

Your #1 Source for EV Charging Stations

Public, Private, Residential, Commercial, Networked or Non-Networked

Coachella Valley Hotels Offer Car-Charging Stations

Abbreviated version of an article by Skip Descant, The Desert Sun 8:18 p.m. PDT July 18, 2014

Booking a hotel stay has often been a decision made by comparing service levels. Or maybe, is the hotel in a cool neighborhood? Can I bring my dog? What are the sheets like?

Now it's, *will I be able to charge my car?*

Charging stations for electric vehicles are yet another amenity hoteliers are looking to add to their offerings as just one more detail to if not enhance the guest experience, entice a widening market of electric vehicle drivers to choose their hotel rather than a competitor.

"It's complimentary, and is used almost like advertising," said Bridget Boyd, Legislative and Communications Manager, with the California Hotel & Lodging Association.

Electric vehicle charging stations are becoming a familiar sight at hotel properties across the Coachella Valley. The Ace Hotel and Swim Club in Palm Springs recently installed two Tesla chargers on the east side of its King's Highway diner. The Hyatt Regency Indian Wells has two electric vehicle charging outlets in its valet parking area. "Car owners can plug their individual brand chargers to these and obtain a decent charge in a matter of hours," said Doug Spears, general manager for the Hyatt Regency Indian Wells. "We've had two stations in our valet lot for the past six years," said Aftab Dada, general Manager for the Hilton Palm Springs. "We used to allow even non-registered guests to plug in and charge the vehicles at no cost however the demand has increased drastically since the past nine months, that starting Jan. 1, 2014 we only allow our registered guests only. I observe the two units being occupied all the time, specifically on weekends."

The electric vehicle trend in California and in the U.S. is not imaginary. A 2012 plug-in electric vehicle study by the UCLA Luskin School of Public Affairs predicted 100,000 electric cars on the road in California alone by 2015, with the population tripling by 2019. Vehicle charging are quickly becoming a standard feature for hotels, say those in the business. "Yes, with the hospitality industry's focus on going green it could very well be a standard amenity in the future," said Kerri Hubble, marketing manager for the Westin Mission Hills. For the most part, hotels make electric vehicle charging complimentary or part of whatever fees guests are already paying.

"We're definitely just encouraging it and the industry is really embracing it, and is excited about it," said Boyd.

Contact us today for a free no obligation charging station feasibility assessment review.

*For additional information visit www.verdek.com
or contact: Rudy Garcia - (602) 686-0347 - rgarcia@verdek.com*

VERDEK