

OUT OF HOME

Tesla partners with Airbnb for convenient travel charging

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Tesla Model S

By KAYSORIN

U.S. electric automaker Tesla is expanding its relationship with hospitality brands to include a new partnership with home-sharing service Airbnb.

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Tesla has previously partnered with luxury hotel chains such as Peninsula, Four Seasons and Mandarin Oriental to offer guests access to its vehicles. By working with Airbnb, Tesla will enable its consumers to charge their cars more frequently, making the automaker a more practical choice for those concerned about traveling.

"Mandarin Oriental's core values are embodied in our ability to delight our guests with offerings that are distinctive, exotic and lively," said David Walsh, director of sales and marketing at [Mandarin Oriental, Washington DC](#). "Tesla's vehicles certainly amplify those values and really appeal to our ideal guest who is globally-minded and design-focused.

"Mandarin Oriental and our hotel here in Washington also have a deep commitment to environmental sustainability and "Acting with Responsibility" is one of our Guiding Principles. As part of this commitment, we have worked hard to make significant progress on reducing our carbon footprint and implement sustainable practices that touch all

aspects of our guests' and colleagues' experience.

"In fact, we were one of the first hotels in the District to install a Tesla charging station. We're confident that these values and principles delivered at the highest possible quality are what appeal to Tesla drivers, too."

Electric feel

Tesla is coming together with Airbnb to offer charging stations at a number of Airbnb properties, including 30 luxury locations on the West Coast. This is the beginning of a larger, global initiative that will eventually see charging stations at Airbnb properties around the world.

Airbnb hosts can arrange to have a Tesla charging station delivered to their home and installed for free. Tesla owners looking for properties with charging stations can then search on the site for a location that will meet their needs.

This collaboration will help make Tesla more convenient for frequent travelers who use Airbnb but may be concerned about whether they will have regular access to charging stations. For Tesla, this may spur consumers to purchase vehicles.

Extending the availability of charging stations is a priority for Tesla, and the automaker is also partnering with Mandarin Oriental, Washington DC to offer travelers a chance to try out a vehicle while staying at the hotel. Guests who book the "Electrifying Getaway" package will have access to a Tesla Model S for each day of their visit.

Furthermore, guests will have the opportunity to have a special Tesla orientation with a product specialist from the brand. Learning more about the brand may spur consumers to purchase vehicles of their own.

The Electrifying Getaway offer will be available from Sept. 8 until Dec. 15, giving guests plenty of time to enjoy a ride in the electric vehicles. Mandarin Oriental, Washington DC also features charging stations, so the cars can be charged overnight at the hotel.

Make yourself at home

Tesla has recently expanded its presence in the hospitality industry with a number of luxury partnerships.

For example, in 2014 Peninsula Hotel Tokyo appealed to eco-conscious consumers by introducing a Tesla Model S for chauffeuring guests.

The property also established an on-site charging station to ensure that guests in the area had a reliable place to charge their vehicles. For guests in the area leaning toward purchasing a Tesla, this electric-friendly environment may help convince them to go through with it ([see story](#)).

Additionally, earlier this year Four Seasons Hotel Miami teamed up with Tesla Motors on Father's Day June 21 for a "Drive and Dine" event.

Throughout the day the hotel hosted Tesla Model S test drives before corralling families to

the property's Edge Steak & Bar restaurant for brunch. Many families head out for a quiet morning on Father's Day and the Tesla option added a bit of zest to an otherwise typical offer ([see story](#)).

Giving visitors a chance to try out a Tesla vehicle can inspire them to purchase one of their own in the future.

"I think that it will primarily appeal to new users," Mr. Walsh said. "There's so much desire to drive Model S and discover what makes it different from conventional cars.

"There's also a real rarity to this offering that allows such a long test drive experience. Mandarin Oriental enjoys high levels of loyalty so we are excited to introduce them to Tesla, which we feel is complementary to our guests' lifestyles."

Final Take

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