



CONFERENCE &
VISITORS BUREAU
Love Beverly Hills

ANNUAL REPORT FISCAL YEAR 2020-2021



MISSION STATEMENT



The Beverly Hills Conference & Visitors Bureau (BHCVB) is the city's destination marketing organization dedicated to enhancing the economic and social vitality of Beverly Hills by creating demand for the destination.

BHCVB Internal Team Values

- Fresh Perspectives
- Strategic Vision with Flawless Execution ("Forest and the Trees")
- Community
- Professional Growth and Development

BHCVB External Core Values & Reputation

- Leader
- Forward-Thinker
- Connector
- Accountable

VISION FOR THE CITY OF BEVERLY HILLS

We envision a destination where everyone, no matter their age, culture, race or orientation, can create their best experiences and feel a sense of belonging.



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EXECUTIVE SUMMARY



The 2020-2021 fiscal year began with great hope that the COVID-19 pandemic would subside and that our destination and organization would begin a return to “normal.” We were cautiously optimistic with our planned program of work and budget request, focusing solely on initiatives that would showcase the hotels and help contribute to their recovery. Unfortunately, we had many starts and stops throughout the year due to surges in case counts and hospitalizations, but even through all of that, consumer interest in BHCVB programs remained strong.

While the “Great Disruption” (a combination of challenges that included political rallies and protests, civil unrest, significant EDD debit card fraud in the Golden Triangle and COVID-19 surges) continued this past fiscal year, we still launched many successful campaigns that promoted the city and its hotels, restaurants and retailers. Communication strategies

included a balance of awareness building, partnerships and audience engagement in effort to deliver and meet key performance indicators identified in the organization’s strategic plan. Tactics supported the following strategic imperatives as identified when the plan was written:

- Grow Demand
- Leverage Strategic Partnerships
- Protect and Continue to Grow a Strong Brand
- Ensure a Vital CVB

Because of international travel restrictions and concerns about air travel domestically, we mostly received visitors from the California drive market. We competed in earnest with other California destinations for a much smaller pool of customers. While Beverly Hills did not lead the competition in occupancy rates, our rate strategy contributed to having one of the higher

revenue per available room (REVPAR) rates among our competition.

BHCVB ran hotel specific campaigns that appeared across both owned and paid channels to help boost visitation. *Something to Feel Good About* and *As You Wish* performed well above benchmarks in all digital channels and had impressive returns under the circumstances presented by the pandemic.

Partnership opportunities also contributed to our success. Whether it be cooperative opportunities with other DMOs, like the LA Tourism regional effort and the Visit California Expedia co-op, or media partnerships

with international giants Monocle and Condé Nast Traveller UK, consumers, press and trade all engaged with our content.

Of the utmost importance is the acknowledgement of all the hard work the BHCVB team, its Board and our city partners contributed, which was instrumental in the organization's success this past year. Despite a smaller team, BHCVB spent the year being flexible, creative, innovative and as prolific as pre-COVID-19, and we are excited to share the highlights of fiscal year 2020-2021 and to continue to welcome back visitors to Beverly Hills.

STRATEGIC IMPERATIVES

Grow Demand for the Destination

Leverage Strategic Partnerships

Protect and Continue to Grow a Strong Brand

Ensure a Vital CVB

GROW DEMAND FOR THE DESTINATION



As a premier destination, Beverly Hills has historically had a very strong market share of luxury travelers. It is imperative that BHCVB not only protect this market share, but also grow demand for the destination to increase revenues for the city and its businesses, as well as generate a vibrant atmosphere, which makes people

want to visit. At a macro level, this is accomplished by travel trade missions, trade show attendance, and familiarization trips and city wide hotel marketing campaigns. At a micro level, this includes efforts to build one-to-one relationships with guests, visitors and travel trade.

Travel Trade

The travel trade team spearheads BHCVB's global efforts to influence and build relationships with travel planners. These activities include sales missions in key feeder markets, tradeshow for luxury and meeting travel trade and familiarization trips for agents coming to Beverly Hills. During the past year, due to COVID-19, most of the organization's trade efforts were conducted virtually, with the team attending trade shows and sales efforts via Zoom and by attending numerous webinars designed to inform and build relationships. Toward

the latter part of the year, the pandemic looked to be receding, so several initiatives included in-person attendance.

This past year, BHCVB's travel trade team, made 571 new contacts, sent out 24,227 e-Newsletters, with a 16% open rate, sponsored one travel trade show and met with companies from the following countries: UK, Ireland, US, India, Mexico.

Trade Shows

Global Meeting & Incentive Travel Exchange (GMITE)

May 10 - 13, 2021

BHCVB attended GMITE that brings top meeting planners and incentive buyers with global industry suppliers for three days of pre-scheduled one-on-one meetings held in private suites and exclusive networking opportunities. A relaxed, luxurious, intimate setting provides the perfect backdrop to meet, engage and do business with unprecedented ease, effectiveness and speed. GMITE was one of the first in-person events post-pandemic. The GMITE conference reinforced the importance of in-person meetings. BHCVB had 31 one-on-one meetings.

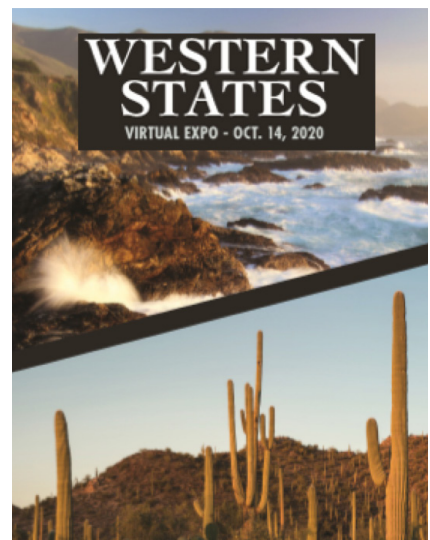


Virtual Trade Shows

Western States Virtual Expo

October 14, 2020

BHCVB participated in the Western States Virtual Expo on their experiential virtual platform which focused on destinations and experiences throughout the Western United States. BHCVB had their own booth with Visit California. The Waldorf Astoria, Peninsula, Beverly Hilton, Maybourne and Beverly Wilshire's sales teams also participated. 1,190 travel agents attended the virtual show and 366 travel agents visited the BHCVB booth. Each hotel donated gifts to agents that engaged the most with Beverly Hills.



Visit California Luxury Virtual Forum

December 15 - 16, 2020

Visit California has pivoted to focus on the important domestic trade audience and remains committed to providing valuable programs. The luxury audience is key to recovery efforts as this segment is known as resilient travelers. Visit California partnered with Connections to create a custom series of California Virtual Luxury Forums. BHCVB met with 15 carefully selected buyers that were chosen through an extensive qualification process and recommendation system.



VCA Luxury Virtual Forum

April 5 - 6, 2021

BHCVB met virtually with 18 top luxury Agents from Canada, Mexico, and the UK to promote the city of Beverly Hills and talk about city updates from the hotels to new restaurants. BHCVB also did a video walkthrough of Stefano Ricci on Rodeo Drive.

VCA Around the Globe Series Mexico

April 14, 2021

BHCVB met virtually with 5 top luxury agents from Mexico as our new International emerging markets of

focus for the year included Mexico and Canada. The trade team talked about all the new restaurants and hotel updates.

VCA Around the Globe Series UK

June 9, 2021

BHCVB met virtually with 6 top luxury agents from the UK to give them updates on Beverly Hills. Although our borders were still not open during this webinar, the agents were eager to hear all about the city.

Beverly Hills Sales Initiatives

Beverly Hills in a Box

BHCVB worked with our hotel partners to create a "Beverly Hills in Box" to be sent out to 100 top New York Travel Agencies in May 2021 due to not being able to conduct the annual New York Sales Mission. Each hotel partner provided a gift and a list of their top booking agencies.



Training Modules

Brand USA Chaló

April 28, 2021

BHCVB partnered with Brand USA to create a Trade Webinar to reconnect with travel trade pan-India, generate destination awareness and promote product development in 2021. 428 agents attended the Virtual Webinar. Beverly Hills was in the webinar series about city breaks with a focus on food, drink and entertainment. BHCVB created a 15-minute-long webinar with business updates and current COVID-19 protocols.

California STAR (CALSTAR) Beverly Hills Destination Training

BHCVB partnered with Visit California and CALSTAR to create an agent destination training on Beverly Hills. Over 1,000 travel advisors have been added to the domestic database since March 2020. The total domestic database now exceeds 3,000 travel advisors. 324 travel advisors have completed the agent training.

Hotel Marketing Campaigns

Something to Feel Good About

BHCVB launched its fall hotel marketing campaign, Something to Feel Good About (STFGA), on September 21, 2020 which featured content that was relevant for the time. The campaign consisted of four topics that resonated with consumer sentiment and hesitancy to travel: Your Safety is our Priority, Simple Pleasures Bring Joy, Take Some Time for Yourself and Shopping Local Has Never Mattered More. The campaign featured different ad versions to align with the themes as well as four pillar videos. A holiday version, Celebrate the Season, was also created to focus a positive light on the upcoming holiday period. Additionally, BHCVB worked with NBC and Madden Media to develop

0:30 and 0:60 second broadcast spots to promote the city for a holiday staycation consideration to Southern California residents.

Unfortunately, the region experienced a surge of COVID-19 cases and on December 3, Governor Newsom reinstated the Safer at Home order. As a result, BHCVB paused all activity until the order was lifted at the end of January. The creative, along with a new NBC broadcast spot, resumed to run for the month of February. The numbers below reflect the entire Something to Feel Good About campaign results.



Sojern Digital Advertising Results

- Impressions: 27,341,007
- Clicks: 121,700
- Click Thru Rate (CTR): 0.25%
(Benchmark is 0.15-0.20%)
- Flight searches to the destination after seeing the ad: 86,704
- Flight confirmations to the destination after seeing the ad: 3,900
- Hotel room searches after seeing the ad: 11,231
- Total confirmed travelers who saw the ad: 4,554

Social Media Amplification to Promote STFGA Safety and NBC Holiday Videos

- Impressions: 3,284,783
- Thruplays (Full Video Views): 390,946
- Video Plays (Started Video): 659,571
- Link Clicks: 28,474
- Click Thru Rate: 0.87%
- Video Completion Rate: 59.2%

NBC Southern California Holiday & Modified Safety-Focused Broadcast Videos

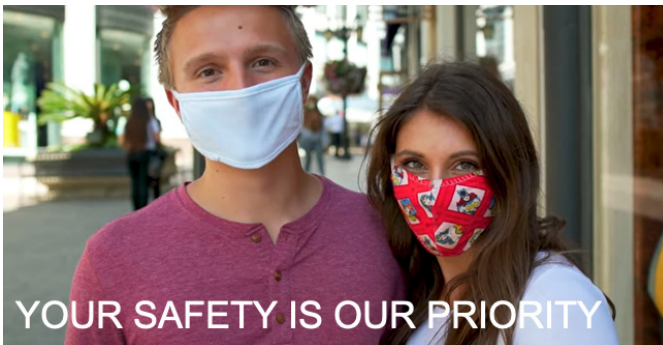
- Number of Spots: 111
- Total Delivered Impressions: 4,800,000
- Cost Per Thousand: \$20.34
(Average CPM for cable TV is \$19.45)



Jessica Vilchis

Julie Wagner
CEO | Beverly Hills Conference & Visitors Bureau

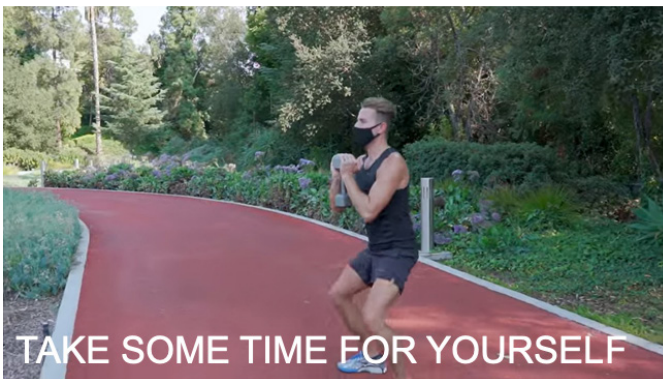
STFGA NBC TV Holiday Videos (:60 & :30)
Partnered with Valentino & Pomellato for dress and jewelry.
Scheduled 6-week run beginning November 16; paused December 3



YOUR SAFETY IS OUR PRIORITY



SIMPLE PLEASURES BRING JOY



TAKE SOME TIME FOR YOURSELF



SHOPPING LOCAL HAS NEVER MATTERED MORE

STFGA Campaign Videos

As You Wish

On March 15 through June 30, 2021, BHCVB resurrected the campaign concept, As You Wish (it was originally created to run in Spring 2020, but was cancelled due to the onset of the COVID-19 pandemic), a bespoke drive-market and domestic intent-to-travel campaign created for visitor prospects to consider Beverly Hills with a “post-COVID” fun and light approach - destination storytelling through the perspective of five canine ambassadors. Each dog persona reveals what they and their families love most about visiting and staying in Beverly Hills.

BHCVB engaged in affluent consumer targeting with Sojern digital display and native advertising, as well as featured and amplified content (Instagram stories and NBC video) on social media. BHCVB also partnered with Madden Media for NBC video production and broadcast featuring television host and journalist, Danielle Robay, and one of our canine ambassadors, Bentley, where both experienced a day out in Beverly Hills during their hotel package stay. As You Wish was also featured in a creative test run with partner, MNI Targeted Media.



Sojern Digital Advertising Results

- Impressions: 21,896,623
- Clicks: 55,659
- Click Thru Rate (CTR): 0.25%
(Benchmark is 0.15-0.20%)
- Flight searches to the destination after seeing the ad: 4,595
- Flight confirmations to the destination after seeing the ad: 381
- Hotel room searches after seeing the ad: 1,848
- Total confirmed travelers who saw the ad: 525

MNI Targeted Media

- Impressions: 31,218,303
- Clicks: 101,076
- CTR: 0.32%
- Video Completion Rate: 88.1%
- MNI creative and Call to Action (CTA) was

split 50/50 between As You Wish and The True Original (evergreen creative)

Social Media Amplification to Promote NBC [As You Wish Video](#)

- Impressions: 4,218,982
- Thruplays (Full Video Views): 180,838
- Video Plays (Started Video): 290,316
- Link Clicks: 5,499
- Click Thru Rate: 0.13%
- Video Completion Rate: 63.5%

NBC Southern California [As You Wish Video](#)

- Flight (6 Weeks): April 12 – May 23, 2021
- Total Broadcast Spots: 165;
(39 more than contracted)
- Total Delivered Impressions: 4,100,000
- Call to Action (CTA):
Visit LoveBeverlyHills.com

LEVERAGE STRATEGIC PARTNERSHIPS



BHCVB leverages strategic partnerships to extend audience reach, influence and marketing dollars, as well as to access established and new travel markets and consumers. We continue to partner with city

entities to promote activities within the city, provide thought leadership on committees and to support each other's success.

Destination Marketing Organization Partnerships

We also partner with other DMOs to message travelers and take advantage of negotiated rates that are more

cost effective due to economies of scale.

Los Angeles Co-op with West Hollywood, Los Angeles, Marina Del Rey and Santa Monica

BHCVB partnered with neighboring LA, Santa Monica, West Hollywood and Marina Del Rey organizations, and Expedia to deploy regional messaging to potential California drive market audiences between September 7 through November 22, 2020.

Results

- Total Advertising Impressions: 8,027,616
- Clicks: 2,346
- Click Thru Rate: 0.03%
(Benchmark for Expedia is between .03-.05%)

Visit California Fall 2020 Campaign

BHCVB also worked with Visit California on their "Calling All Californians" drive market campaign from August 20-November 15, 2020. BHCVB's investment of \$50,000 was enhanced with an additional match from Expedia and Visit California of \$40,000, plus a value-add package for another \$22,000.

Results

- Total Advertising Impressions: 7,089,258
- Clicks: 1,836
- Click Thru Rate: 0.03%
(Benchmark for Expedia is between .03-.05%)

Visit California Spring 2021 Campaign

In the spring of 2021, BHCVB again took advantage of an even more valuable partnership opportunity with Expedia and Visit California from April 1 - June 20, 2021. BHCVB's investment of \$50,000 was matched by Expedia and Visit California with an \$80,000 contribution.

Results

- Total Advertising Impressions: 13,000,000
(1.2 million more than was contracted)
- Clicks: 5,318
- Click Thru Rate: 0.04%
(Benchmark for Expedia is between .03-.05%)



Media Partnerships

Monocle

BHCVB partnered with Monocle, a global media company, to create content that would position Beverly Hills in an unexpected light, while still showcasing all there is to love in the city with the Waldorf Astoria Beverly Hills and The Beverly Hills Hotel as a main backdrops. The methodology for achieving these goals was to shine a light on the city through the eyes of highly successful creatives who had moved to the city for inspiration.

The films were based on the stories of Adrien Sauvage, a bespoke men's wear designer who moved his London base to Beverly Hills to hone his craft and introduce lesser-known narratives through his unique wearable creations. Also featured was David Alhadeff, creator

of Future Perfect in New York, which is a curated design space, who moved to a 1971 villa designed by Raul F. Garduna in Beverly Hills' Trousdale Estates which serves as both an attraction for visitors and as Alhadeff's home.

BHCVB Owned Social Media Channels

- Total owned social media impressions: 246,661
- Total video thru plays: 165,218
- Video completion rate: 81%

Domestic PR

- Media impressions: 134,248,741
- Media stories: 121

Click to View Monocle Videos:

[Adrien Sauvage»](#)

[David Alhadeff»](#)



Condé Nast Traveller U.K.

In partnership with Condé Nast Traveller U.K. edition, which has a global reach including a large following in the U.S., BHCVB worked with Arnelle Lozada to develop four short videos to provide an insider’s point of view about Beverly Hills. The videos focused on Beverly Hills pillars: food and dining, wellness, shopping and art and culture, with Beverly Hills subject matter experts discussing their perspectives against a backdrop of some of the city’s finest hotels.

Domestic PR

- Media impressions: 134,248,74
- Media stories: 121

Condé Nast Owned Channels

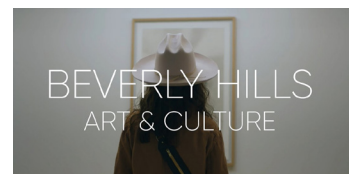
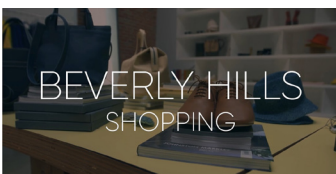
- Social media impressions: 17,503,124
- Average watch time: 1:23 minutes
(Average video length equaled 1:47)

BHCVB Owned Channels

- Social media impressions: 951,247
- Video thru play rate: 57%
- Cost per impression: \$.02



Click to View Condé Nast Traveller Videos:





PROTECT AND CONTINUE TO GROW A STRONG BRAND



Beverly Hills as one of the finest luxury destinations in the world, needs to continually protect and grow a strong brand. Our global public relations efforts proactively promote and garner positive coverage for the city and all it has to offer. BHCVB's digital efforts,

including social media, also promote brand awareness to both visitors and residents alike. Consistent brand messaging is a long-term commitment that keeps Beverly Hills top-of-mind for consumers, inspires travel and creates life-long affinities.

Public Relations

Due to COVID-19 anti-travel sentiment and various restrictions in place around the world, Beverly Hills visitation was primarily made up of drive market travelers within the state of California. Thus, we paused all efforts with international PR agencies and focused primarily on drive-market media. Some efforts were promoted to media via PR News Wire, which did result in national coverage and recognition. Efforts also included distribution of media newsletters to contacts amassed in the last five years.

- Total PR Impressions (centered primarily in the U.S.): 1.9 billion
- Total PR Stories (mostly domestic): 589

BHCVB's PR results can be attributed to creative programming positioning Beverly Hills in a unique and inviting way, existing relationships with media and a prolific output of story content.

Digital Channels

BHCVB's online presence consists of websites lovebeverlyhills.com and lovebeverlyhills.cn. Due to prohibited travel from Asia, BHCVB continued its pause of all China website and social media operations. Domestic social media channels include Facebook, Instagram, Twitter.

Domestic social media continued throughout the pandemic to keep the destination top of mind.

City Events Promoted on BHCVB Owned Channels

Father's Day Tour d'Elegance

June 20, 2021

BHCVB promoted the Father's Day Automobile Celebration: The Beverly Hills Tour d'Elegance, a star-studded, moving exhibition of the world's finest automobiles, which travelled through the streets of Beverly Hills, including Rodeo Drive

Results

- Social Media Impressions: 67,048
- Social Media Engagements: 523
- Delivered eNewsletters: 74,418
- BHCVB Event Page Views: 7,027

Louis Vuitton Men's Temporary Residency on Rodeo Drive

February 6 - 28, 2021

Virgil Abloh's traveling Spring-Summer 2021 Men's Collection arrived in Beverly Hills on Rodeo Drive on the second stop of its North American tour.

Results

- Social Media Impressions: 19,086
- Social Media Engagements: 1,557
- Delivered eNewsletters: 31,421
- BHCVB Event Page Views: 1,937



Welcome to Beverly Hills

SCROLL TO EXPLORE

[LoveBeverlyHills.com](#) Activity

- Total Users: 599,512
- Total United States Users: 528,825 or 88% (vs. 72% prior fiscal)
- Total Sessions: 658,990
- Total Page Views: 973,489
- Total Unique Page Views: 806,331

Social Media Facebook, Instagram and Twitter

Total Followers (at the end of Q4):

- Facebook: 104,377
- Instagram: 56,049
- Twitter: 48,843
- Total: 209,269
- Total Impressions: 13,466,127
- Total Engagements: 387,024

eNewsletter Activity

BHCVB distributes a consumer eNewsletter each month and Partner, Media and Trade eNewsletters every other month featuring the latest developments and happenings in Beverly Hills, relevant to those specific audiences.

- Total eNewsletters Delivered: 354,314
- Average Aggregate Open Rate: 12.7%
- Average Aggregate CTR: 7.1%

It is important to note that engagement with eNewsletters began strong in Q1. However, with the onset of the winter COVID-19 surge, BHCVB did experience a decline in open and CTRs as consumers could not travel and there was a lack of activities and events to promote. As the surge began to subside and Safer at Home protocols were lifted, eNewsletter open and CTRs did begin to rise.

Social Media Campaigns

[Sending Sunshine](#)

To showcase our hotels and the vibrancy of the City of Beverly Hills, BHCVB created a social media campaign that featured travelers preparing for their trips in black and white footage, with a transition to full color upon arrival in Beverly Hills.

The videos ran as dark posts across Facebook, Instagram and Twitter. The campaign was optimized for full video views.

- Impressions: 1,443,273
- Thruplays (Full Video Views): 1,288,557
- Video Plays (Started Video): 1,414,717
- Link Clicks: 861
- CTR: 0.06%
- Video Completion Rate: 89.3%
- PR Stories: 132
- Potential Audience: 116,066,637

Click to View
Sending Sunshine Videos:

[Waldorf Astoria Beverly Hills»](#)

[The Maybourne Beverly Hills»](#)

[Beverly Wilshire, A Four Seasons Hotel»](#)

[AKA Beverly Hills»](#)

[Mosaic Hotel»](#)

[Sirtaj Hotel»](#)

[The Beverly Hills Hotel»](#)

[The Peninsula Beverly Hills»](#)

[Avalon Hotel Beverly Hills»](#)

[SIXTY Beverly Hills»](#)

[L'Ermitage Beverly Hills»](#)

(formerly Viceroy L'Ermitage Beverly Hills)

[The Beverly Hilton»](#)

[Love Beverly Hills Hero Video»](#)



Love Beverly Hills



ENSURE A VITAL CVB



An essential responsibility of BHCVB is to build awareness of the importance of tourism, how it benefits the community and the role that BHCVB plays in attracting visitors to the city. These objectives can only be accomplished when we align strategies with other key marketing entities in the city and strive for a stable future funding structure. The organization continues to follow industry best practices, maintaining its Destinations International Destination Management

Accreditation Program (DMAP) status and is focused on how to leverage its resources in the most optimal, efficient and cost-effective ways. To deliver effective programming, it is key that the organization set itself up for success as best as possible. This means that the talent recruited should be experts their field, Board members are fully engaged and there is full transparency with stakeholders, a solid infrastructure governing the operation and, most importantly, secure funding



Board Meetings

The Board and Executive Committee met monthly to review strategies and the tactics carried out to meet the key performance indicators of each strategic imperative.

Advocacy

In the fall of 2020, BHCVB worked with hotels to revise the payment plan for TOT revenue from the prior fiscal year which was presented and agreed to by City Council.

Staff Structure

Due to the Pandemic most of the team was furloughed in Fiscal Year 2019/20 with only some returning full-time in September of 2020. No new positions were added in Fiscal Year 20/21 and 4 full-time positions were eliminated.

Fiscal Responsibility

Because of the uncertainty over the return to business and the generation of tax dollars, BHCVB was more diligent than ever in monitoring expenditures while still being mindful of its mission to promote the city of Beverly Hills. Many programs were halted on December 3 when Governor Newsom renewed the State's Safer at Home order, with programs not resuming until February 2021 once the winter COVID-19 surge subsided and vaccine roll-out began.

Additionally, salary reductions made the prior year were not returned until Q4 funding was ensured and business began to return.

In Q4, BHCVB developed and received approval for Fiscal Year 2021/22 budget to align with the City's TOT projections.



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