

## In the Heart of Beverly Hills

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

**EDITORS' NOTE** Offer Nissenbaum has held his current post since December 2007. Prior to joining Peninsula, he was Regional Vice President of Operations for Omni Hotels, based in New York City, overseeing eight properties on the East Coast. He concurrently served as Omni's corporate liaison to the Global Hotel Alliance, which includes international luxury brands Kempinski, Pan Pacific, Dusit and Leela. Nissenbaum received the coveted "Hotelier of the Year" award from Virtuoso, the prestigious global organization of luxury travel specialists.



Offer Nissenbaum

**PROPERTY BRIEF** The Peninsula Beverly Hills ([peninsula.com/beverlyhills](http://peninsula.com/beverlyhills)) 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. Nestled in lush tropical gardens in the heart of Beverly Hills, the iconic luxury property features 195 elegantly-appointed

rooms, including 38 suites and 18 private villas; The Belvedere, the only AAA Five Diamond-rated restaurant in Los Angeles for 19 consecutive years; The Living Room, home to the legendary Peninsula Afternoon Tea served daily; The Roof Garden for alfresco dining; as well as The Peninsula Spa.

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

Our location has great appeal because we are in the heart of Beverly Hills. Our guests can walk to the best shopping and dining in the area, while our property backs up to a quiet residential area. It is the perfect balance and I think that appeals to our guests. In total we have 195 guest rooms, including 38 suites and 18 private villas that provide the ultimate home away from home for our repeat guests. The Beverly Hills market is competitive as there are several luxury hotels, but we are all



The Peninsula Beverly Hills is the only AAA Five Diamond and Forbes Five Star-rated hotel in Southern California every year since 1993

very different. We also have a very loyal, local following for our spa as well as afternoon tea, restaurants, and bar.

**How did The Peninsula Beverly Hills adapt the way it works to address the challenges caused by the pandemic?**

As the effects of the pandemic began to unfold, one of our goals was to remain open as long as we could provide a healthy and safe environment for both our employees and guests. Initially, we were a safe haven for many guests who could not return to their homes, but as the pandemic continued, we became a sanctuary for locals to get away or celebrate. In truth, we are still adapting to continually provide incredibly personalized experiences while ensuring we maintain a safe and healthy environment.

Cleanliness has always been a top priority for us, but the pandemic brought to light a new level of hygiene that was required. Now, we have the ability of taking things that we learned and incorporating best practices indefinitely to maintain these levels.

**How proud are you to see the strength and resilience displayed by The Peninsula Beverly Hills' team during this unprecedented time?**

I am so proud of the team and equally appreciative of the support of our local ownership and Peninsula. Since we were deemed an essential business, we hosted guests throughout the entire pandemic, but business levels were significantly affected by local and state restrictions. Our restaurants shifted from fully open to only outdoor dining and at one time to only to go orders.



Traditional Afternoon Tea, served in The Living Room, includes free-flowing Champagne, one-of-a-kind teas, and a tower of delectable sweet and savory delights





*The Grand Deluxe Pink Suite patio offers spectacular views of this exclusive oasis in the City of Angels*

**Will you discuss The Peninsula Beverly Hills' focus on offering personalized service and a customized guest experience?**

Our priority, first and foremost, is to create memorable experiences for our guests – creating this culture on a daily basis is what makes them come back. We pay particular attention to our guest's individual requests and focusing on these details commands an unrivaled level of personalization. This is our DNA, which is why we have over a 70 percent return rate.

**Will you highlight the strength of The Peninsula Beverly Hills suite offering and do you feel this is a differentiator for the property?**

We have 38 suites and 18 villas, ranging from a studio to our three-bedroom Peninsula Villa. Our villas are such a unique product because they are completely separate buildings, and each offers private entrances with a very residential feel. Any guest who rents a suite can receive complimentary use of a BMW for the

duration of their stay. We offer a fleet of cars including SUVs, sedans and convertibles, and we provide them with full fuel as well as extend complimentary parking. This is an incredible value that our guests truly appreciate.

**How critical is it for The Peninsula Beverly Hills to build a diverse and inclusive workforce to mirror the diversity of the guests it serves?**

We draw guests from all over the world who represent a variety of cultures, nationalities, and religions. The diversity of our employees has always been cherished and celebrated, and I feel it is critical to our success.

**How do you define the role of the general manager and what are the keys to being effective in the role?**

Give people the goal or task and let them run with it. Give them the freedom to execute. Encourage creativity and innovation. Ensure accolades are truly felt by the team because they deserve it. As I mentioned before, our team members are the heart and soul of the hotel, and it is through them that we achieve excellence. Create a culture that empowers everyone to speak up at any level.



*Surrounded by panoramic views of the Los Angeles skyline, the hotel's 60-foot outdoor rooftop pool, hot tub and private cabanas offer hotel guests an idyllic spot to relax and rejuvenate*



*The elegant Grand Deluxe Blue Suite bedroom features Venetian accents and French doors*

**You have spent your career in the hotel industry. Did you always know that you had a passion for the business and what has made the industry so special for you?**

I first developed my interest in the industry from my uncle, who was a successful hotelier for over 40 years. This industry has given me a rewarding, multidimensional career to run a business, meet guests from all walks of life, and work with amazing employees.

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

Patience, discipline, and hard work are the best pieces of advice I can give. Young people tend to be focused on their next promotion, but I encourage them to be a sponge and take the time to experience all aspects of the operation. Look at every position as an opportunity to gain the most experience possible, understanding that it is an investment in the future. ●