

Defining Luxury

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



Offer Nissenbaum



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.

When did you know that you had a passion for the hospitality industry, and what has made the industry so special for you?

I was drawn to hospitality because it is ultimately a business built around people. No two days, guests or situations are ever the same, and that human element continues to make the work meaningful. You have the opportunity to create moments that become part of someone's life – whether they are celebrating a milestone, returning to a place they love or simply looking



The Peninsula Beverly Hills front drive (top); rooftop pool and cabanas (bottom left); lobby living room (bottom right)

to feel cared for. It is also incredibly rewarding to see colleagues grow, develop their careers, and discover their own passion for the industry.

What does luxury mean to you in today's hospitality landscape?

Luxury today is less about formality and more about how a guest feels. It is having time, privacy, flexibility, and the confidence that the people around you understand what you need – often before you have to ask. True luxury is personal. It comes from being recognized, remembered, and cared for in a way that feels genuine rather than rehearsed.

What are the keys to the strength and leadership of The Peninsula Beverly Hills?

Our greatest strength has always been our people. Many of our colleagues have been with the hotel for decades, and that continuity creates an extraordinary depth of knowledge and trust. At the same time, strong leadership requires us to keep evolving – to listen to our guests, support new ideas, and give our team the confidence to make decisions. The balance between protecting what makes this hotel special and remaining open to what comes next is essential.

How do you define The Peninsula Beverly Hills' culture?

Our culture is warm, personal, and deeply rooted in service. There is a strong sense of family within the hotel, and guests feel that connection when they arrive. We hold ourselves to very high standards, but the experience is never meant to feel rigid. It should feel natural – like returning to a place where people know you, understand your preferences, and are genuinely pleased to welcome you back.

How do you describe the guest experience at The Peninsula Beverly Hills?

The experience is highly personalized, but never intrusive. We want guests to feel that the hotel belongs to them while they are here. That may mean recognizing a returning guest's favorite table, arranging an arrival



The Peninsula Beverly Hills Villa Suite living area

“We want guests to feel that the hotel belongs to them while they are here.”



The Peninsula Beverly Hills Peninsula Suite dining area

around their schedule, or remembering a small preference from a previous visit. These details create a sense of familiarity, which is why so many guests describe the hotel as their home in Beverly Hills.

What are the key attributes you look for when hiring talent for the property?

We look for warmth, emotional intelligence, curiosity, and a genuine desire to care for others. Technical skills can be taught, but sincerity cannot. The strongest candidates are attentive, adaptable, and comfortable taking initiative. We also look for people who want to be part of something larger than their individual role – people who understand that every department contributes to the guest experience.

What is your approach to leading the team?

My approach begins with being present, listening and creating an environment where people feel respected and supported. I believe leaders should set clear expectations while also giving colleagues the trust and authority to act. The people closest to our guests often have the clearest understanding of what will make an experience exceptional. My responsibility is to give them the tools, confidence, and support to deliver it.

When you look at the accolades that The Peninsula Beverly Hills has received, are you able to take moments to reflect on the hotel's success?

It is important to pause and recognize what the team has accomplished. Accolades are meaningful because they reflect the consistency, care and discipline our colleagues bring to the hotel every day. We celebrate those moments, but we also understand that recognition is never guaranteed. Each guest arrival is a new opportunity to earn that trust again. The greatest success is seeing generations of guests return and knowing they continue to feel a genuine connection to the hotel. ●