: Finding Inspiration in Istanbul With Law Roach



Betsy Blumenthal
Senior Editor
Chase Travel



For Truly Envy-Inducing Vacation Pictures, Put the Phone Away



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



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



Activity Report –FY 2025/26 Q1-3 Year-to-Date

Q1-Q3 - Destination Group Sales Activity

88 leads (qualified confirmed receipt)

25,790 lead room nights

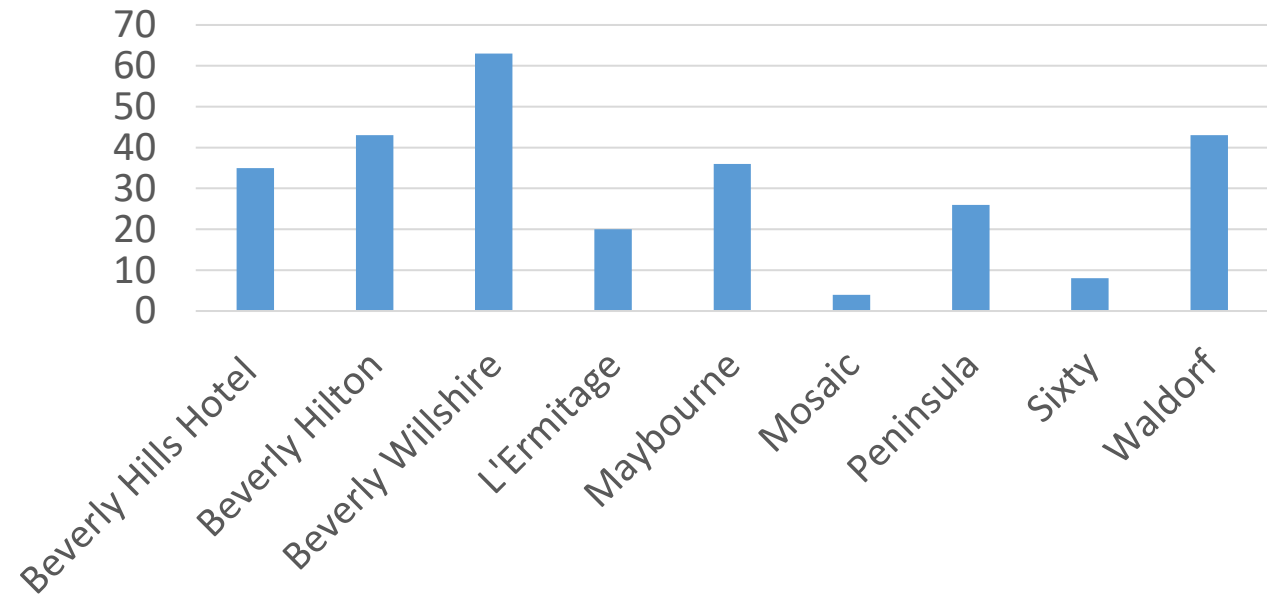
\$10,874,645 in estimated value *

3,896 booked room nights

\$2,106,387 in estimated value

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

Q1-Q3 Leads by Hotel



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.



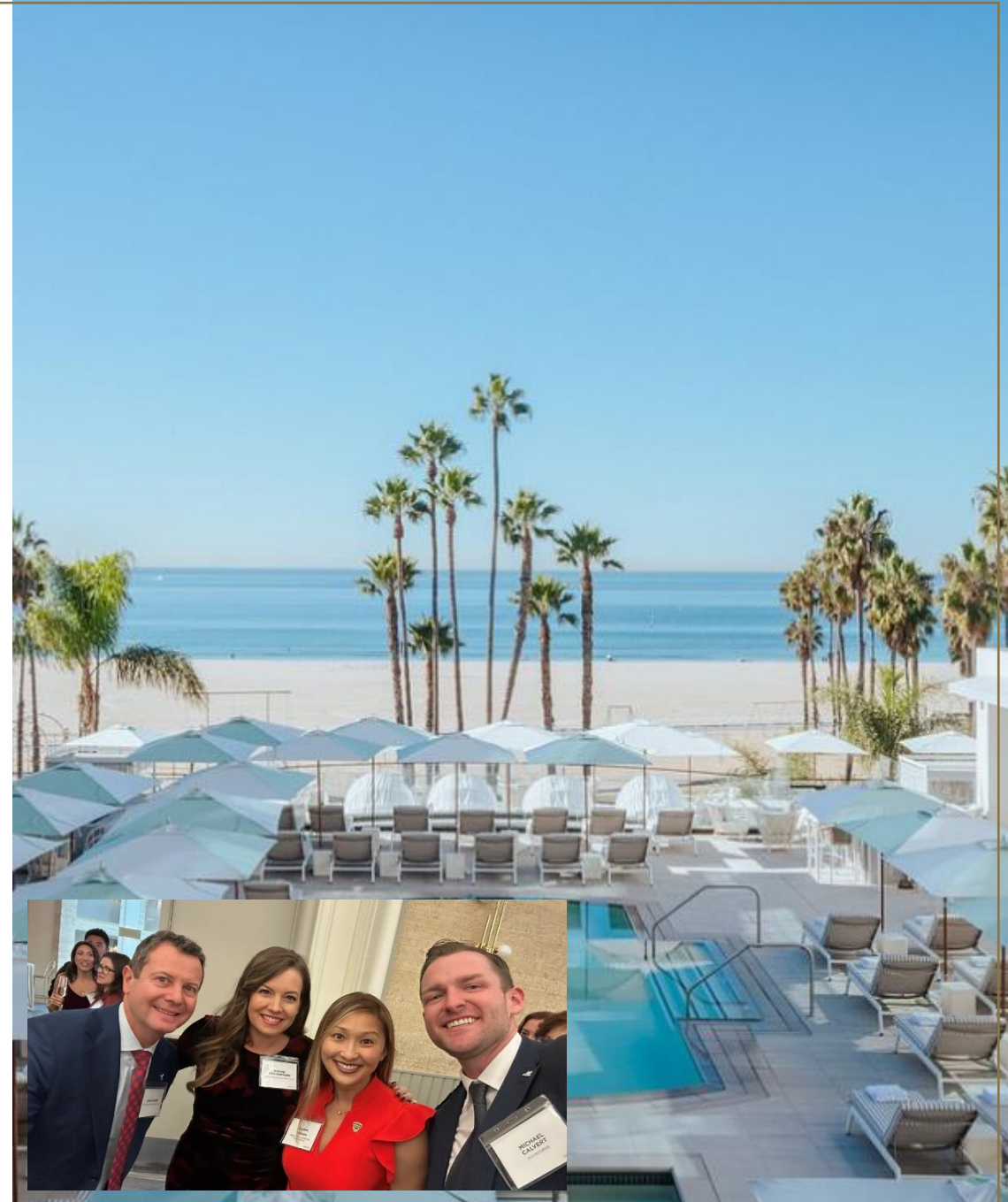
Travel Trade - Leisure (Q2 Continued)

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 & Q4 Planned Activities

Fiscal Year 2025/2026
MARKETING
Q3 & Q4 Planned Activities





Route 66 Centennial Activities



Celebrating 100 Years of Route 66

- BHCVB created content to commemorate Route 66: [Celebrate 100 Years of Route 66 Through Beverly Hills](#); the itinerary has been promoted on social media in partnership with the Beverly Hills Historical Society
- BHCVB provided feedback on the Route 66 Vinyl Light Pole Wrap artist selection to the City for an activation with West Hollywood and Santa Monica
- BHCVB will support [America on the Move: A Route 66 Centennial Parade](#) with the Petersen Automotive Museum on Sunday, July 12, 2026, featuring 50 curated vehicles representing key moments in automotive history; the activation will include a 20-minute stop in Beverly Hills for photographs

Spring 2026 Soccer Campaign

Travel Like a Champion

- Flight: March 9 (Q3 25/26) – July 10, 2026 (Q1 26/27)
- Media buy partner: Datafy
- Media targets 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.
- Messaging is also promoted via social media and other owned channels for wider reach.
- The [campaign landing page](#) highlights all there is to see and do in Beverly Hills, as activities relate to the World Cup and general visitation.



Fall 2026 Visit California Global Leveraged Media Co-op

Leverage Strategic Partnerships

The 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.



Fall 2026 Destination Marketing

A World Away

- BHCVB will deploy a refreshed Fall 2026 version of our spring signature campaign, *A World Away*.
- Fall 2026 media buy will be informed by Spring 2026 campaign performance.



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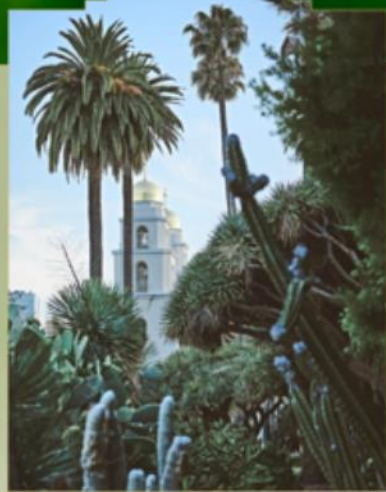


A World Away

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



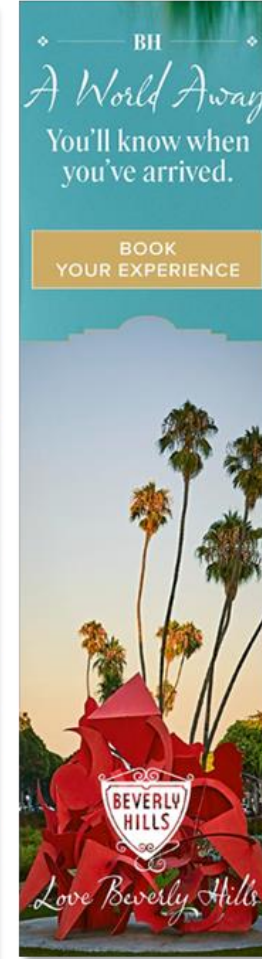
Flagship Shopping



World Class Dining

You'll know when you've arrived.

A World Away Sample Creative



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Holiday 2026 Campaign

Celebrate Together in Beverly Hills

BHCVB will deploy our holiday campaign, *Celebrate Together in Beverly Hills*, on Monday, November 9, to drive markets (Note: Thanksgiving is November 26).

BHCVB will promote the Rodeo Drive Holiday Lighting Celebration (November 12?) via connected TV, as we have done in recent years.



Datafy Prospecting Banner



Datafy Retargeting Banner





Spring 2027 Destination Marketing

The Real Hotels of Beverly Hills

BHCVB will partner with one of our creative agencies to ideate a theme for Spring and Fall 2027 campaign iterations. The creative objective will reinforce hotels located in the City of Beverly Hills to combat properties not in Beverly Hills that leverage our name and brand.



CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026
PUBLIC RELATIONS
Q3 & Q4 Planned Activities



PR Campaigns

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 x Cuisine and Couture Football Edition

BHCVB will be launching Cuisine and Couture Football Edition – a two-part series featuring two influencers who will visit our hotel restaurants and restaurant partners to sample their FIFA-inspired fare, while wearing our Beverly Hills Football Club Merchandise.





Q3 FAM Highlights

International Media FAMs:

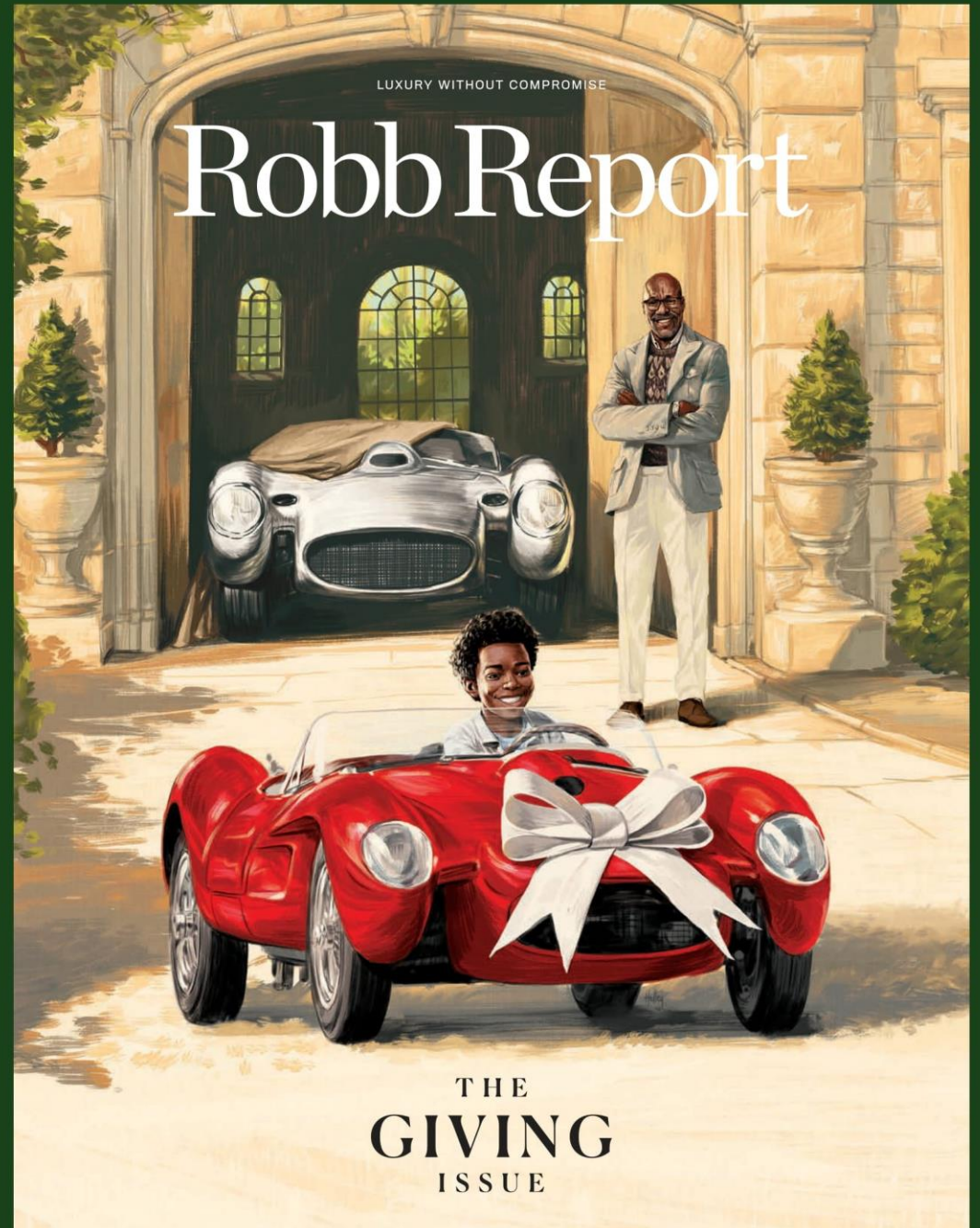
BHCVB hosted two influencers from the UK - Megan Jupp and Kieran Holmes-Darby - in partnership with Visit California, April 12 - 14, 2026. BHCVB partnered with SIXTY Beverly Hills to host their stay; they enjoyed a private Bikes and Hikes LA tour, a VIP Tour at The Cheese Store of Beverly Hills, and dinner at Novikov.

BHCVB hosted 4 influencers from Korea - Gilsu Oh, Youngmin Kim, Seulgi Shin, and Seung A. Lee - in partnership with Visit California, April 6 – 8, 2026. BHCVB partnered with Beverly Wilshire, Beverly Hills, A Four Seasons Hotel, to host their stay. The group itinerary included a meal at Dante, a private Bikes and Hikes LA tour, and dinner at Bacari.

Q3 FAM Highlights (Continued)

BHCVB x Kelsey Eisen FAM (April 2026)

BHCVB hosted Kelsey Eisen from Robb Report, April 22 – 25, 2026. BHCVB partnered with The Maybourne Beverly Hills to host her stay. Kelsey enjoyed lunch at The Polo Lounge, breakfast at The Belvedere, and dinner at Baldi. (*coverage pending*).





PR Pitches & Awards

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

Q3 Total Coverage Impressions

Q3 Domestic

Total Impressions: 378,533,508

Total Stories: 20

Q3 International

Total Impressions:

Total Stories:

Press Highlights

Domestic Press Highlights include ELLE Décor, Forbes, Time Out, Daily Beast, Travel + Leisure, Modern Luxury, Resident Magazine, and Visit California.

Domestic Press highlights include Vogue, Out of Office, Channel 7 Sunrise Australia, and Expansion.



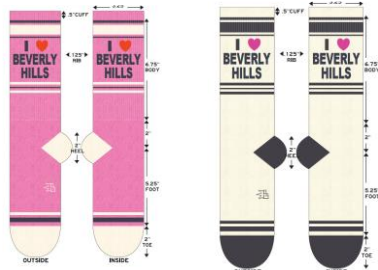
PR Initiative

BHCVB x Beverly Hills Football Club Limited Edition Merchandise

BHCVB will be launching a FIFA inspired limited edition collection featuring a special Beverly Hills shield logo that incorporates a circle ball. The collection consists of 20 items – water bottle, drawstring bag, tees, sweatshirts, shorts, joggers, and hats – which will be sold during prominent events in the city (Art Show, Concours de Elegance, Festival Beverly Hills and Concerts on Canon).



Beverly Hills Football Club Limited Edition Merch





PR Upcoming Placement

Grazia Magazine x L'Ermitage

BHCVB partnered with Grazia Magazine to do a cover photoshoot with actress, Maddie Ziegler. *Coverage pending.*



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Q4 Upcoming FAMs

Familiarization Trips (FAMs)

- BHCVB x AUS influencer FAM: BHCVB will host influencers Sonia Kruger, Kate Waterhouse, and TV personalities and hosts, Mitch and Mark, from Australia, May 8 – 11, 2026
- BHCVB x US FAM: BHCVB will host travel influencer, Alexa McDonald, in June or July
- BHCVB x MEX FAM: BHCVB will host influential media from Mexico this summer
- BHCVB x UK FAM: BHCVB is looking to host British fashion model and influencer, Calum Harper, this summer



Fiscal Year 2025/2026
TRAVEL TRADE – LEISURE SALES
Q3 & Q4 Planned Activities





Travel Trade - Leisure

**Northstar Global Travel Marketplace (GTM),
JW Marriott, Los Angeles, CA**

January 22-24, 2026

BHCVB sponsored a welcome dinner reception for over 100 highly vetted luxury travel advisors (with a minimum of \$1M in annual global sales) and conducted boardroom presentations with over 35 luxury travel agents, along with hotel partners AKA, Beverly Wilshire, L'Ermitage, Maybourne, SIXTY, and Waldorf Astoria.



Travel Trade - Leisure

Visit California Japan Club, California Osaka Live Event January 30, 2026

Club California's second training/networking live event hosted their largest event in Osaka, Japan with the largest turnout, welcoming 86 attendees (74 Trade / 12 Media) from 93 registrations (92% CVR). All attendees were keen to hear the latest Beverly Hills updates and products ahead of the key planning period for spring and summer.

Global Travel Collection Beverly Hills February 17, 2026

BHCVB hosted and invited several of our hotel partners - The Maybourne Beverly Hills, AKA Beverly Hills, SIXTY Beverly Hills, and The Hotel Lili - for a lunch at the Global Travel Collection Beverly Hills office, where destination updates were presented to over 25 luxury travel agents.





Travel Trade - Leisure

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

BHCVB participated in a training class with 80 new luxury travel advisors to foster relationships at the early stages of their careers.

Visit California Outlook Forum, Chula Vista, CA
March 9-12, 2026

The BHCVB Team attended the Outlook Forum, where more than 800 leaders from across California's travel industry gathered to hear from keynote speakers, partners, and businesses from every region to learn where our industry stands in 2026. The conference also offered an opportunity to connect with industry colleagues and network.

Visit California / Connections California Luxury Forum, Lake Tahoe, CA
March 22-27, 2026

BHCVB attended the 9th edition of the luxury forum, which spotlighted luxury products and brought together California suppliers with 35 luxury travel buyers from 11 countries. Buyers and Suppliers bonded over one-to-one meetings and experiences while networking together during the three-day event.



Travel Trade - Leisure

Virtuoso UK & Ireland Training Webinar

May 13, 2026 @ 8:00 a.m.

BHCVB will host a 30-minute virtual presentation for Virtuoso luxury travel advisors, featuring curated content, expert insights, and the latest updates from Beverly Hills. The session will include an interactive Q&A and a raffle offering a Beverly Hills–branded gift bag. The webinar will be recorded and made available on demand for three months through the Virtuoso Travel Academy, extending its reach and engagement beyond the live event.

Virtuoso Continental Europe Training Webinar

May 21, 2026 @ 7:00 a.m.

Same format as the above Virtuoso UK & Ireland Training Webinar.





Travel Trade - Leisure

L.E. Miami

Miami, FL, June 1-4, 2026

BHCVB will participate in one-to-one appointments with 45 luxury travel agents over the week-long travel trade event, providing Beverly Hills updates and news.

Virtuoso On-Tour Coffee Sponsorship

Tucson, AZ, June 17-19, 2026

BHCVB will be sponsoring a coffee break with branded cups/sleeves for Virtuoso Luxury Travel Agents and conducting several one-to-one appointments with 150 members in attendance.



CONFERENCE &
VISITORS BUREAU

Fiscal Year 2025/2026

TRAVEL TRADE – Group Sales



Travel Trade – Group Q4

Conference Schedule

- April 1-3: Prestige Partners Conference (high-end meeting planners)
- April 20-22: Lexus Dealers Site Visit (for 1800 room night group in FY 28/29)
- April 27-30: Helms Brisco Annual Conference and FAM in Beverly Hills
- May 12-14: Visit California Road Show in DC and Philadelphia
- May 19-21: IMEX Frankfurt with Brand USA/Visit California
- May 19-21: Retreat Resources – Denver and Salt Lake
- May 31 – June 2: Northstar Incentive
- June 3-5: Cohera Western Region and Sales
- June 24-26: Finance & Insurance Meeting Professionals Education Conference

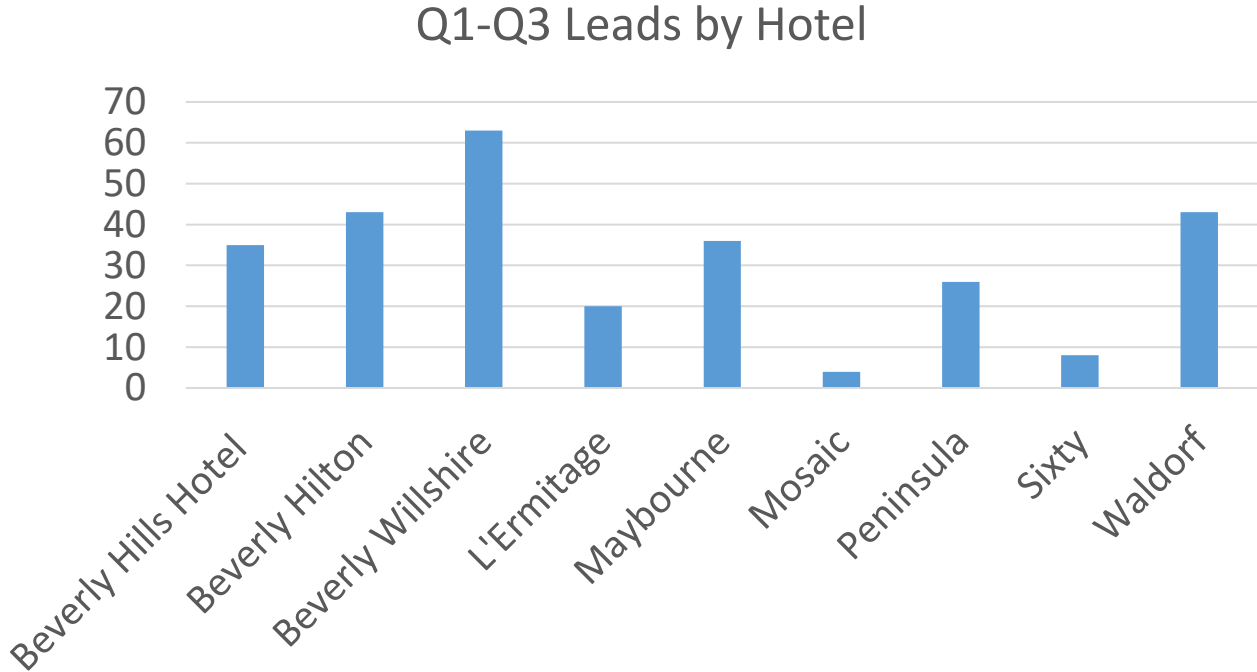


Activity Report –FY 2025/26 Year-to-Date

Q1-Q3 - Destination Group Sales Activity
88 leads (qualified confirmed receipt)
25,790 lead room nights
\$10,874,645 in estimated value *
3,896 booked room nights
\$2,106,387 in estimated value

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

* Same information as slide 50



Detailed Budget



Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
EXPENSES				
DOMESTIC MARKETING				
A. Sales Missions				
New York Sales Mission		150,000	150,000	146,500
Chicago/Miami				75,000
San Francisco/Dallas				75,000
Southern California Road Show				
San Diego				
Subtotal	-	150,000	150,000	296,500
B. Domestic PR/ Media Missions				
New York	7,000	6,500	4,680	4,500
Los Angeles		1,800	1,768	1,700
San Francisco	2,500	2,500	2,392	2,300
Las Vegas (IMM)	6,000	5,500		
Events				
Fams/PR	13,000	13,000	12,480	12,000
Memberships			-	
US Representation	114,000	112,000	111,000	111,000
Subtotal	142,500	141,300	132,320	131,500



Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
C. Destination Marketing				
Fall	350,000	397,500	475,000	475,000
Spring	450,000	177,500	475,000	475,000
Subtotal	800,000	575,000	950,000	950,000
D. MICE Marketing				
Simpleview/salesforce	10,000	6,300	9,980	5,750
Meeting Planner Activities	365,000	280,000	175,574	168,840
Subtotal	375,000	286,300	185,554	174,590
F. Advocacy				
TravPro			20,000	
G. Partnership Marketing				
Co-operative Programs	35,000	40,000	50,000	49,201
Subtotal				
DOMESTIC MARKETING TOTAL	1,352,500	1,192,600	1,487,874	1,601,791



Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
INTERNATIONAL MARKETING				
A. Sales Mission (Visit CA/ LA Tourism/BHCVB)				
Australia/NZ	25,000		50,000	
Mexico				
Canada			5,000	3,500
Japan/Korea				
UK			10,000	5,000
VCA Luxury Forum			5,000	4,500
Int'l Fams (trade)			18,000	18,000
Subtotal	25,000	23,000	87,500	31,000
B. Trade Shows - Pow Wow, ITB, WTM, ILTM				
Booth Costs	3,000	3,000	6,000	30,000
World Travel Market				
Luxperience				
Brand USA Travel Week				
IMEX Las Vegas	65,000	60,000	65,000	60,000
IPW				50,000
NorthStar				
Connections				
LE Miami		45,000		
ILTM Asia			35,000	40,000
ILTM America				
ILTM Europe			60,000	50,000
Subtotal	68,000	108,000	166,000	230,000

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
C. Media - Missions & Fams				
Fams (media)	25,000	28,000	20,000	20,000
Subtotal	25,000	28,000	20,000	20,000
D. In-Country Representation				
India				
GCC	54,000	54,000	45,000	45,000
China				
UK	75,000	80,000	60,000	60,000
Mexico	48,000	50,000	57,600	57,600
Europe				
South East Asia				
Australia	60,000	60,000	60,000	60,000
Subtotal	237,000	244,000	222,600	222,600
E. Bus. Dev Emerging Mkts				
India				
Japan/MX				
South Korea				
China Bus. Dev				
Canada				
Mexico		20,000	30,000	30,000
GCC	50,000	50,000	40,000	20,000
Subtotal	50,000	70,000	70,000	50,000

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
G. Incentive Programs				
Tour Bus/Operator/ Guerilla Mktng				
Subtotal				
G. In Market Programs				
Virtuoso		25,000	50,000	50,000
Subtotal		25,000	50,000	50,000
INTERNATIONAL MARKETING TOTAL	405,000	498,000	616,100	643,600
INTERACTIVE				
A. Content Strategy/ Site Refresh				
Crowdriff	16,000	16,000	23,153	22,050
Content	6,000	5,000	8,000	24,950
Social Services	125,000	122,000	116,580	85,000
Subtotal	147,000	143,000	147,733	132,000
B. eCommerce				
Shopify	4,000	6,000	5,720	5,500
Subtotal	4,000	6,000	5,720	5,500



Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total				4,959,410
D. SEM/ SEO				
SEM International				
SEM Domestic	85,000	85,000	100,000	100,000
SEO Domestic	32,400	21,000	20,796	21,000
Subtotal	117,400	106,000	120,796	121,000
F. Domestic Website				
Retargeting	25,000	36,000	48,000	48,000
Maintenance	30,000	15,420	15,420	16,500
Site Updates	2,500	50,000	100,000	5,000
Domain Renewal	725	700	676	650
Subtotal	58,225	102,120	164,096	70,150
G. Database/Email				
Maintenance/Deployment	30,000	35,340	36,800	36,800
Subtotal	30,000	35,340	36,800	36,800
INTERACTIVE TOTAL	356,625	392,460	475,145	365,450

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
COLLATERAL STRATEGY				
Revised visitor guide	15,000	5,000	8,000	21,000
Infox distribution				
Premiums/ Giveaways (VIPs, fams, Sales Missions, Int'l Offices)	17,000	17,000	16,640	16,000
COLLATERAL STRATEGY TOTAL	32,000	22,000	24,640	37,000
7. SPECIAL PROGRAMS				
A. Adhoc,/City/ Board Requests/ Partnerships, etc.				
City Requests, adhoc programs from stakeholders, Board Requests	50,000	50,000	50,000	50,000
Subtotal				
SPECIAL PROGRAMS TOTAL	50,000	50,000	50,000	50,000
8. RESEARCH				
Visa Vue	7,500	9,000	9,152	8,800
STR	14,500	14,000	13,632	11,000
Cision				
Economic Impact Study				45,000
Funding			8,276	
Tracking (Datafy and Symphony, Vurvey)	61,000	53,000	53,000	23,000
RESEARCH TOTAL	83,000	76,000	84,060	87,800

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
MARKETING & TOURISM TOTAL	2,279,125	2,231,060	2,737,819	2,785,641
VISITOR SERVICES				
Visitor Staff				
Merchandising/ Display (artwork, costumes, signage)	7,500	10,000	10,000	25,000
Collateral (tips, universal brochures)			5,000	5,000
Communications (advertising/incentives)	7,500	7,500	10,000	10,000
Subtotal	15,000	17,500	25,000	40,000
VISITOR SERVICES TOTAL	15,000	17,500	25,000	40,000
12. FIXED COSTS				
A. Salaries, Taxes, Benefits				
Salaries	1,359,438	1,415,910	1,274,292	1,204,531
P/T Salary	32,000	38,519	63,520	38,520
Taxes	119,645	119,394	108,543	105,450
Benefits	283,822	280,551	238,704	234,444
Subtotal	1,794,905	1,854,374	1,685,059	1,582,944
B. Rent				
9400 S. Santa Monica Blvd (City of BH)	215,700	208,404	201,365	194,554
Subtotal	215,700	208,404	201,365	194,554

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
Tel. Main./Repairs (phone lines, repairs, etc.)	24,000	22,000	20,000	19,183
Subtotal	24,000	22,000	20,000	19,183
D. Utilities (City)				
Electricity (SoCal Edison)	6,300	7,882	7,430	7,144
Alarm System - ADT	1,631	1,631	1,508	1,450
HVAC	1,638	1,638	1,638	1,575
Subtotal	9,569	11,151	10,576	10,169
E. Equip Usage, Copier. Printers				
B&W/ color copies	2,500	2,427	2,288	2,200
Subtotal	2,500	2,427	2,288	2,200
F. Computer Services/Maintenance				
**services/ maintenance	23,000	18,000	17,529	16,855
Subtotal	23,000	18,000	17,529	16,855
G. Postage/ Delivery				
postage	1,700	1,700	1,500	1,500
Subtotal	1,700	1,700	1,500	1,500
H. Prof Dev/ Training (7,500)				
Training	5,000	10,000	10,000	10,000
Conference	20,000	20,000	17,000	17,000
Subtotal	25,000	30,000	27,000	27,000

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
I. Dues				
WACVB	2,500	2,000	1,720	1,654
BH Chamber	600	950	874	840
CalTravel	1,500	2,200	2,071	1,991
US Travel Assoc.	4,500	4,500	3,950	27,500
LA Tourism	1,250	1,200	1,092	1,050
Rotary	1,500	2,000	1,505	
WSJ	485			
LinkedIn	480			
Destinations International	11,200	8,347	8,026	7,718
Subtotal	24,015	21,197	19,237	40,752
K. Community Relations/ Corp Exp				
Staff Expenses (2800)				
Birthdays	360	360	330	330
Holidays	1,650	2,100	1,885	1,800
Team Building		5,000	10,000	10,000
Corp Expenses		-	-	
Remote worker travel	7,000	8,000	8,000	10,000
Corp Breakfast/Luncheons/Dinners & Expenses / Business Mtgs	6,500	6,830	6,500	5,460
Subtotal	15,510	22,290	26,715	27,590

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
L. Professional Services				
TriNet Service fee (payroll, hr., 401k)	35,346	31,200	31,355	29,304
Legal Fees	7,000	8,000	7,000	5,200
Ramp	7,000			
Concur		5,000		
Outside Accounting Services	95,000	85,000	80,000	75,000
Subtotal	144,346	129,200	118,355	109,504
M. Temporary Services (\$2k)				
Project Assistance				
Subtotal				
N. Insurance				
E&O	4,000	3,914	3,914	3,763
Chubb Foreign Policy	3,500	4,800	4,608	4,430
Travelers (D&O)	6,000	6,490	6,000	4,682
TriNet Workers Comp	17,000	15,000	11,321	10,885
Cyber	2,000	3,900	3,744	3,600
The Hartford (Employer Liab & Casualty)	5,600	6,300	6,073	5,839
Know Be4	1,000			
Subtotal	39,100	40,403	35,659	33,200
O. Audit				
Audit fee	15,000	15,000	14,000	14,000
Subtotal	15,000	15,000	14,000	14,000

Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
P. Office Supplies				
CVB office supplies	15,000	16,873	15,600	15,000
QuickBooks Check Stock				
Subtotal	15,000	16,873	15,600	15,000
Q. Contingency			5,000	4,970
Subtotal	4,500			
	4,500		5,000	4,970
R. Board of Directors				
Board costs	1,000	2,000	1,500	10,000
Subtotal	2,000	2,000	1,500	10,000
S. Taxes				
Tax filing service	3,100	3,000	2,500	2,900
Property Taxes (supplemental & annual)	15,000	15,000	14,166	13,888
Board of Equalization				50
QuickBooks 1099 Preparation Fee			125	120
Subtotal	18,100	18,000	16,791	16,958



Fiscal Year 2026/27 Proposed Budget

Categories	26/27 Proposed Budget	25/26 Budget	24/25 Budget	2023/24 Budget
CITY CONTRACT ()	4,668,070	4,666,081	4,987,891	4,809,410
Estimated Carryover from 24/25	150,000	456,484	250,000	150,000
Sales Revenue				
Total	4,818,070	5,122,565	5,237,891	4,959,410
T. License & Permits				
Franchise Tax Board				
City of Beverly Hills - Business Tax				
Misc. permits				
QuickBooks Online Software License				2,160
UK Media License		2,000	2,000	
Subtotal		2,000	2,000	2,160
V. Fees & Charges				
AMEX Card Fees			1,250	
Bank Charges			2,398	2,503
Subtotal		2,500	2,503	2,503
FIXED COSTS TOTAL	2,373,945.30	2,417,521	2,222,572	2,139,895
Without Carryover in budget	4,668,070.30	4,666,081	4,985,391	4,809,410
TOTAL CASH BUDGET CARRYOVER	4,808,070.30	5,122,565	5,235,391	4,959,410
Percentage difference:		0.0%	6.4%	3.7%





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Tracking/Research

Visitation Dashboard for Q3 YTD (July 2025 – March 2026)



All data represents July 1, 2025 - March 31, 2026, visitors from 50+ miles to Beverly Hills. Geofenced areas capture a sample size of devices and are statistically modeled to estimate visitor volumes.

Visitor Trends:

- Total Trips: 1,570,637
- Visitor Days: 3,797,668
- Average Length of Stay: 2.4 days

Repeat vs One-Time Visitors:

- Repeat: 35.5% of visitors have been to Beverly Hills in the last 7 years.
- One-Time: 64.5% of visitors have not been seen in the destination in the last 7 years.

In-State vs Out-of-State Visitation:

- 32.6% in-state
- 67.4% out-of-state



Visitation Dashboard for Q3 YTD (July 2025 – March 2026)



Rank	Top Visitor Markets (DMAs) to Beverly Hills	Top Visitor Markets (DMAs) to Hotels	Top Visitor Markets (DMAs) to Attractions	Top Spending Visitor Markets (DMAs) & Share
1	Los Angeles	New York	Los Angeles	New York (7.85%)
2	New York	Los Angeles	New York	Dallas-Fort Worth (5.27%)
3	San Francisco-Oakland-SJ	San Francisco-Oakland-SJ	San Francisco-Oakland-SJ	Chicago (5%)
4	San Diego	San Diego	San Diego	San Francisco-Oakland-SJ (4.14%)
5	Las Vegas	Miami-Fort Lauderdale	Las Vegas	Boston-Manchester (3.23%)
6	Phoenix-Prescott	Dallas-Fort Worth	Dallas-Fort Worth	Los Angeles (2.76%)
7	Chicago	Las Vegas	Chicago	Indianapolis (2.74%)
8	Miami-Fort Lauderdale	Chicago	Miami-Fort Lauderdale	Phoenix-Prescott (2.57%)
9	Dallas-Fort Worth	Phoenix-Prescott	Houston	Philadelphia (2.47%)
10	Houston	Houston	Atlanta	Miami-Fort Lauderdale (2.27%)



Hotel Report Generator

Beverly Hills+, July 2025 - March 2026



X

Report Filters

Report Region: Beverly Hills+ | From: July 2025 | To: March 2026 | Compare to: Previous Year | Comparison Year: 2026

To compare to 2019 please limit date range to 12 months or less

Aggregated Hotel Performance

Period: July 2025 to March 2026

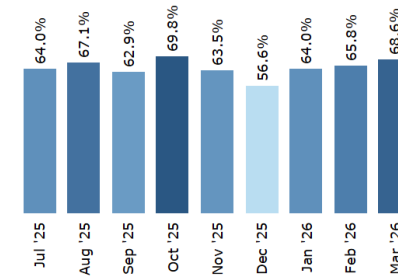
Occupancy 64.7% ▲ 7.1%	ADR \$835 ▲ 5.6%	RevPAR \$540 ▲ 13.0%	Supply 553.8K ▼ -8.3%	Demand 358.4K ▼ -1.8%	Revenue \$299.3M ▲ 3.7%
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Monthly Hotel Performance

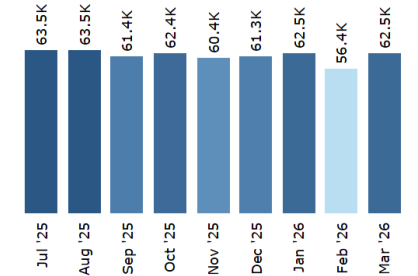
July 2025 to March 2026 compared to the same months in Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Jul 2025	64.0%	▲ 0.6%	\$829	▲ 0.7%	\$530	▲ 1.3%	63.5K	▼ 8.2%	40.6K	▼ 7.6%	\$33.7M	▼ 7.0%
Aug 2025	67.1%	▲ 2.6%	\$856	▲ 4.1%	\$574	▲ 6.8%	63.5K	▼ 8.2%	42.6K	▼ 5.8%	\$36.5M	▼ 1.9%
Sep 2025	62.9%	▲ 3.2%	\$760	▲ 5.9%	\$478	▲ 9.3%	61.4K	▼ 8.2%	38.6K	▼ 5.4%	\$29.4M	▲ 0.3%
Oct 2025	69.8%	▲ 11.0%	\$818	▲ 8.1%	\$571	▲ 19.9%	62.4K	▼ 8.3%	43.6K	▲ 1.7%	\$35.6M	▲ 9.9%
Nov 2025	63.5%	▲ 6.0%	\$818	▲ 10.5%	\$520	▲ 17.0%	60.4K	▼ 8.3%	38.4K	▼ 2.9%	\$31.4M	▲ 7.3%
Dec 2025	56.6%	▲ 3.9%	\$808	▲ 5.1%	\$458	▲ 9.2%	61.3K	▼ 8.4%	34.7K	▼ 4.9%	\$28.0M	▲ 0.0%
Jan 2026	64.0%	▲ 12.5%	\$859	▼ 4.2%	\$550	▲ 7.8%	62.5K	▼ 8.3%	40.0K	▲ 3.2%	\$34.3M	▼ 1.1%
Feb 2026	65.8%	▲ 6.9%	\$892	▲ 12.7%	\$587	▲ 20.5%	56.4K	▼ 8.3%	37.1K	▼ 1.9%	\$33.1M	▲ 10.5%
Mar 2026	68.6%	▲ 17.9%	\$871	▲ 8.8%	\$597	▲ 28.4%	62.5K	▼ 8.3%	42.8K	▲ 8.2%	\$37.3M	▲ 17.7%

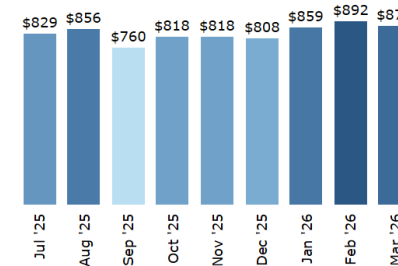
Occupancy



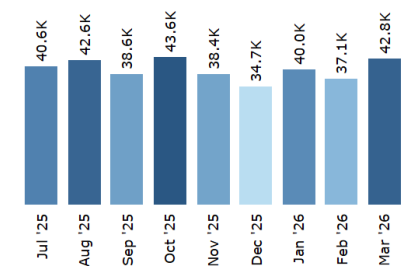
Supply



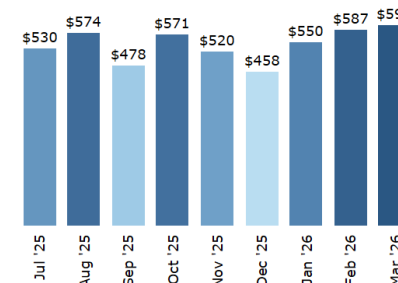
ADR



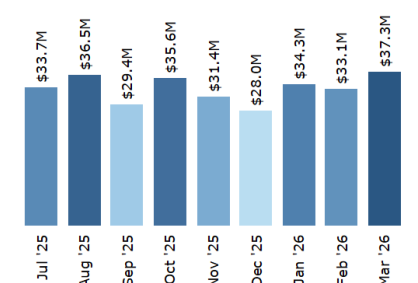
Demand



RevPAR



Revenue



Hotel Competitive Performance



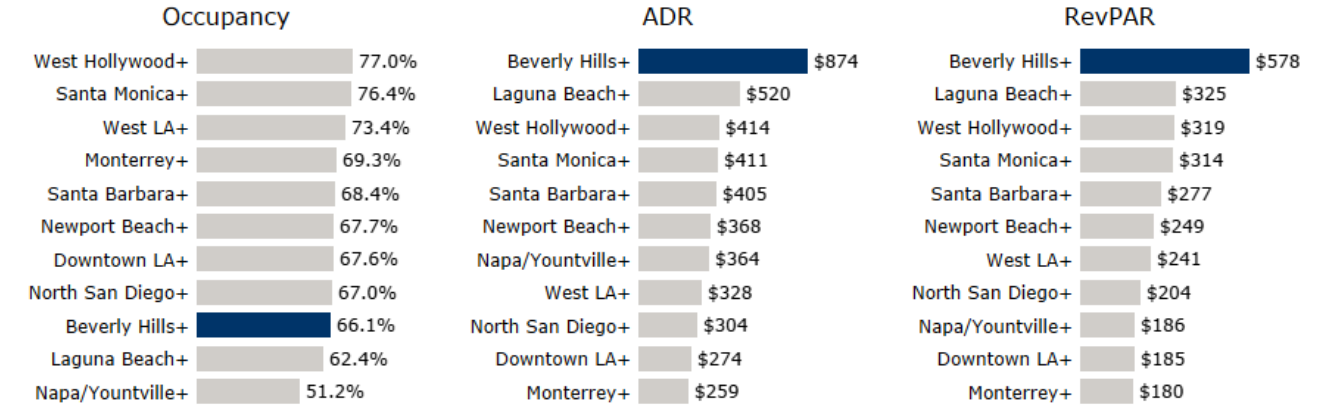
III

Monthly Performance by Market

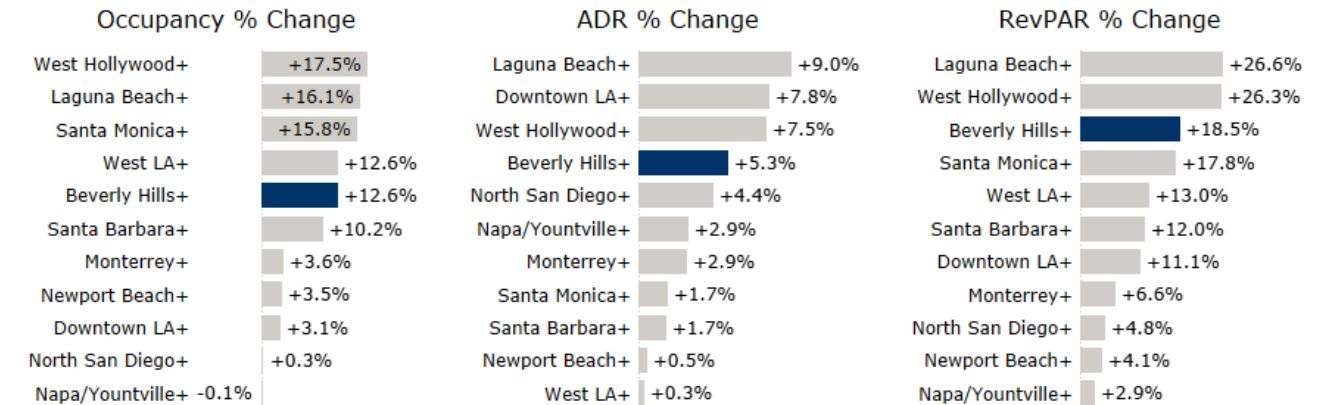
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Beverly Hills+	64.0%	+12.5%	\$859	-4.2%	\$550	+7.8%
	Downtown LA+	60.2%	+3.4%	\$258	+4.7%	\$155	+8.3%
	Laguna Beach+	50.0%	-2.7%	\$450	-11.9%	\$225	-14.3%
	Monterrey+	58.9%	-7.7%	\$227	-4.2%	\$134	-11.6%
	Napa/Yountville+	41.1%	-4.3%	\$322	-2.7%	\$133	-6.9%
	Newport Beach+	60.4%	-3.2%	\$356	-4.3%	\$215	-7.4%
	North San Diego+	56.7%	-7.7%	\$282	+1.8%	\$160	-6.0%
	Santa Barbara+	61.3%	-2.6%	\$363	-10.7%	\$223	-13.1%
	Santa Monica+	67.6%	+23.0%	\$375	-6.1%	\$254	+15.5%
	West Hollywood+	70.4%	+35.3%	\$397	+1.7%	\$279	+37.6%
West LA+	66.6%	+15.1%	\$308	-6.5%	\$206	+7.6%	
Feb	Beverly Hills+	65.8%	+6.9%	\$892	+12.7%	\$587	+20.5%
	Downtown LA+	73.6%	+8.4%	\$285	+9.7%	\$210	+18.8%
	Laguna Beach+	62.7%	+23.4%	\$492	+7.6%	\$309	+32.8%
	Monterrey+	72.5%	+11.8%	\$283	+9.6%	\$206	+22.6%
	Napa/Yountville+	54.5%	+5.9%	\$369	+5.7%	\$201	+12.0%
	Newport Beach+	68.1%	+4.6%	\$359	+1.1%	\$245	+5.7%
	North San Diego+	69.7%	+1.7%	\$303	+2.4%	\$211	+4.2%
	Santa Barbara+	66.9%	+9.4%	\$409	+4.5%	\$274	+14.3%
	Santa Monica+	79.7%	+10.9%	\$445	+8.1%	\$354	+19.9%
	West Hollywood+	81.1%	+15.1%	\$427	+10.4%	\$346	+27.0%
West LA+	78.4%	+14.3%	\$345	+6.4%	\$270	+21.6%	
Mar	Beverly Hills+	68.6%	+17.9%	\$871	+8.8%	\$597	+28.4%
	Downtown LA+	69.8%	-1.6%	\$276	+8.4%	\$193	+6.7%
	Laguna Beach+	74.4%	+27.1%	\$590	+27.0%	\$439	+61.5%
	Monterrey+	76.9%	+6.9%	\$264	+1.4%	\$203	+8.5%
	Napa/Yountville+	58.2%	-1.7%	\$389	+4.3%	\$227	+2.5%
	Newport Beach+	74.6%	+8.7%	\$385	+4.2%	\$287	+13.2%
	North San Diego+	74.5%	+5.7%	\$321	+7.2%	\$240	+13.3%
	Santa Barbara+	76.6%	+23.9%	\$435	+9.9%	\$333	+36.2%
	Santa Monica+	82.2%	+14.6%	\$412	+2.5%	\$338	+17.5%
	West Hollywood+	79.8%	+7.1%	\$418	+9.9%	\$334	+17.7%
West LA+	75.9%	+8.9%	\$330	+1.0%	\$251	+10.0%	

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year





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Thank You






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