

OUT-OF-HOME

Tesla and Destination Hotels partner, easing road trip planning

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Aerial view of Tesla's Model S

By FORREST CARDAMENIS

U.S. electric automaker Tesla Motors is partnering with independent hotel operator Destination Hotels to make it easy for its drivers to find a place to stay.

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Destination Hotels is the latest group to partner with Tesla to provide destination chargers, allowing consumers to charge their vehicle to full-strength concurrent with an overnight sleep. Ubiquitous charging points will help Tesla catch on with a larger group of consumers, while chosen partners betray the automaker's target market.

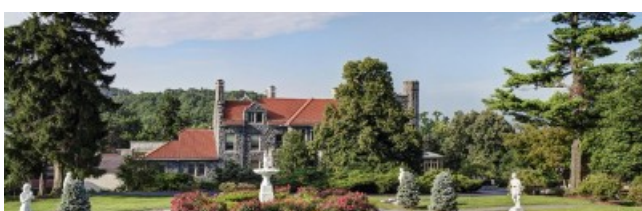
"Our brands have a natural synergy in our goals and commitments to preserve the world in which we operate and serve our customers," said Marie J. Torres, vice president, marketing & branding, **Destination Hotels**. "Destination Hotels and Tesla are both dedicated to practices and programs that pay respect to, and lessen their footprint on, the changing environment.

"Destination Hotels' extensive portfolio in North America also provides Tesla a way to make travel easier for its drivers with charging stations in popular leisure destinations," she said.

Destination Charging

Destination Hotels' Destination Earth program makes it an ideal fit for Tesla. The program is dedicated to discovering and enacting programs that will lessen its counter footprint.

Tesla's all-electric fleet, its defining characteristic, represents its ethos. The automaker is dedicated to making driving an environmentally friendly practice, and partnering with likeminded brands and conglomerates is essential in ensuring the brand's authenticity.



Destination Hotels' Tarrytown House Estate, NY

Considering that combating climate change is a high priority of youth, who are particularly attuned to brand values,

Tesla must choose its partners well. Coming off as a cash-grab scheming to get the money of aspirational and affluent wealth without being dedicated to a cause would sink the business.

More chargers at hotels will mean that Tesla drivers have new possibilities for road trips. While this will please current Tesla owners, it also helps to address a common gripe among interested consumers who are not yet won over. Frequent drivers and road trippers need to know they can rely on their vehicle to get around, so ubiquitous charging stations is likely a high-priority goal for the automaker.

Destination Hotels operates more than 40 properties throughout the United States. The size of the operator's portfolio makes it a sensible partner.



Destination Hotels Stowe Mountain Lodge, VT

"Destination Hotels is always finding new ways to heighten and improve the guest experience," said Jamie Sabatier, president and COO of Destination Hotels, in a statement. "This collaboration, with the leading-edge technology and the forward-thinking of Tesla, demonstrates our commitment to provide outstanding service and offerings. We now have the ability to offer guests seamless and convenient charging during their stay."

Tesla Model S and Model X vehicles can download a free software update that will automatically update the vehicle's GPS with the new locations, making it easier to plan trips and locate the charging stations.

Tesla has already partnered with many luxury hotel chains, including Peninsula Hotels, Four Seasons and Mandarin Oriental, a move that will endear them to luxurian consumers. A partnership with Destination Hotels, whose properties are upscale but not at the price-points of the above chains, will offer a more accessible entry point for younger, aspirational consumers considering a Tesla.

Electric revolution

Previous efforts to make charging stations more ubiquitous have targeted younger consumers more directly.

Last August, Tesla is expanded its relationship with hospitality brands to include a new partnership with home-sharing service Airbnb.

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 ([see story](#)).



Tesla Model S

Many other automakers will soon have commercially available electric vehicles.

Luxury automakers have turned their attention to electric vehicles as the technology has become more accessible in recent years, according to a recent report by Frost & Sullivan.

Consumers looking to limit the use of fossil fuels and promote environmental sustainability have flocked to purchase luxury vehicles from the U.S. electronic automaker Tesla Motors, and other brands are now eager to follow suit. "The Future of the Luxury Electric Vehicle Market" suggests that electric vehicles will see a surge in popularity as

more automakers embrace the trend and create their own electric cars ([see story](#)).

Although high-end brands introducing electric vehicles will provide Tesla with extra competition, pervasive charging stations will make it a more appealing choice.

"By teaming up with Tesla to offer the Tesla Charging Stations, we are emphasizing the Destination Hotels commitment to protecting the environment and providing our guests with simple, effortless ways in which they can too," Ms. Torres said. "Our guests can travel and rest with the peace of mind, that through our Destination Earth initiative, each of our hotels is committed to preserving our natural resources with efficient and eco-friendly practices."

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