



WEST HOLLYWOOD BLOOMS INTO SPRING AS AWARD SEASON AND FESTIVAL SEASON BRING RENEWED BUZZ AND BOOKINGS

[West Hollywood Travel + Tourism Board](#) is celebrating a successful spring with Awards Season ending on a high note and a sunny outlook for the festival season ahead.

Affectionately known as the playground to the stars, West Hollywood once again served as the ultimate destination for A-list actors, directors, and musicians to descend upon during the highly anticipated ceremonies held throughout January, February, and March. Beginning with the Golden Globes and culminating with the Academy Awards, Award Season brought a wave of industry talent into the creative city to prep, participate, and party.

Celebrities come to West Hollywood to get ready for their close-ups with Red Carpet facials at elite spas like Bamford Wellness Spa, Dr. Barbara Sturm, Ole Henriksen, or The Spa at The West Hollywood EDITION. By night, pre- and post-award show parties popped up at the city's hottest venues including The Bird Streets Club, Delilah, and Harriet's. For visitors hoping to catch their favorite celebrities at the hotel bar next year, book early – West Hollywood hotels were in demand during the weeks before the season's top award ceremonies, while interim winter weeks saw heavy buzz.

With Los Angeles (LAX) being the most convenient travel hub for festival-goers trying to reach the low desert in time for Coachella and Stagecoach, West Hollywood is rapidly becoming a popular outpost during festival season. Whether tacking on a few days to the front end of their music journeys to peruse festive fashions in West Hollywood's Design District before the journey to Indio, CA, or rejuvenating at one of West Hollywood's rooftop pool oasis between hydrating spa treatments after a weekend in the desert, festival attendees are finding that West Hollywood is an attractive, and like minded stop to add to the perfect SoCal itinerary.

For music lovers wanting to experience festival season without the desert's unrelenting sand and sun, West Hollywood answers the call – year-round. With West Hollywood's legendary music venue, The Roxy, sharing the same agency (Goldenvoice) as the Coachella music festival, live music lovers are able to catch many of the same acts in West Hollywood throughout the year without braving scarce accommodations and claustrophobic crowds. West Hollywood is known for its historic and intimate music venues like the Troubadour, Viper Room, Whisky-a-Go-Go, The Roxy, in addition to new venues like Sun Rose at the Pendry or Peppermint Club, where visitors can see their favorite bands in a comfortable setting while walking in the footsteps of rock 'n roll greats who iconified the Sunset Strip in the 1960s and 1970s.

To experience this unique time of year in West Hollywood and to plan your spring stay, visit www.visitweho.com/hotels to peruse the city's collection of 20 bespoke hotel properties, each offering their own distinct flair during Awards Season and Festival Season.



TRAVEL + TOURISM BOARD

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit www.visitwesthollywood.com.