

A Place To Return To

An Interview with Offer Nissenbaum, Managing Director, The Peninsula Beverly Hills

EDITORS' NOTE Offer Nissenbaum has served as Managing Director of The Peninsula Beverly Hills since 2007, bringing more than three decades of leadership experience in the luxury hospitality sector. Known for fostering a culture of service excellence and operational rigor, his strong business acumen has guided the hotel to achieve top-tier rate, occupancy, and revenue performance while upholding the brand's commitment to world-class hospitality. He was recognized by *Virtuoso* as "Hotelier of the Year."



Offer Nissenbaum

PROPERTY BRIEF The Peninsula Beverly Hills (peninsula.com/beverly-hills) has earned the AAA Five Diamond and Forbes Five Star awards every year since 1993, one of the very few hotels in Southern California to have earned both accolades. It offers 195 newly refreshed guest rooms, including 38 suites and 17 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills' legendary Rodeo Drive.

Will you provide an overview of The Peninsula Beverly Hills, and how the property is positioned in the market?

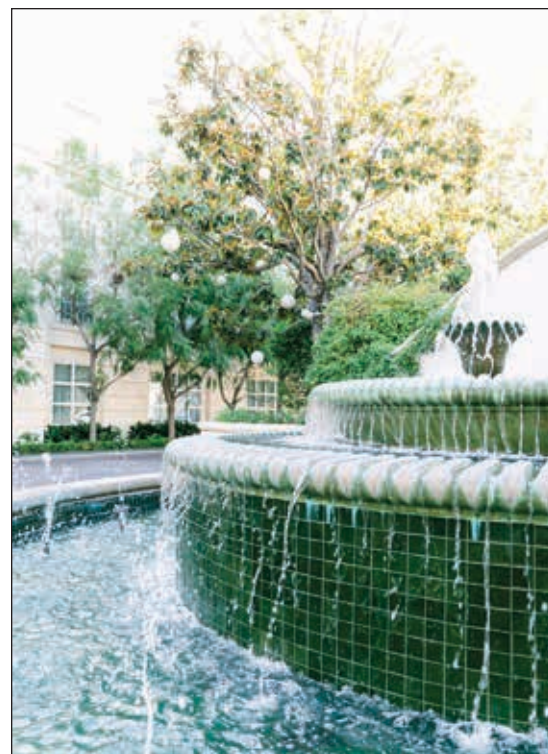
The Peninsula Beverly Hills is a 195-room residential-style property – including 38 suites and 17 private villas designed to offer the comfort and ease of a private home in the center of Beverly Hills. The hotel is positioned as an urban residence where service is personal, the environment is calm and familiar, and every detail is intentional. Guests experience a sense of belonging the moment they arrive, a feeling that the property is not just a place to stay, but a place to return to. Many of our guests have a strong appreciation for quality and design, and they value the understated luxury and consistency the hotel provides. This residential feeling is reinforced through experiences like year-round use of our rooftop pool, the daily ritual of Afternoon Tea, and a spa staffed by one of the most experienced teams in the region. Our concierge team, composed entirely of Les Clefs d'Or members, offers trusted guidance and access that reflects true expertise.

The Peninsula Beverly Hills continues to rank among the top hotels in the country, earning Forbes Five Star and AAA Five Diamond ratings. Our guests choose the property because it delivers the privacy and comfort of a well-run estate, supported by the capability and standards of a global luxury brand, and because it consistently feels like the right place for people with discerning taste.

How critical is innovation as part of The Peninsula Beverly Hills' culture?

Innovation is essential, but our philosophy differs from what the industry often labels as innovation. For us, it isn't about chasing trends – it's about evolving thoughtfully to meet guest needs before they articulate them.

We look for meaningful enhancements that elevate comfort, personalization, and the emotional connection our guests feel to the property. This culture of continuous improvement is deeply embedded in our team. Every department contributes ideas, and we empower staff at all levels to shape the guest experience. It's



Entrance to The Peninsula Beverly Hills (above); the front drive fountain (top)



Pool cabanas

an approach that keeps us fresh, relevant, and deeply attuned to today's luxury traveler, while preserving the timeless character of the hotel.

Will you highlight the recently completed remodeling of your guest rooms and suites?

We recently completed a full renovation of all guest rooms and suites, renewing both case goods and soft goods. The design maintains the residential feel and Peninsula DNA that have always defined the property – timeless, serene, and discreetly elegant.

The goal was not reinvention; it was refinement. Today's traveler wants an environment that is both comforting and contemporary. Our refreshed accommodations reflect that balance with elevated craftsmanship, intuitive functionality, and the kind of understated luxury that never feels staged or overtly designed.

How valuable is your suite offering as a differentiator?

Our suite inventory – particularly our 17 Villa Suites – is one of our strongest competitive advantages. These offerings consistently rank among our highest-demand accommodations. The Villas create the experience of a private home within a luxury hotel; guests can arrive and depart through a separate, discreet entrance, never passing through the lobby. This level of privacy is cherished by international travelers, extended-stay guests, entertainment clientele, and families seeking a residential retreat.

With 38 suites in total, we can accommodate multigenerational travel and longer stays far more comfortably than a typical city hotel. Demand for suites consistently outpaces standard rooms, underscoring how essential this offering is to our market position.

How do you deliver personalized service and a customized guest experience?

Our service philosophy is rooted in genuine care and connection. We focus on understanding who our guests are – not just

what they request. Peninsula Time, which allows guests to choose their check-in and check-out times based on availability, is a perfect example of designing service around real human needs. We also manage all arrivals personally, greeting guests at the airport with Peninsula staff rather than third-party drivers. This enables us to control the first impression and set the tone for the stay. Guests also enjoy access to a BMW for use during their visit, allowing them to explore Los Angeles with ease. And for those seeking absolute privacy – celebrities, VIPs, or individuals recovering from medical procedures – our Villa product offers complete discretion and a sense of sanctuary.

How do you strike the right balance between high-tech amenities and high-touch human service?

For us, technology should simplify but never replace service. Luxury is still fundamentally about people and human interaction. Our custom-designed bedside panels allow guests to control lighting, temperature, blinds, and information in multiple languages – all in an intuitive, uncomplicated way. But the true differentiator is our team's ability to read the room, anticipate needs, and personalize each moment. Technology should enhance comfort, but it will never replace the warmth and attentiveness of genuine hospitality.

What are the key characteristics you look for when hiring talent?

We hire for heart. We seek individuals who exhibit warmth, eye contact, humility, and a sincere desire to serve. Technical skills can be taught; genuine care cannot. Equally important is a collaborative mindset. We operate as a unified team, and success comes from supporting one another in service of the guest. We look for people who value belonging, who bring positive energy, and who understand that luxury is delivered through countless small acts of thoughtfulness.

What advice do you offer to young people interested in building a career in the hotel industry?

Stay humble, stay passionate, and stay curious. Be open to learning from every opportunity and from every colleague, regardless of their title. This business rewards consistency, reliability, and a genuine commitment to people. Build a reputation for integrity, respect, and teamwork.

Most importantly, embrace the idea that hospitality is a calling – it's about making others feel cared for. If you approach each day with that purpose, you will find a meaningful and rewarding career. ●



Premium Grand Deluxe Room