

IN-STORE

Four Seasons Las Vegas adapts to shifting preferences with car charging stations

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Promotional image for FS Las Vegas' electric car station

By JOE MCCARTHY

Four Seasons Hotel Las Vegas is endorsing environmentally sensible behavior by introducing electric car charging stations.

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The property will provide four total stations for hotel, fitness and spa guests. While all environmentally sound commercial decisions can have an impact on climate change, Four Seasons Las Vegas sees the addition as a basic service update.

"Electric cars, particularly Teslas, are increasingly popular among our guests at Four Seasons Hotel Las Vegas," said Erica Johnson-McElroy, director of public relations at [Four Seasons Hotel Las Vegas](#), Las Vegas.

"While there are various electric charging stations at properties on the Las Vegas Strip, they are often tucked away in large parking garages and difficult to find," she said.

Charge and go

Electric vehicles are becoming more viable each year with consumer attitudes shifting

proportionally. Consequently, Four Seasons Las Vegas' decision to add electric stations is less the move of a pioneer and more just a smart business move.

Luxury hotel brands are in the business of providing excellent service, and adding electric car stations enhances the service quality for a growing number of guests.



Four Seasons Las Vegas

The first two stations added will be located in the brand's porte-cochère so that guests can pull up and charge without having to go into the parking garage.

One station is specifically for Teslas and the other works with other smart cars. Two more stations will be added this summer.

Both the chargers supply a current of 50 amps, which is higher than what most drivers can generate at their homes.

Charging stations at the nearby Mandalay Bay parking garage are available to the public.



Four Seasons Las Vegas Facebook post

Four Seasons Las Vegas consistently improves its environmental standing. The property

partners with the Clean the World program to recycle partially used soaps, shampoos and conditioners for use in impoverished areas. Another company sifts through the hotel's trash for recyclable items.

Additionally, the property lets guests participate in a water conservation program and offers green dry cleaning.

New normal

Brands from many categories are beginning to perceive the business advantages of "going green."

For instance, British fashion designer Stella McCartney approaches her business with an innate sustainability mindset, which she explained to the audience at the FT Business of Luxury Summit.

From using wind power for a store to foregoing leather and PVC, Ms. McCartney considers environmentally friendly so automatically that she forgets she is doing it. This has become part of her namesake label's story, even if it is one that it does not overtly promote ([see story](#)).

Hotels, in particular, are able to leverage their environment to teach important environmental lessons.

Starwood's St. Regis Bahia Beach Resort in Puerto Rico promoted eco-tourism by letting guests monitor and learn about Leatherback Turtles that nest on the property's shores.

Promoting eco-tourism with simple activities is a good way for luxury hotels to tap into the growing eco-tourism market and inspire environmentally conscious guests to consistently visit. Furthermore, observing the natural trends of the surrounding area allows luxury hotels to maximize their use of the environment ([see story](#)).

Since many luxury consumers are switching to electric vehicles, creating a conducive environment will help draw guests.

"We wanted to make our [charging stations] easily accessible and protected," Ms. Johnson-McElroy said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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