

LEGENDSM

Preferred

HOTELS & RESORTS

L'Ermitage Beverly Hills Joins Preferred Hotels & Resorts' Legend Collection

NEW YORK, NEW YORK – November 19, 2024: [L'Ermitage Beverly Hills](#), a discreet, luxurious hideaway situated in a quiet corner of Beverly Hills, has been accepted into membership of [Preferred Hotels & Resorts'](#) prestigious [Legend Collection](#). The ultimate portfolio of exceptional properties in the world's most remarkable destinations, the Preferred Hotels & Resorts Legend Collection is globally sophisticated, culturally refined, and promises unforgettable guest experiences. Featuring exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas, being part of this exclusive group is designated for distinguished properties who represent the very highest levels of luxury.

Nestled on a palm-lined residential boulevard in Los Angeles, the legendary L'Ermitage Beverly Hills is known for providing a welcoming home-away-from-home for discerning visitors and locals alike who seek exceptional hospitality combined with personal touches. The 116-suite hotel boasts several of the largest and most luxurious suites in Beverly Hills – including the impressive L'Ermitage Suite, spanning up to 4,450 square feet and featuring outstanding in-room amenities such as a private screening room, spa treatment room and personal office with fireplace. A destination for wellness enthusiasts, L'Ermitage Beverly Hills is also home to Joanna Czech Studio, the skincare guru's first and only Los Angeles studio, as well as the only Los Angeles outpost for Ricari Studios, offering renowned, tech-forward wellness treatments.

Guests are invited to indulge in a reimagined L'Ermitage Beverly Hills and experience an even more exquisite and unforgettable retreat. From a refreshed exterior to a completely redesigned lobby level, including the restaurant, lounge, concierge, and reception areas, every detail has been carefully curated to ensure the arrival experience is as elegant as the stay. The hotel's new signature restaurant, Costa Covo Osteria, and the sophisticated lobby lounge, Alcova, are part of the hotel's larger enhancements, which will also include a new rooftop pool experience, as well as a bar and restaurant, Poza, both set to open in early 2025. For the first time in L'Ermitage's history, the hotel's sought-after rooftop will be accessible to the public.

“Joining the Preferred Hotels & Resorts Legend Collection is a testament to the exceptional service and luxurious accommodations we offer at L'Ermitage Beverly Hills. We're excited to enhance our global visibility and attract discerning travelers seeking personalized stays. This partnership will provide our guests with even more exclusive benefits and amenities, elevating their stay to new heights as we embark on L'Ermitage's next chapter,” said Frederic Zemmour, General Manager of L'Ermitage Beverly Hills. “We look forward to continuing to deliver exceptional experiences and exceed the expectations of our guests at our Beverly Hills hideaway.”

“We are honored to welcome L'Ermitage Beverly Hills as our newest addition to Preferred Hotels & Resorts' esteemed Legend Collection portfolio,” said Dan Coyle, Executive Vice President - United States and Canada for Preferred Hotels & Resorts. “Since making its debut as the first all-suite hotel

in the U.S., this iconic property has built a legacy defined by timeless quality, attention to detail, and exceptional service. We look forward to a long and successful partnership powered by a shared belief in thoughtful, independent hospitality.”

Preferred Hotels & Resorts brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualized guest support. Every property within the portfolio is required to maintain the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its four global collections – Legend, L.V.X., Lifestyle, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.

All guests of L’Ermitage Beverly Hills are now eligible to enroll in *I Prefer* Hotel Rewards, the brand’s points-based loyalty program with more than 5 million travelers currently enrolled globally. Complimentary to join, *I Prefer* members earn points redeemable for cash-value Reward Certificates, Titanium status, and other value-rich benefits from eligible stays at over 600 participating hotels and resorts worldwide. Travelers seeking memorable independent hotel experiences are invited to sign up at www.IPrefer.com/enroll.

For more information about L’Ermitage Beverly Hills and Preferred Hotels & Resorts, please visit www.preferredhotels.com.

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About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world’s largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The *I Prefer*[™] Hotel Rewards program, Preferred ResidencesSM, Preferred PrideSM, and Preferred Golf[™] offer valuable benefits for travelers seeking a unique experience. For more information, visit PreferredHotels.com.

About *I Prefer* Hotel Rewards

Launched in August 2013, the *I Prefer* Hotel Rewards program from Preferred Travel Group – the parent company that operates hotel brands Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, and Historic Hotels Worldwide – extends points, status, and other complimentary benefits to members upon eligible stays at over 600 participating hotels and resorts worldwide. In addition to earning points for eligible room nights, members receive additional benefits based on their tier status. The *I Prefer* program also offers a free mobile app, available on Apple and Android devices, which allows members to search and book hotel stays, and easily redeem Reward Certificates. With 5 million travelers currently enrolled in membership, *I Prefer* is complimentary to join. To learn more and to enroll in the program, please visit IPrefer.com/enroll.

About L’Ermitage Beverly Hills

Nestled on a palm-lined residential boulevard in the beating heart of Beverly Hills, the discreet hideaway of L’Ermitage Beverly Hills is a premier, independent five-star hotel celebrating understated

luxury. Proud to be the longest-tenured all-suite hotel with a Forbes Five-Star rating in the world, L'Ermitage is recognized with renowned Two Key status from MICHELIN Guide and a AAA Five Diamond property. The hotel is known for providing a welcoming home-away-from-home for discerning visitors and locals alike who seek exceptional hospitality combined with personal touches in an intimate, sophisticated setting. The 116-suite hotel boasts several of the largest and most luxurious suites in Beverly Hills, including the impressive L'Ermitage Suite, spanning up to 4,450 square feet and featuring outstanding attributes such as a private screening room, spa treatment room and personal office with a fireplace. A hotspot for wellness enthusiasts, L'Ermitage Beverly Hills is also home to Joanna Czech Studio, the skincare guru's first and only Los Angeles studio, as well as the only Los Angeles outpost for Ricari Studios, offering renowned, technology-forward wellness treatments. For more information, please visit lermitagebeverlyhills.com.

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