

IN-STORE

## Four Seasons Maui deploys Tesla to help environment

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By JOE MCCARTHY

Four Seasons Resort Maui at Wailea is expanding its environmental initiatives with a limousine service featuring the all-electric Tesla S 85 sedan that ferries guests from the Kahului airport to the resort and other ventures.

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As part of the "Going Green" initiatives, the hotel is able to set the stage for a trip that emphasizes the environment's importance by welcoming guests with a eco-friendly ride as soon as they arrive. As more and more brands begin to embrace green initiatives, guests will likely become more demanding in their preferences for environmental accountability.

"We try to pay attention to what our customers want," said Mark Simon, director of marketing at Four Seasons Resort Maui, HI.

"In this case, we know that Tesla is very popular up and down California for all the right reasons," he said.

"We felt it would resonate with our client base."

Clear vision

The Tesla S 85 four-door sedan can accommodate three passengers plus the driver and is available for round trip airport service as well as for escorted trips around the island on an hourly or daily rate.



#### *Four Seasons Maui at Wailea*

Guests can also receive complimentary transportation when booking the Maile, Lokelani and Elite Oceanfront Suite packages.

For other packages, the rate is \$145 per hour with a two-hour minimum and airport transportation one-way is \$253.

The Lokelani suite accommodates up to eight adults and includes other complimentary amenities such as two pre-reserved cabanas at the Fountain Pool and daily breakfast for everyone registered to the suite.



#### *Four Seasons Resort Maui at Wailea*

The heart of the hotel's Going Green initiative is a project that aspires to plant 10 million trees. The Team for Trees focuses on Hawaii's smallest island, Kaho'olawe, which had been used as a training ground and bombing range for the U.S. Armed Forces from World War II until 1990.

The Resort's staff has joined with the Kaho'olawe Island Reserve Commission to help restore the island's environment, planting more than 2,000 native trees, shrubs and grasses.

### Looking to the future

Over the past few months, Four Seasons Resort Maui at Wailea has vigorously marketed itself as a progressive property.

For instance, the hotel is targeting couples this fall with more than 20 complimentary activities that take guests underwater, into the kitchen and through the Hawaiian forest.

Rather than narrowing the activities menu to a few highly-regulated offers, Four Seasons understands that luxury travelers prefer to have some degree of control over how they spend their vacation time. Furthermore, targeting couples can be a safe blanket maneuver that may entice consumers with its exclusive aura while still permitting all guests to participate ([see story](#)).

Also, the property targeted affluent families with a new summer travel program and online comic book that demonstrate how the on-property experience can be tailored to guests of all ages.

The property collaborated with Danny Zuker, a three-time Emmy award-winning Hollywood producer, and Chicago illustrator John Gregg to create a rhyming comic book called "Howie Goes to Maui" that explains in child-friendly speak the new "WeTime/MeTime" program. Both efforts had launched at the beginning of children's summer vacation to show that young and mature travelers can have personalized experiences at the resort ([see story](#)).

In terms of the protecting the environment, the hotel regards its initiatives as merely the actions of dutiful citizens.

"Why would it not be important?" Mr. Simon said. "It's just part of our DNA to be responsible citizens."

### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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