

Process Book



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Brand and Project Proposal

Part One

Overview

The project brief is to explore a new brand-stretching initiative for Tesla into the hospitality sector. Process work starts with an In-depth look at Tesla before Hospitali-T, the new sub-brand is developed.

Proposal

Tesla is an industry-leading luxury car brand in technological innovation and sustainability; this project will foster Tesla's mission of contributing to a zero-emission future through stretching the brand into the hospitality industry with the creation of a luxury, fully sustainable "green" technologically innovative hotel. The hotel will be named Hospitali-T, which emulates the Tesla's mission of being infinite and striving for a better future. The hotel will accommodate each guests' needs and aspirations as it will be a harmonious blend of innovation, sustainability, and hospitality, providing the ultimate vacation for the luxury traveler. Tesla will apply its sustainable values and innovative technology into the hospitality industry through the establishment of a hotel



Goals

To provide the most **sustainable** and innovative luxury hotel for the Tesla customer

To act as a visual and experiential symbol for the brand's core values and mission

To increase Tesla's **brand equity** by engaging with consumers in a new setting

To drive profits through a new business model, diversifying revenue streams while attracting both new and original consumers



Objective

Designed to inspire the future standard of living not only in the hospitality sector, but for *all* sustainable habitation on Earth



Company Analysis: Tesla

Part Two

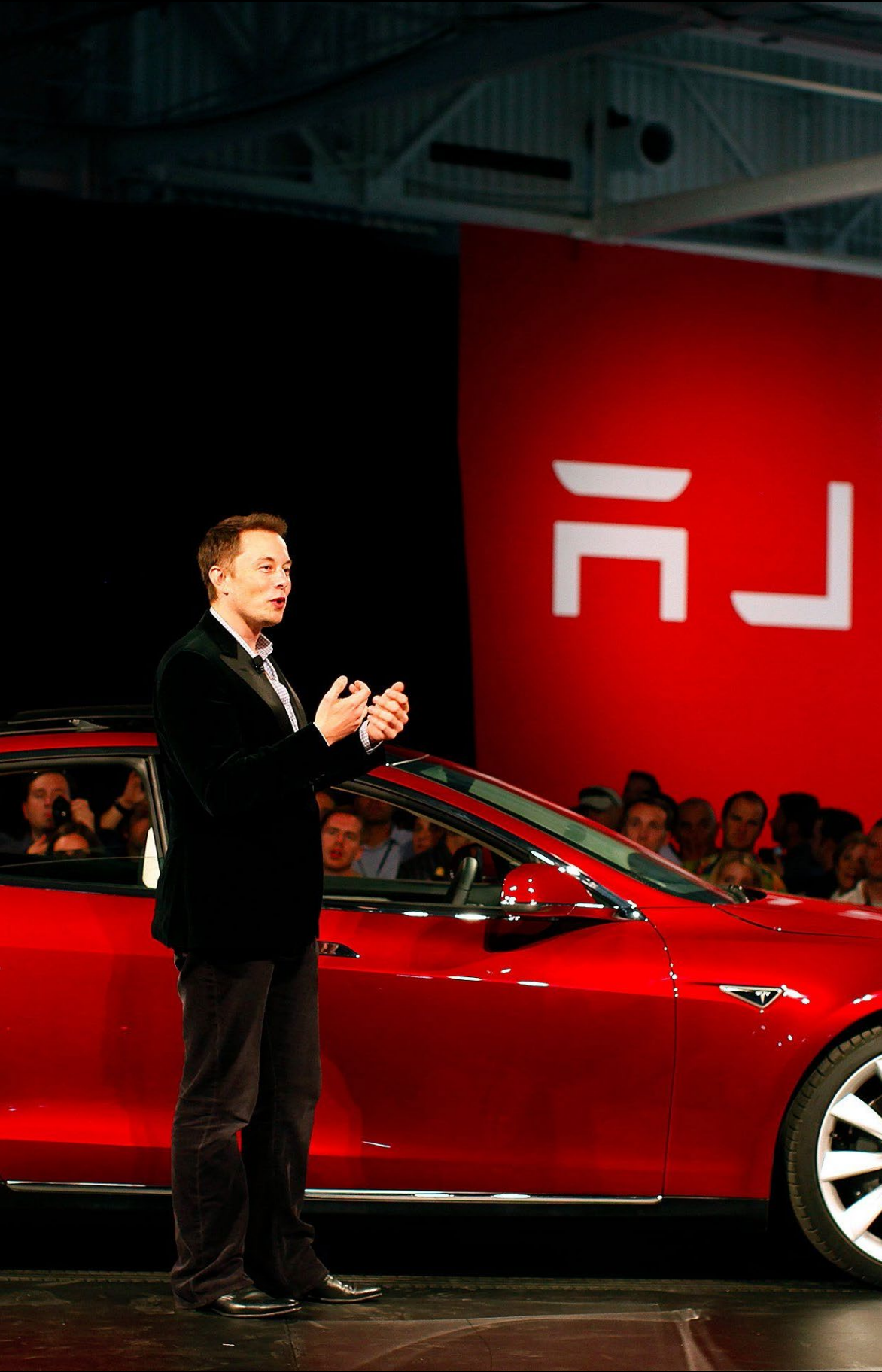
History

Founded by a group of engineers in San Carlos, California in 2003, Tesla builds all-electric vehicles as well as infinitely scalable clean energy generators and storage products. The company designed the world's first-ever premium all-electric sedan from the ground up starting with the Roadster, then the Model S, and now has an entire fleet of vehicles for different luxury consumers. The brand has 438 stores worldwide with 100 service centers.

Elon Musk, the CEO and co-founder of Tesla is the heart of the brand. He sold his first successful company PayPal after using the profits from it to help build the Tesla brand. Musk has continued to innovate and extend the brand into further categories with SpaceX while in keeping with Tesla's values of respect, innovation, performance, education, and environmental consciousness.

Tesla's vision to create the most compelling car company of the 21st century by driving the world's transition to electric vehicles is fitting as Tesla has integrated the manufacturing of their core component, the battery for Tesla vehicles, into the process of building the car. This mitigates the emissions deployed from using transportation to ship batteries to the factory from another vendor.

The brand continues to drive home its mission to accelerate the world's transition to sustainable energy by creating solar panels that can be utilized in-home and more commercial buildings.



Company Details

Tesla products also include **energy solutions**. These products include solar panels, solar walls, and solar tiles. Tesla has also created their own battery packs that go with these products. The batteries are produced at the giga-factories, as production has been **vertically integrated**, reducing energy consumption and cost.

Tesla is also known for safety. They enact regular and vigorous safety tests, which give the consumer a strong sense of trust for the brand. After completing the Model 3, Tesla continues to focus on providing more accessible products for the consumer, as this falls in line with the original mission.



Mission

Tesla *exists* to accelerate the world's transition to sustainable energy.





Vision

Tesla's vision is to be the *most* compelling car company of the 21st century by driving the world's transition to electric vehicles



Values

Doing the Best: Always putting forth the best quality of product in both manufacturing and design

Taking Risks: Marketplace leader for innovative solutions, unafraid to take risks to discover cutting-edge solutions

Respect: Through the brand presence, culture, and product, Tesla symbolizes a respect for the environment, forming the building blocks for a sustainable future

Constant Learning: To be the industry leader in innovation and advancement, Tesla is dedicated to the endless pursuit for knowledge and expansion

Environmental Consciousness: Tesla takes on the responsibility humans have toward sustaining our culture and our surroundings

Accessibility: Clean energy should be available to everyone. Product accessibility will be the driving force toward lasting change

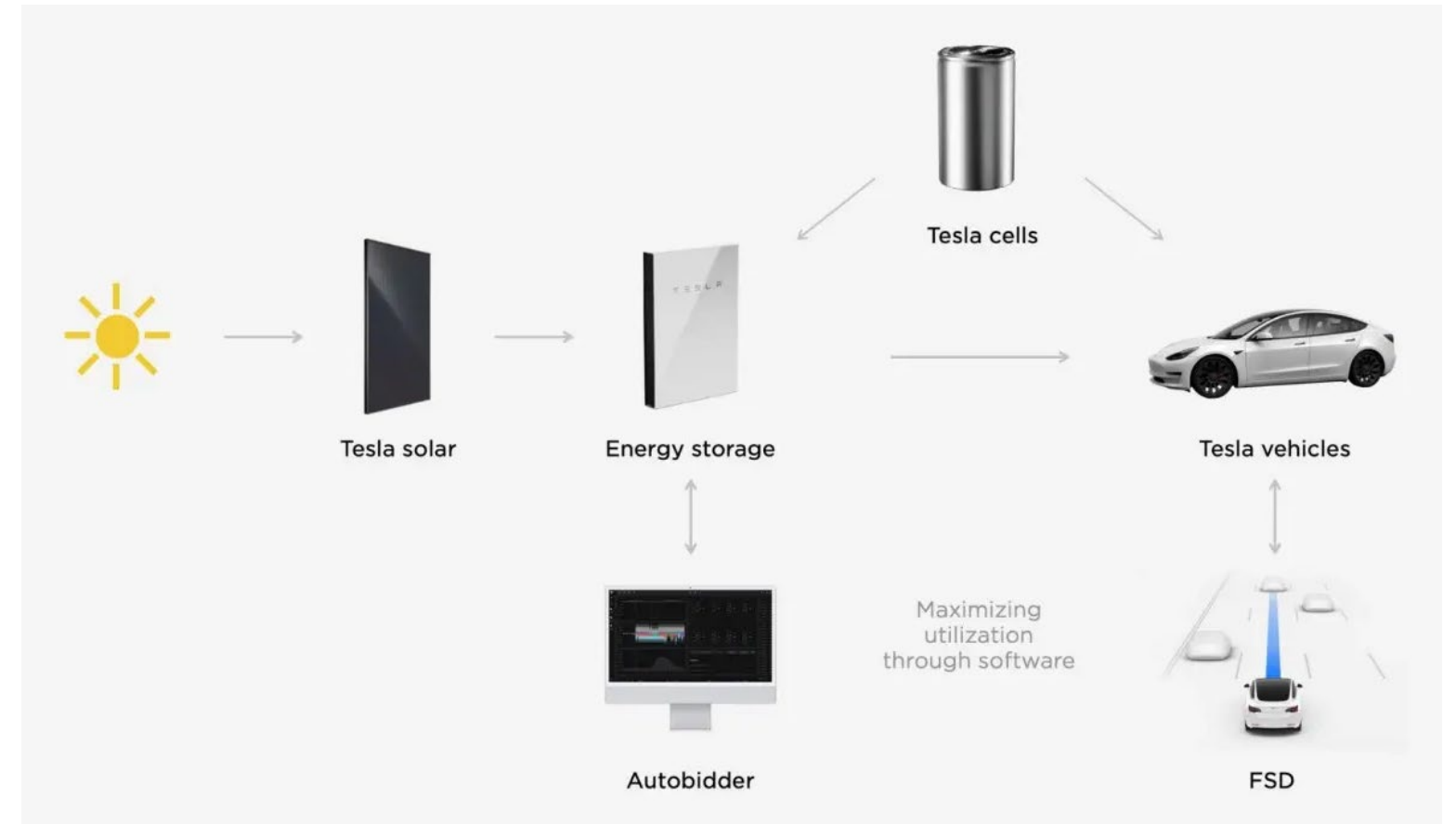


Impact Report

In 2020, Tesla owners saved the planet from 5.0 million metric tons of CO2e emissions.

The company has designed a complete energy and transportation ecosystem that is fully vertically integrated.

Tesla continues to improve battery chemistry and cell structure, and the batteries outlast the cars and can be recycled.



Tesla goes above other companies in the realm of sustainability due to its integrated structure and process, ensuring the most efficient and cost-effective means is also the most eco-conscious.

Business Model

Selling: Direct-to-Consumer

Unlike traditional dealerships, Tesla had a Direct-to-Consumer business model. When a customer goes to a Tesla Dealership, a customer cannot buy a car and drive it off the lot. Instead, the customer can test-drive one at the showroom and then customize it Online which the car is then delivered to their home. Additionally, Tesla owns their showrooms and their staff is corporate trained to create brand consistency. The showrooms are strategically placed, often near urban centers and luxury shopping districts



Business Model

Service: “The Tesla Rangers”

Every Tesla showroom also has a service center where customers can get their vehicle serviced. If a customer is not located near a service center, then the Tesla Rangers will travel to their home. Sometimes, the Tesla Rangers can fix the issue remotely as the customer can upload the vehicle’s data through the Tesla app and the Ranger may be able to fix it without having to physically see the car.



Business Model

Continual Engagement: “The Supercharger Network”

Drivers can charge their cars for free in 30 minutes at the charging stations. These stations can be found by using the app, but they are easier to find along the coasts or near big cities. The app also allows consumers to check the car’s charging status. It is a very convenient model for the consumer to engage with, and forces the consumer to interact with the brand often.



Situational Analysis

Strengths

Tesla has a variety of strengths that have contributed to the brand's success including that they are the most valuable automaker by market value, meaning that the costs of the vehicles are worth the quality and service they provide.

Furthermore, the brand has an established trust and relationship with their customers as they have formed strong customer loyalty. Other strengths that have contributed to Tesla's success is their vertically integrated manufacturing process, as they are in control of their supply chain, and the influential status of Elon Musk, the company's CEO.

At \$900B, Tesla is the most valuable automaker by market value. Tesla produces high quality and innovative electric cars, consumers trust the product. The product also has a strong level of brand equity and recognition the product carries.





TESLA

Situational Analysis

Weaknesses

While Tesla may have many strengths, it also has its weaknesses, including that the vehicles take more time to be made as the process is highly technical and takes skilled individuals to produce a Tesla vehicle, which has caused a low-volume output.

Additionally, Tesla supercharging stations are not widely spread throughout the country and therefore, if a customer lives in a rural area they may have to travel far to charge their vehicle if they do not purchase the home charging station.

Again, while Elon Musk's influence is a strength, it is also a weakness to the brand depending on his actions and if they go in-line with public favor.

Situational Analysis

Opportunities

As the leading electric vehicle maker, there are many opportunities for Tesla to grow their brand. One contributing factor that could lead to potential opportunity for Tesla is the climate crisis and as it continues, sustainability and electric vehicles will become more of a priority for customers.

Moreover, as the world adapts to the Pandemic, travel is expected to increase and therefore, customers will need a reliable vehicle that will provide a convenient road trip experience.

Another opportunity that Tesla can capitalize on is the rise of luxury consumers of the Millennial and Gen-Z population, especially in Asia. As younger consumers are entering the luxury market, they are more inclined to purchase a Tesla because it will help them reduce their carbon footprint.

Finally, Tesla will have greater spending opportunities as President Biden's infrastructure bill allocated \$7.5 B to electric vehicle companies.



Situational Analysis

Threats

As Tesla continues to grow there are also some threats to the brand as well both internal and external. Some of the external threats to Tesla are economic factors such as inflation and supply chain, which could affect the price of their vehicles and therefore discourage potential customers from purchasing a Tesla.

Also, the COVID-19 pandemic could also be a potential threat for the brand because, although vaccines are widely available as new variants arise, there could be new prevention measures put in place that could possibly restrict production and or overall customer purchases.

Another external threat are their competitors as many other car brands are producing electric vehicles at a more affordable price than Tesla. An internal threat to Tesla is potential trust with consumers as their vehicles become more technologically innovative, consumers may be scared of



TESLA

Key Competitors

Ford and GM

- Legacy car brands with strong customer loyalty
- Each producing their own electric vehicles

NIO

- Chinese auto company
- Started selling electric vehicles without a battery
- Car is powered by battery swapping stations
- Cars can travel up to 500 miles before battery runs low



Nikola Corp

- Founded in 2016
- Combines battery power with hydrogen fuel to power its vehicles
- Vehicles can travel up to 900 miles on one charge

Aptera Motors

- A previously liquidated company now re-formed in 2019
- Solar powered vehicles
- Company is new, but could potentially be a game changer in the alternative energy car industry within the next few years



Market Analysis

Part Three



Objective

To Analyze the Market of the Proposed Brand Stretch



Market Trends

The global hospitality industry is worth \$4132.5 billion dollars as of 2021. Growth of \$645.73 billion dollars from 2020 was hit substantially hard from the year's pandemic. This is a Compound Annual Growth Rate of 18.5 percent (Statista, 2022). Through this evolution, people have stopped traveling far and looked to travel locally (Heflin, 2022).

After the world-altering pandemic, there are multiple new market trends in the world of travel and hospitality. Firstly, consumers are looking for flexible, multi functional spaces as they have become used to making the most of being indoors. They are also looking more toward environmentally conscious hotel designs, as the movement toward green travel has never been stronger.

In-room fitness options has also emerged with the innovative products that become available last year. On the same not, reduced physical touch-points is expected to stay around, as this only makes the experience more streamlined for the customer journey.

The rise of the smart hotel is on the horizon, as consumers will seek technology to fully immerse them in their experiences. Going with this is enhanced personalization. By creating user profiles, consumers can set preferences to design their experience.

Consumer Trends

The pandemic has also drastically altered how consumers think. This affects the travel industry in the present, and these new behaviors are expected to last into the future. Travelers are now planning trips further in advance, to ensure they have time to alter plans in case things go awry.

Furthermore, travelers are planning longer trips. They also are interacting more with the hotels and local economies, ordering more often from the additional hotel services than before. Of course, the pandemic also forced people into local travel, exploring their own cities or states as airlines were shut down.

There has also been an increase in solo travelers, since people could not rely on coordinating with friends or family during uncertain times. This has given people the confidence to travel on their own more often, which is an opportunity to tap into. Consumers also choose places they believe have a purpose to them. They are less likely to promote selfish consumption, and they want to be socially responsible.



Key Success Factors

Tesla is a young brand with little brand equity compared to other automobile companies. When it comes to brand extensions, pushing Tesla into the hospitality industry, more specifically, building a hotel brand, has many success factors. Through the leadership of Elon Musk, the new initiative will be strategically planned, ensuring the new company will thrive much as his automobile company has. Through the continued cultivation of technology and Tesla incorporated solar panels, the guest experience will be not like any experience of other hotels. Lastly, the strong branding is to be pushed by the same “zero marketing budget” that Elon Musk launches for his other brands that have strong brand association features (Khan, 2020).





Consumer Analysis

Part Four

Current Consumer

Tesla was designed for the eco-conscious, tech-savvy consumer.

They can range from entry-level luxury consumers to experienced luxury consumers.

The average household income for an owner of a Tesla vehicle is around \$150,000. The average age of model S and model X owner is 50 years old.

Tesla owners skew more heavily toward males—divided around 70% male-owners to 30% female-owners.

Tesla owners also have a higher percentage of being home owners.

Tesla owners tend to not have children in their household—66% of owners fall in this segment.

Tesla owners usually live near large cities around the coasts—California is the most saturated state.



Segmentation

Common Values Include:

Eco-friendly

Luxury-Emergent

Socially Connected

Skews toward males, younger

Active lifestyles



These consumers are luxury-emergent and important to capture at this stage of life. The hotel is an opportunity to form a strong relationship with this group through a personal, engaging channel.



Segmentation

The Ethical Explorer | The Connected Family | The Aspirant

The Ethical Explorer

Overview

The ethical explorer travels to discover local culture, leaving no trace

Demographics

Age: 25 to 35

Profession: Non-traditional, but high-paying jobs

Geography: Traveling from big cities, seeking escape

Psychographics

Interests: History, culture, innovation

Values: Sustainability, open-mindedness, creativity

Goals: To live a unique experience, to leave the world a better place

Behavioral

Social Media: Posts travel content, promotes ethical travel

Frequency: Prioritizes travel, multiple trips a year

Loyalty: Seeks new spots, new experiences



The Connected Family

Overview

The connected family is tech-savvy, trend-informed, and diverse

Demographics

Age: Parents aged 30-45, Children aged 5-12

Profession: One or both parents are working professionals

Geography: Traveling from the suburbs

Psychographics

Interests: Technology, activities

Values: Clean living, health, education

Goals: Making new memories together in unique ways

Behavioral

Social Media: Posts vacation photos to share with friends

Frequency: One big trip a year

Loyalty: Re-visits spots they have formed a connection with



The Aspirant

Overview

The aspirant is a driven young-professional who embodies the future

Demographics

Age: 25-35

Profession: High-earning, creative or traditional

Geography: Traveling from city centers

Psychographics

Interests: Innovation, business, luxury, health

Values: Knowledge, image, authenticity, convenience

Goals: Enjoy disposable income on a prestigious, educational trip

Behavioral

Social Media: Follows brands they aspire to emulate, lifestyle posts

Frequency: Two to three short trips a year

Loyalty: Re-visits cities based on opportunities





Synthesis

What do all segments of the target market have in common?

A need for validating their self-image, both inward and outward, by leaving a positive mark on the world

Target Segment: The Aspirant

The target segment chosen from the three was the aspirant. This segment is the closest representation to the Ideal Guest, the personification of the brand. They also have the strongest need for leaving a mark on the world, which is the core desire our hotel will satiate with its value propositions. This customer also represents the most important segment to convert in terms of the primary Tesla product. Once they have interacted with the Tesla values at the hotel, they are likely to become lifelong customers of the brand.





Persona

The Aspirant

Name: Derek Thomas

Age: 30

Occupation: Marketing Executive

Geography: New York City

Life Cycle: Single

Reason for travel: Derek is taking a break from work and wants to explore a new city. He has just recently been promoted and wants to use his bonus toward travel. He values social responsibility, but still wants to travel in style and post about a unique experience. He has always been intrigued by Tesla and the company's combination of sustainability, technology, and innovation. He decides to book his stay at Hospitali-T, and enjoyed it so much that he visits a Tesla dealership when he returns home.

Key Factors: The Aspirant

The Aspirant values the following key factors when it comes to choosing a hotel to stay at:

Convenience

Stellar and unique interior design

Integrated with technology

Excellent customer service and amenities

Central location

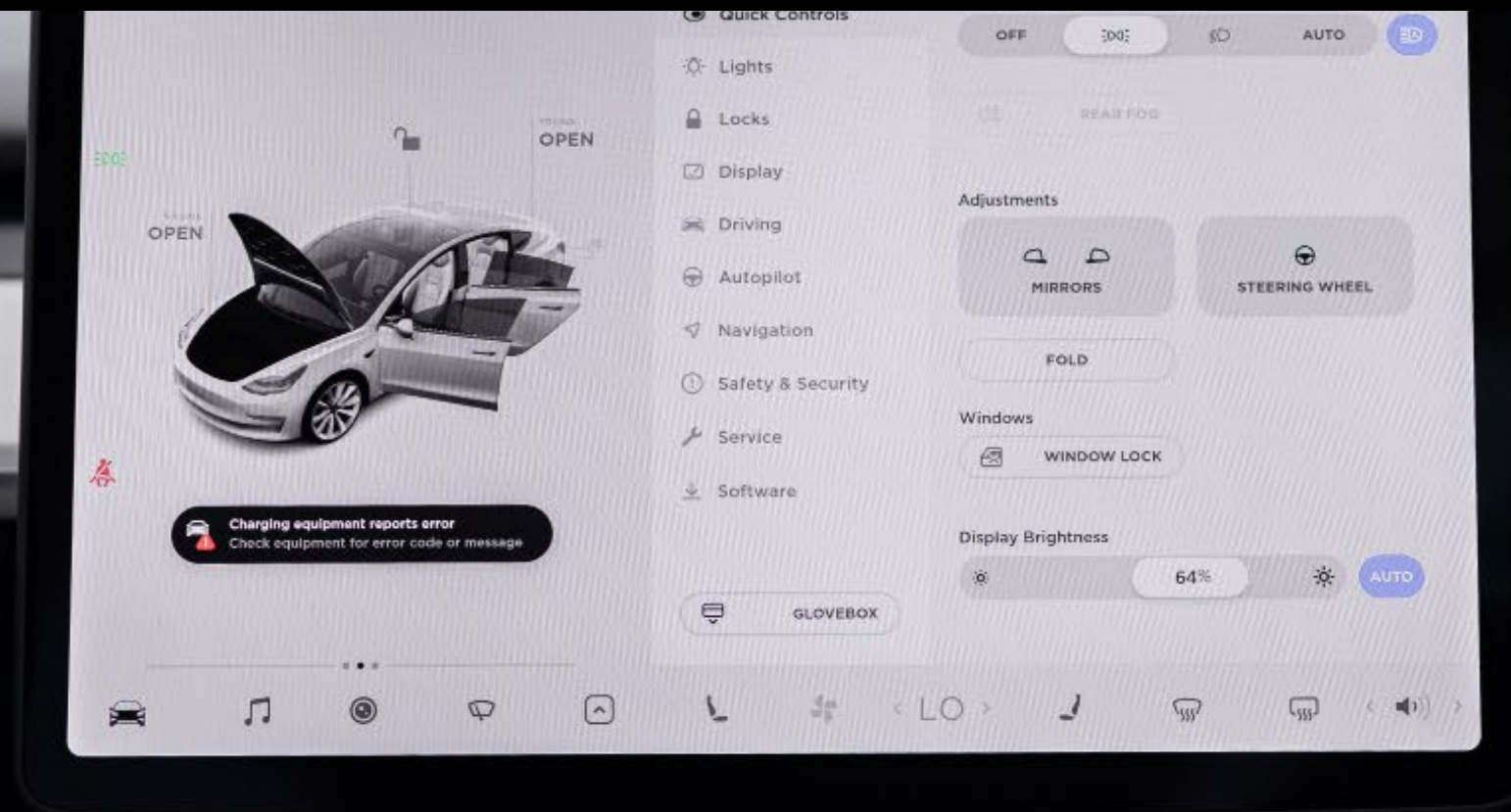
Authentic promises

Socially responsible



Position

The Aspirant values attractive, modern design. Tesla hotels will have an aesthetic edge over competitors who channel more natural, or traditional, approaches. This correlates to the strong need the consumers have to look their best.



Position

The Tesla hotel is also positioned as the “expert” in the fully integrated, technology-powered hotel experience. As the brand name is synonymous with innovation, this value is essential to deliver to the customer, while outperforming all competition.



Position

The Tesla hotel is focused more on the prestige and the luxury of Tesla. Sustainability is a “bonus” benefit to the consumer, allowing for the eco-friendly conscious to feel validated and accomplished, but it will not take away from the luxury experience.



PART TWO

Now that sufficient research was done on Tesla, the team created a sub-brand called Hospitali-T to represent the new initiative. Hospitali-T represents the values of Tesla within the hospitality sector, with a mission of reaching a sustainable human society built on renewable energy.

Hospitali-T will be the perfect blend between a luxury hotel with sustainable elements, and amenities that will generate a repeating customer base and everlasting memories for guests.



Product Characteristics

The Hospitali-T will consist of 150 guest rooms, consisting of 2 luxury suites, 50 King rooms, 50 Queen rooms, 40 Twin-Queen bays and 8 handicap rooms.

As a technologically innovative hotel, all rooms will be integrated with a holographic projector for guests to watch TV, play games, video-chat with their friends as well as an iPad which will control the smart appliances.

Each room will be equipped with Saatava organic mattresses, luxury bamboo linens from Cozy Earth, sustainably sourced furniture, a NEST energy saving thermostat, and motion-censored lighting.

The bathrooms in the rooms will consist of: a sustainable rain shower by Fontana, a low-flow conservation toilet, a Perigold water efficient sink, a jacuzzi, and heated towel racks, powered by thermal energy. They will be fully stocked with lotion, shampoo, conditioner, toothpaste, and bath bombs from Molton Brown London, a sustainable apothecary brand.

Ouai Products

Hospitali-T needs to have bath products that mirror their values of sustainability, while also having strong brand recognition and brand equity. It is for these reasons Hospitali-T will partner with Ouai, a luxury bath brand. Ouai offers consumers a **Hair Type Quiz** which will also be offered to Hospitali-T guests on the app so they are provided with the appropriate products. Their scents are also inspired by cities, which goes well with hotels and travel. The products are cruelty-free and sustainable. Sustainable-Driven Beauty, and they maintain the quality of luxury the consumer expects.



Providing the consumer with Ouai bath and hair products validates Hospitali-T as a luxury hotel experience. Ouai promotes the same values of sustainability and inclusivity that Hospitali-T stands for.

App

The Hospitali-T App

The Hospitali-T app allows users to create a profile. In the profile, guests can set up their preferences and expectations for the stay. In-app booking will be convenient and easy. Guests can also make spa bookings, personal trainer appointments, and car rentals before they even arrive at the hotel. Furthermore, they can specify which scent they want the room to smell like and which OUAL products they prefer.

Once at the hotel, guests can do all of their communication through the app. They can receive a digital key through the in-app check-in, they can set dinner reservations, look at the bar menu, order room service, and even contact housekeeping all through the app. It will be a seamless and convenient value for the guest. Furthermore, in the user's profile, Hospitali-T will keep track of the user's energy-saving progress. This data is saved forever so consumers can see their lifetime progress and earn rewards for the energy they save.





Amenities

Hospitali-T provides many amenities to the consumer, and they have each been strategically chosen to meet the needs of the target segment. Furthermore, the brand identity is present in each amenity. Amenities include:

- Vegan-friendly Restaurant
- High-tech Bar
- Cafe
- High-tech Fitness center
- Spa and Pool
- Solar Paneled Parking garage
- Car Charging stations
- Business Center

Restaurant

Hospitali-T will offer an array of amenities for guests to enjoy including, a farm-to-table restaurant, a luxury spa, a high-tech fitness center, a sustainable resort-style pool, and 2 business centers.

Eaternal: A Farm-to-Table Restaurant

Hospitali-TT will have a farm-to-table restaurant, “Eaternal” open for breakfast, lunch, and dinner. The menu will consist of dishes with grass-fed beef, free-range organic chicken, and fresh-caught ethically farmed seafood, as well as a variety of vegan options from local ranches, fisheries, and gardens. The restaurant will also feature a bar with unique Hospitali-T cocktails with a touch-screen built into the bar for guests to order off the menu. The touch screen will also have games on it for guests to play while they enjoy their drinks.



The Restaurant will provide the aspirational consumer with the dining they are looking for, combining Hospitali-T's values of technology and luxury to align with the brand experience.

Bar

The Hospitali-T bar is a prominent selling-point for the consumer. This experience will be both prestigious and unique. Features of the bar include: touch screen counter, whisky and scotch selections, craft cocktails, and networking happy hours.



The Hospitali-T Bar is a luxury setting where like-minded individuals can connect, network, and relax. The experience is powered by sustainable decor, the tech-forward ordering system, and a combination of uniquely crafted cocktails and prestige liquor.

Fitness Center

The fitness center will be an energizing blend of fitness, sustainability, and technology to ensure that guests have the ultimate luxury workout session. It will be equipped with: InBody body composition scanners, which will allow guests to monitor vitals as they're working out, SportsArt Eco-Natural Elliptical, a Keiser M7i Wheelchair Accessible Total Body Scanner, SportsArt G574U Eco-Powr Upright Bikes, SportsArt T676 Status Eco-Natural Treadmills, Manduka Yoga Mats, Pro 6 Arcadia Air Runner Non-Motorized Treadmills, and Dumbbell Sets. It will also consist of a male, female, and unisex locker-room with water efficient showers and low-flow toilets. Also, for an additional fee, guests can book a session with a personal trainer.



Hospitali-T's target market values taking care of their physical health. Modeled after the high-tech, luxury gym Gravity, the Hospitali-T fitness center uses technology to provide a personalized gym-experience.

Spa

Hospitali-T will offer consumers a luxury spa experience. Services provided include guided meditation, massages, and facials. Hospitali-T will be staffed with trained aestheticians and massage therapists. This facility will be stocked with sustainable beauty supplies from OUAI and the decor will be sourced from socially conscious brands as



When the consumer wants to slow down and relax for an afternoon, The Hospitali-T Spa offers a variety of eco-friendly treatments. Bookings can be made through the Hospitali-T app, allowing for procedures to be personalized.

Business Center

Hospitali-T will accommodate every one of their guests, including those who work remotely, especially during this climate of COVID-19. Hence, to attract the Bleisure traveler, a person who is traveling for leisure, but also has to work remotely, Hospitali-T will offer 2 business centers each fully equipped with: sustainable furniture including office chairs, Executive Sit-Stand Desks w/Built-in Power Socket Block, Grommet & Cover for Power Socket by NARBUTAS, Epson wireless sustainable printers, sustainable office supplies, a Logitech green screen for video conferencing, and 27-in iMac, retina 5-k display, nano-texture glass.



The Hospitali-T consumer may be traveling on business, leisure, or both. Hospitali-T provides its active-minded consumer the space they need to work efficiently and effectively when they are



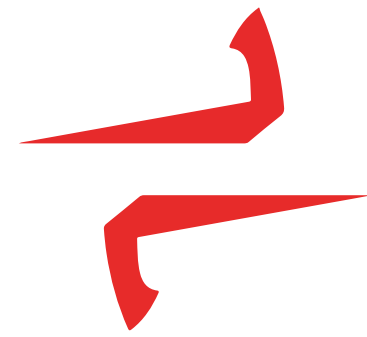
Tesla Services

TESLA Owner Specials

In order to make the Hospitali-T feel like home, Hospitali-T will offer exclusive perks to Tesla owners including, a free meal at Eaternal with a visit to the on-site Tesla service center, free access to the fitness center, a VIP lounge at Eaternal with whisky cocktail, Elon Musk's favorite drink.

Autonomous-R Package

As a way to accommodate travelers going off to excursions Hospitali-T will offer a fleet of self-driving Tesla vehicles to take guests to locations around Austin. Similar to a rideshare service such as Uber or Lyft, customers will download the Tesla fleet app when they need to travel, instead of a driver picking them up, it will be a self-driving Tesla.



Position



Value Propositions

Hospitali-T developed its value propositions by looking at what was relevant to the consumer--The Aspirant.

Going back to the consumer persona, Derek and Aspirants like him are looking for a convenient, **Streamlined Experience** when they book a hotel. Like the other aspects of their lives, Aspirants seek a sense of **Prestige and Status** from the products they buy.

While prestige and luxury is important to the consumer, they are also specific in that they seek **Socially-Responsible Consumption**. This is important so that they can post their travels on socials without fear of backlash. They also want to be **Exposed to Innovation**, which Hospitali-T will do better than any other hotel. Furthermore, The Aspirant wants to be in an environment of like-minded individuals. They want the **Opportunity to Connect and Network**.

Hospitali-T is also a differentiated hotel experience, offering the consumer the value of **Uniqueness**. They want to feel that they are standing out from the pack in their lives, and here they will achieve that. Finally, by staying at Hospitali-T, consumers will feel **Socially and Culturally Relevant**.

Key Competitors

Hilton and Melia

- The two leaders in corporate sustainable hospitality
- Have started action plans to reduce overall waste

ITC Hotels

- Indian hotel chain bought by Marriott
- Maximum number of LEED Platinum Certified Properties
- Luxury hotels, reflecting the destination's culture
- Rainwater harvesting, renewable energy, solar heating, recycled water, food waste composting



1 Hotels Group

- Urban locations and aesthetic
- Rainwater tank, recycled material decor, farm-to-table
- Luxury through nature and wellness

NYLO

- Boutique, loft-style rooms
- Recycled building materials, and energy-efficient light bulbs
- Gold LEED certification
- Half of their energy comes from wind-power

Key Competitors

Ferrari

- Attached to Amusement Parks
- Targets a Consumer with a “Need for Speed”

SoHo House

- Private Luxury Hotel Group
- BMW Partnership
- Locations Across the World
- Intimate Setting

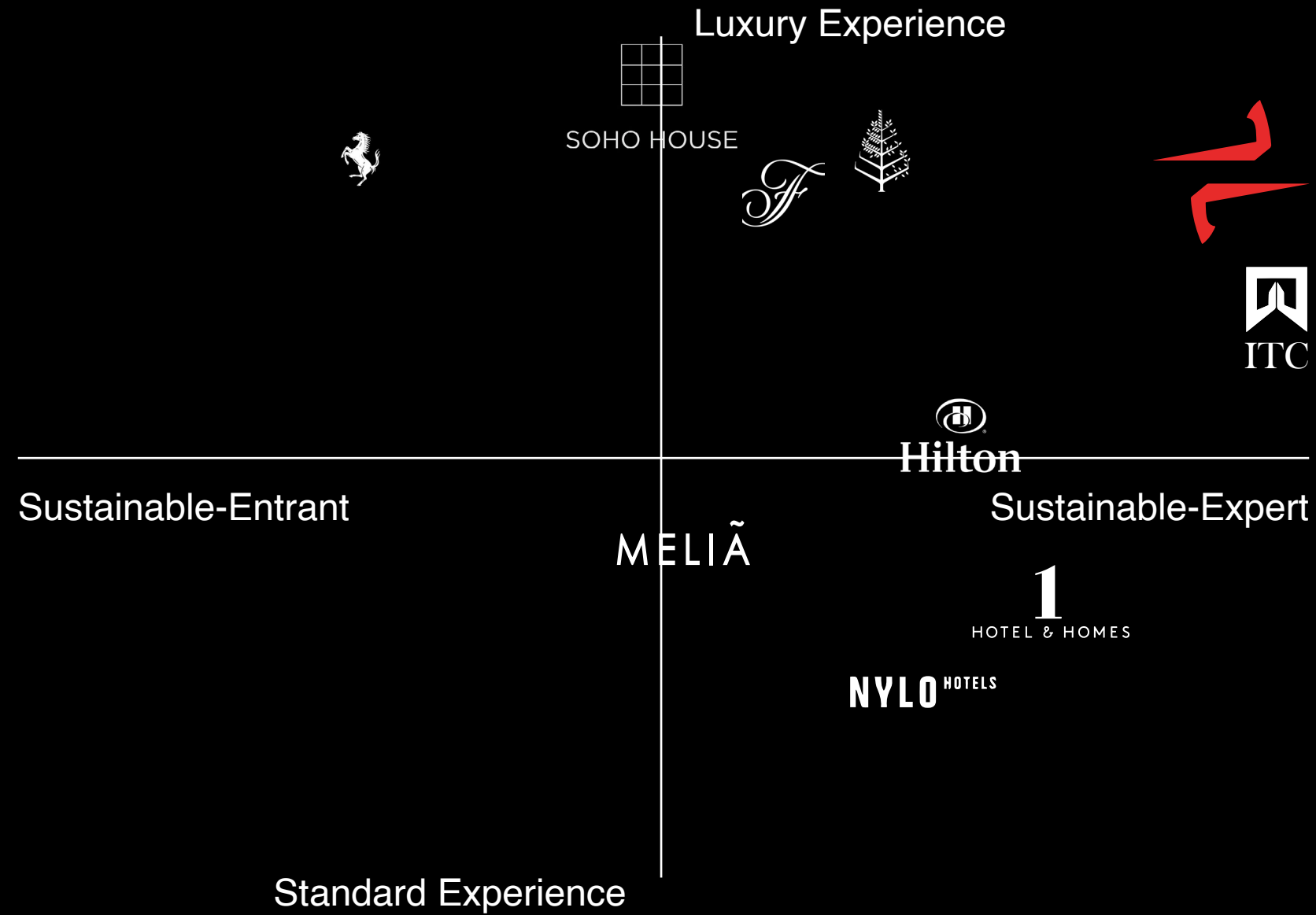


Four Seasons

- Mercedes-Benz Partner
- “Extraordinary Experiences”
- Wide Target Market

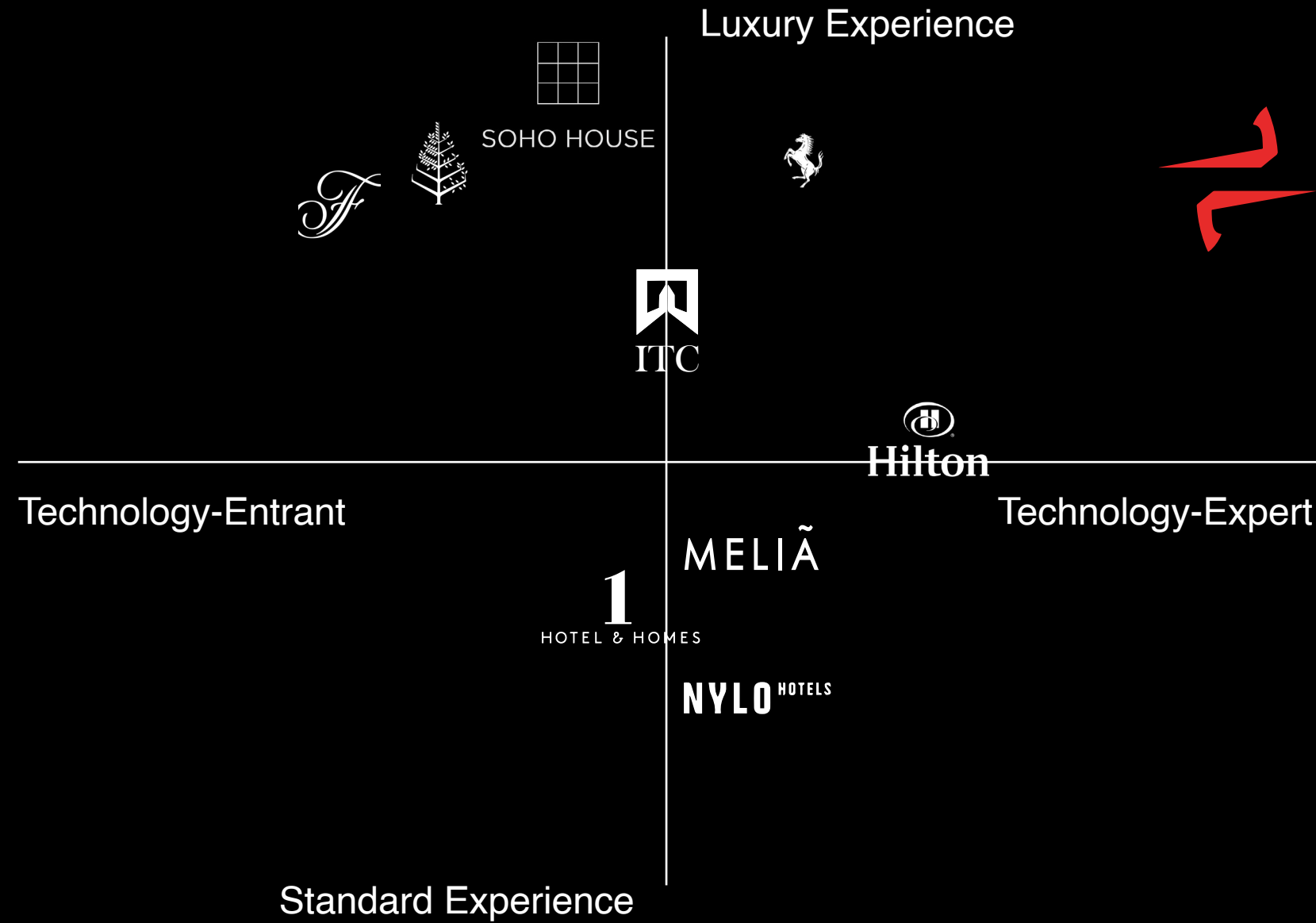
Fairmont

- Cadillac Partner
- Fairmont Gold Experience
- Lifestyle Magazine
- Event Space



Position

Hospitali-T is focused more on the prestige and the luxury when compared to other sustainable hotels. Sustainability is a “bonus” benefit to the consumer, allowing for the eco-friendly conscious to feel validated and accomplished, but it will not take away from the luxury experience.



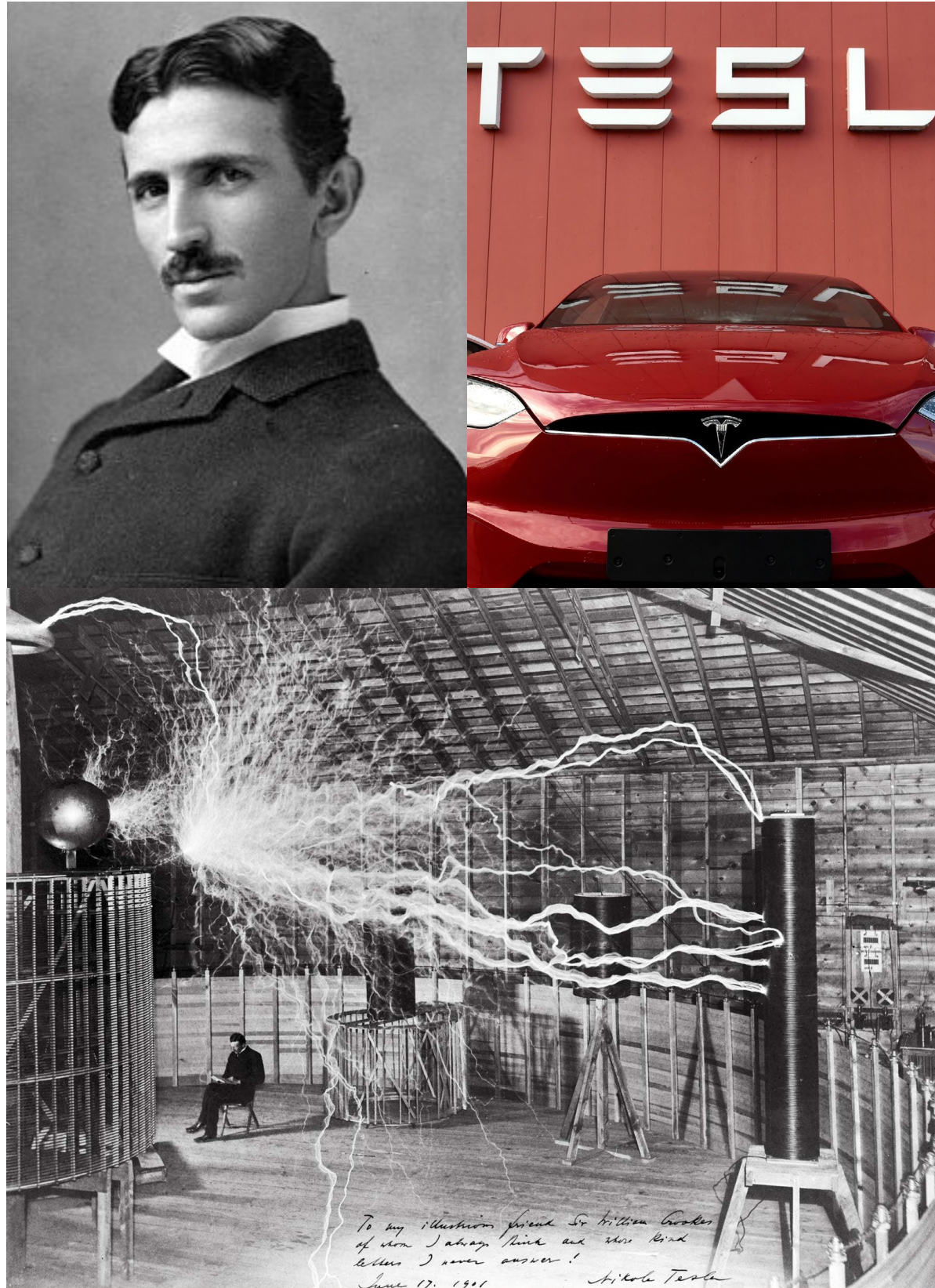
Position

Hospitali-T is positioned as the “expert” in the fully integrated, technology-powered hotel experience. As the brand name is synonymous with innovation, this value is essential to deliver to the customer, while outperforming all competition.



Position

The Aspirant values attractive, modern design. Hospitali-T will have an aesthetic edge over competitors who channel more natural, or traditional, approaches. This correlates to the strong need the consumers have to look their best.



Brand DNA

Defining a Unique Position by Going Back to the Brand DNA

In order to ensure that Hospitali-T has a unique, differentiated position in the hospitality market, the team went back to TESLA's original Brand DNA to understand the purpose for its creation. The brand was started by Elon Musk and a group of engineers who believed in a world where sustainable energy should be attainable for all. Their strategy in rolling out this vision was to create electric cars, which were first only available to the luxury consumer as they are usually the early-adopters of new technology.

The company was named for the famous scientist, Nicola Tesla who sought accessible, clean energy for the world. He is considered one of the greatest scientists of all time, and his vision for the world mirrors the mission of TESLA and Hospitali-T. It is for this reason that the team felt Nicola Tesla's values should also be considered in creating a unique Brand DNA. The hotel needed to have a space where all of these values converged for the consumers.



HAS SAVED
45:39:11 WATTS OF ENERGY

Experiential Art Lobby

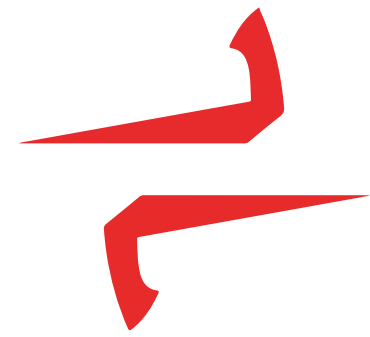
Technology + Social Responsibility + Prestige

The space of convergence mentioned on the previous page is The Experiential Art Lobby. This is where all of the values of TESLA and Hospitali-T come together for the consumer. By using light projections, Hospitali-T will have a permanent installation light-show, simulating the energy waves Nicola Tesla experimented with. Within the lights, a stopwatch-style clock will also be projected, displaying how much energy the hotel has saved the world.



DEREK HAS SAVED
3:12:05 WATTS OF ENERGY

This art installation will also be interactive for the consumer. When approaching the display, the hotel guest's app will synchronize with the technology projecting the lights. The lights will then change based on what the consumer has inputted for "favorite color" under their profile, as well as changing rhythm with their heartbeat. Furthermore, the clock will change to match the amount of energy the specific guest has saved by staying at the hotel. This is the perfect spot for The Aspirant to feel connected to the future, prestige, and social consciousness, and it provides the hotel with an image that the guest will want to share on their socials. In addition, only guests who are checked in can benefit fully from the display, creating scarcity for the image.



The Strategy



Product

Hospitali-T is a technology-based, full-service hotel extended from the Tesla brand. It exudes luxury while evoking the second thought of sustainability from its consumers. Aspiring to be LEED Certified, the hotel's amenities and services are a nod to the innovative value of environmental consciousness that Elon Musk has set in place for all his brands. Tesla as a connoisseur brand looks to extend into the hospitality industry, specifically the hotel sector, to become the first completely technological hotel with multiple digital touch-points throughout the establishment.

Equipped with unique one- and two-bedroom suites, studio guest rooms, and the exquisite Ascend Suites, the hotel boasts digital luxury amenities within every room. An on-site restaurant and bar are a great way to start the day as well as end it. Beyond the bar is the pool and lounge area with in-ground seating and fire pits for guests to enjoy even when the temperatures drop slightly. In keeping with authentic Tesla customer service and accommodations, the location has a gym with high-quality equipment, a spa, and a garage for parking where guests can charge their cars or get them serviced.



Price

Hospitali-T is set at a prestige price point. To make a profit and reach beyond the break-even point, the cost is set at target-profit pricing. This will ensure that with at least 80% of hotel occupancy, the company is able to pay employees and overhead costs amongst other recurring expenses. Special packages that include extra advantages such as the option to rent a Tesla, will be priced slightly higher than regular room rates.



Place

Hospitali-T will be situated in the heart of Austin, Texas. For tourists and locals alike to find the location, it will have its own website as well as populate on search engines such as Google, via search engine optimization. Digital feeder markets such as TripAdvisor and Expedia will also be an opportunity for other travelers to book rooms with Hospitali-T while planning their vacations and business trips.



Promotion

As product recognition and association is a significant part of brand identity, promotion aids in the sale of those products. Using an array of variables to reach the target consumers, most of them are low-cost, yet yield high results. Elon Musk has been a champion of “\$0 marketing” efforts when pushing the Tesla brand and is number one in automobile sales (Khan, 2020). With the same promotion strategies, yet a bit more effort, he will push the promotion of Hospitali-T the same way through social media, customer word of mouth, an extensive loyalty program, cross-promotion with his other brands, public relations, the website, as well as email.

Tesla sends out non-aggressive email marketing campaigns which are successful in not pressuring the consumer to feel as though they must make a purchase. Keeping this same voice, the Eterni-T will send updated emails on LEED Certification status and information about events hosted at the hotel that is available to guests.

Through the use of social media platforms such as Twitter and Instagram, the company will reach a significant audience without spending high value in marketing costs. Elon Musk has an extensive following on Twitter and Instagram with 73.1 million and 2.6 million respectively. The CEO has high engagement and reactions garnering well over 100k likes, comments, and retweets of his posts. He engages the consumer and makes sales by being authentic (ESlogan, 2022).



Promotion

The referral program will push positive word of mouth from guests who are members of the Eterni·T during post-trip behavior. As a tested avenue with other brands, quality customer service enhances the praises of guests. The Eterni·T will offer points towards the stay of guests when they refer a friend, family member, or colleague to the Hospitali-T when they book a stay. Once 25,000 points are reached, the member can choose to redeem those points towards services within the hotel, or towards their room. The points do not expire.

When it comes to other brands Elon Musk owns, he does outlandish stunts to bring attention to them. One such stunt is launching the original Roadster vehicle into space on a SpaceX shuttle. This was a promotional stunt to cross-promote Tesla during a SpaceX launch (Dudovskiy, 2021). Adding a new charging and service location on website maps, the Tesla mobile app, and cars will be another promotion opportunity for the Eterni·T. When customers come to charge their vehicles, they will be enticed to stay at the hotel upon their next trip or decide to enjoy the onsite restaurant.

Currently, Tesla owns a website where potential consumers can purchase solar panels as well as build vehicles. Housed on the same website will be a tab where, during pre-trip behaviors, guests can book their stay with the Eterni·T as well as view a gallery of photos of



**STAYING AT
WASTEFUL
HOTELS**



**STAYING AT
Hospitali-T,
SAVING THE
WORLD WHILE
TRAVELING IN
STYLE**

MEME Advertising

Used to spread brand awareness without “feeling” like an ad

Uses humor to connect with customers

Highly Shareable

Appeals to Millennials

Humanizes the brand, easier to connect with

Different from other hotels

Building on Elon Musk’s celebrity influence



Public Relations

Pre-launch: begin campaign June 2022

Send out media release to media outlets worldwide and invite reporters to stay at hotel before official opening to public
Elon Musk Interview with The Daily News Tech Show podcast
Promote hotel during a space-X launch with Hospitali-T logo on shuttle, April 15th 2022 Crew-4 Space-X launch

Launch: March 11th 2023 during the SXSW conference

Launch Party in partnership with conference inviting attendees
Email blasts

Hospitali-T booth with representatives from hotel at the conference
Social Media Promotion

Second media release as an announcement that Hospitali-T is now open

Elon Musk interview with The Next Web reporter at conference which will be live streamed on YouTube to promote Hospitali-T

Post-launch: Measure KPI's

Elon Musk interview with Wall Street Journal talking about the success of Hospitali-T



MARCH 2023

Elon Musk has interview with The Daily Now Tech Show podcast

APRIL 2023

Email blast to loyal customers about the sustainable practices of Etami-T

APRIL 2023

Elon Musk sends invitation to journalists and travel influencers to stay at hotel before opening day

Beta testing of new app

APRIL 2023

PR - website announcement about updates (loyalty program intro)

Tab for hotel goes live for pre-booking on website

Elon Musk sends invitation to journalists and travel influencers to stay at hotel before opening day

AUGUST 7

Elon Musk hosts travel influencers and reporters before opening hotel



JANUARY 15

Elon Musk mentions hotel on social media

Email blasts

FEBRUARY 1

Social media posts from Elon Musk and SXSW conference

FEBRUARY 27

PR website announce about updates (mobile app)

Mobile App available for download (out of beta testing)

SXSW conference

Eterni-T launch party

MARCH 11

Social Media live interaction from marketing team

Email Blast

Elon Musk livestreamed interview with The Next Web reporter via YouTube

POST-LAUNCH

Measure KPIs



Physical Evidence

As a city center hotel, with full service, it has digital touch points for ease, comfort, and convenience of the consumer. Mobile check-in and digital keys will allow consumers to check into their rooms without the need to wait for the host to greet them.

A digital bar, a performance trait, where guests can order drinks will be housed in the hotel's onsite restaurant, where human interaction will take place when delivering food and drinks.

Charging stations within the garage are a threshold feature to the hotel, as well as solar panels fixed upon the rooftops. Guests also will not have to be wary of power outages, as Tesla battery packs will be available to keep buildings in full operation.



People

Hoteliers will be adorned with name tags as the hotel's signature uniform of business casual attire in all black. All employees will be cross-trained in housekeeping, front office, night auditing, and concierge duties to ensure high-quality customer service at the chance of guest-hotelier interaction.



Process

Guests will be invited to stay at the hotel, charge their cars, receive service at the garage service center, as well as enjoy dining at the onsite restaurant. As a LEED Certified hotel, all amenities and essentials will be sustainably sourced and operated. At any time, if the carpet must be replaced, it will be used as compost within the garden and replaced with the same brand of carpeting. Water will be recycled on-site, and solar panels will be the main source of electricity.

Upon entry into the hotel lobby, guests will have an Instagrammable moment where they will take a photo of themselves in the interactive digital lobby space. This will garner more points towards their loyalty rewards as well as promote the location for the brand.

From pre-visit information and activities to the checkout and post-visit, the company will be able to track key performance indicators to see if promotional efforts have been met as well as if there are any guest complaints or praises.

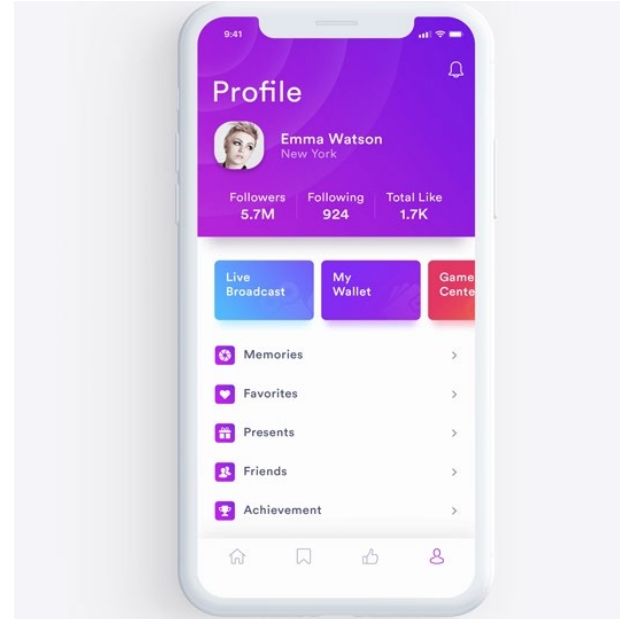


The Journey



1. Hears Ad

Derek hears the advertisement for Hospitali-T on The Daily News Tech Show Podcast.



2. Makes Account

Derek makes an account with the Hospitali-T App, putting in his room preferences.



3. Booking

Derek makes his booking through the app, collecting a discount on the room for being a Tesla owner.



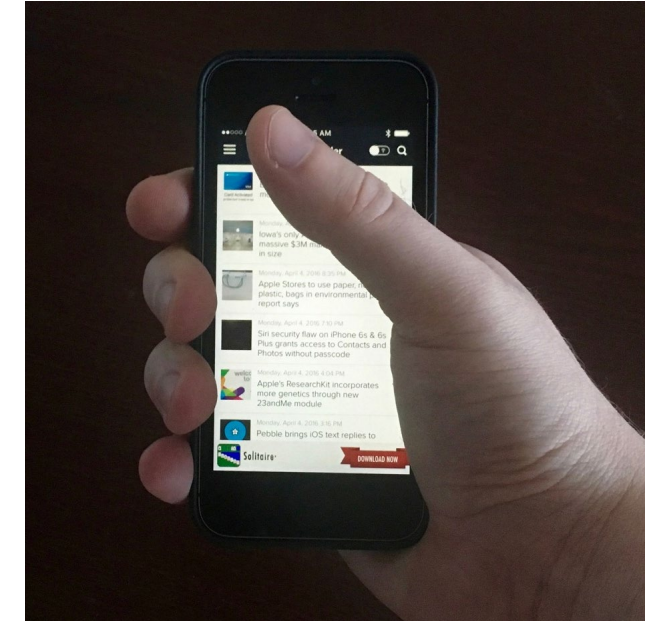
4. SXSW

Derek flies to Austin in the morning, he plans to attend the SXSW conference.



5. Arrival

Derek arrives at the airport and coordinates a Model X car to pick him up through the app.



6. Check-In

While in the car, Derek checks-in to his reservation through the app, receiving a digital key. His suite is stocked with the OUAL product he requested in his preferences.



7. Gym

With some time before the conference starts, Derek works out at the gym, using the body scanner and trainer.



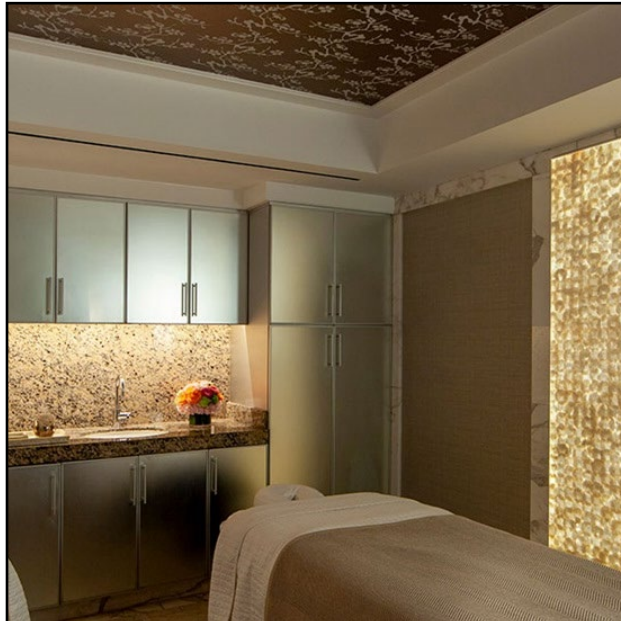
8. Events

Derek takes a car to SXSW, attending multiple talks on sustainable technology, diversity, and the evolving media landscape.



9. Meeting

After taking a car back to Hospitali-T, Derek uses one of the privacy pods in the business center to relay what he learned to a colleague.



10. Spa

Derek takes some down-time in the afternoon to relax at the spa, ordering a facial on the app.



11. Dinner

Derek meets a few new friends he met at SXSW at the Hospitali-T restaurant. They enjoy the healthy options and surrounding technology.



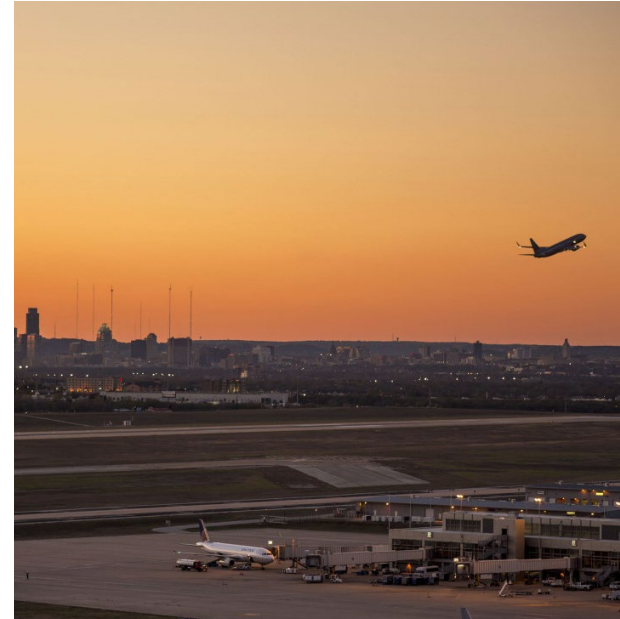
12. Drinks

Derek and his new friends continue networking at the bar, meeting other professionals and like-minded individuals.



13. Photo

Just before he checks-out, Derek stops in the lobby to take a photo in the display, syncing his profile with the energy-saver clock.



14. Check-Out

Derek checks out with the app and takes a final car to the airport.



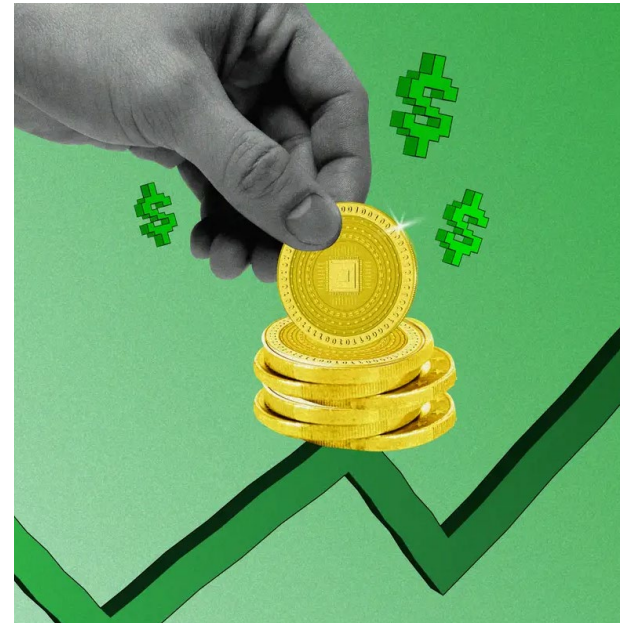
15. Socials

With the photo showing his eco-conscious and prestigious trip, Derek posts to his socials.



16. Review

Derek leaves a review and his feedback for Hospitali-T through the app.



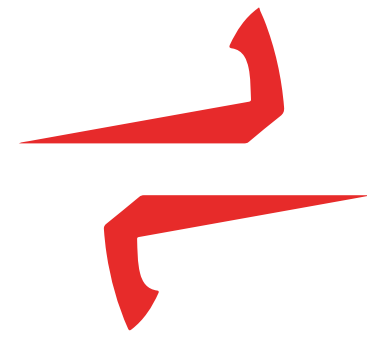
17. Rewards

Derek receives reward points in his account, which can be used on the next stay or Tesla products.

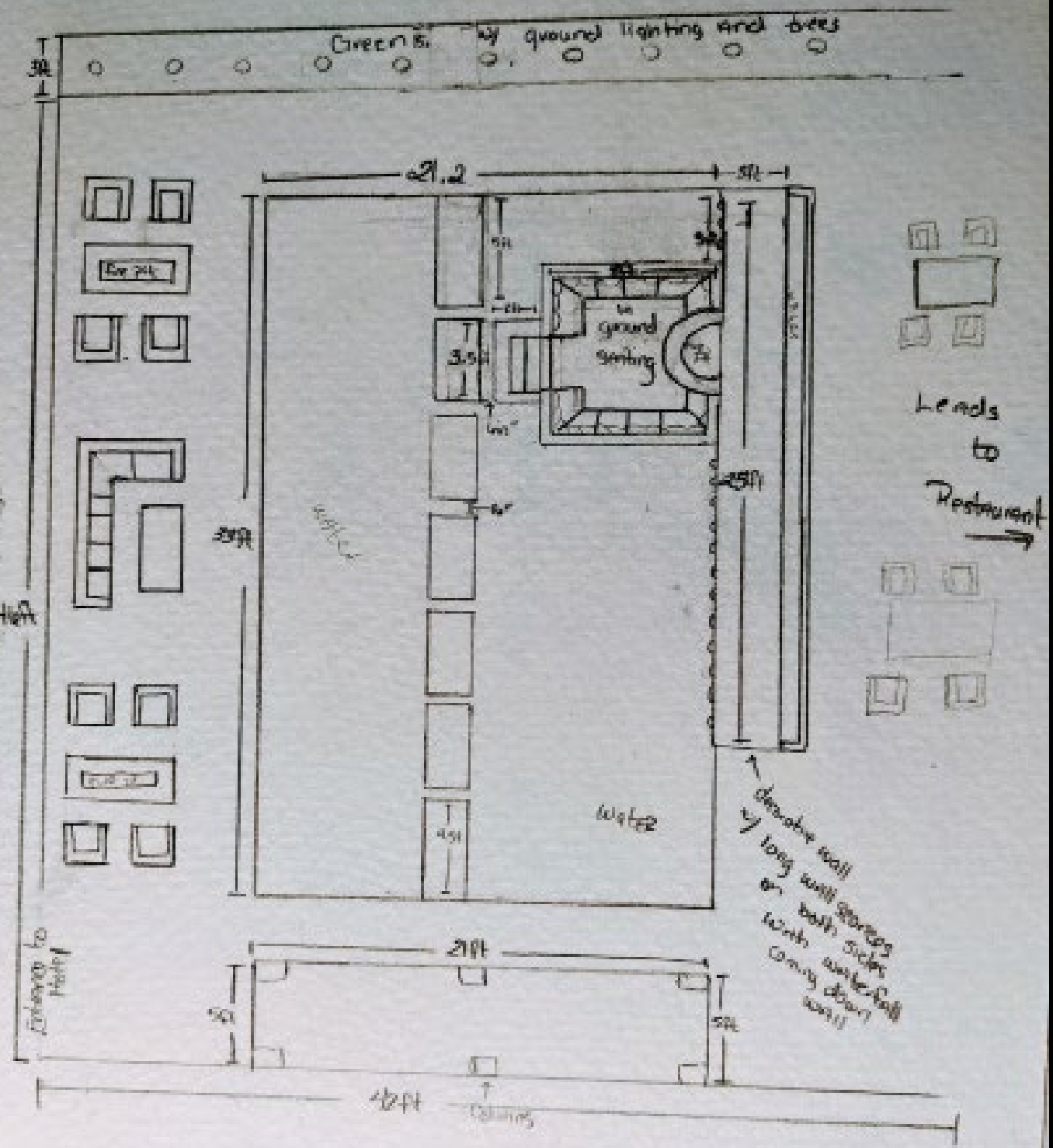


18. Plan

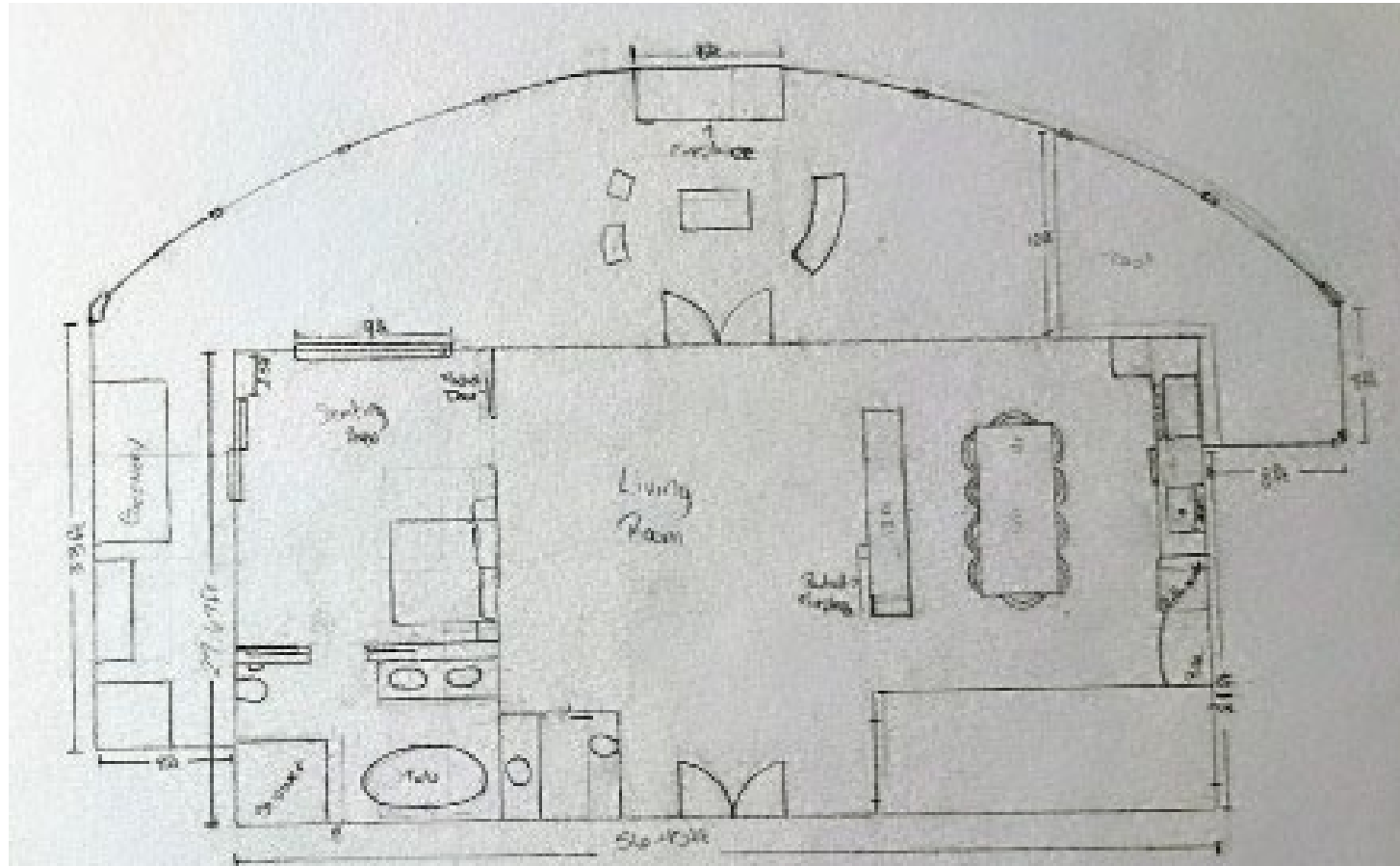
Derek looks into next year's SXSW conference line-up, and books his room at Hospitali-T.



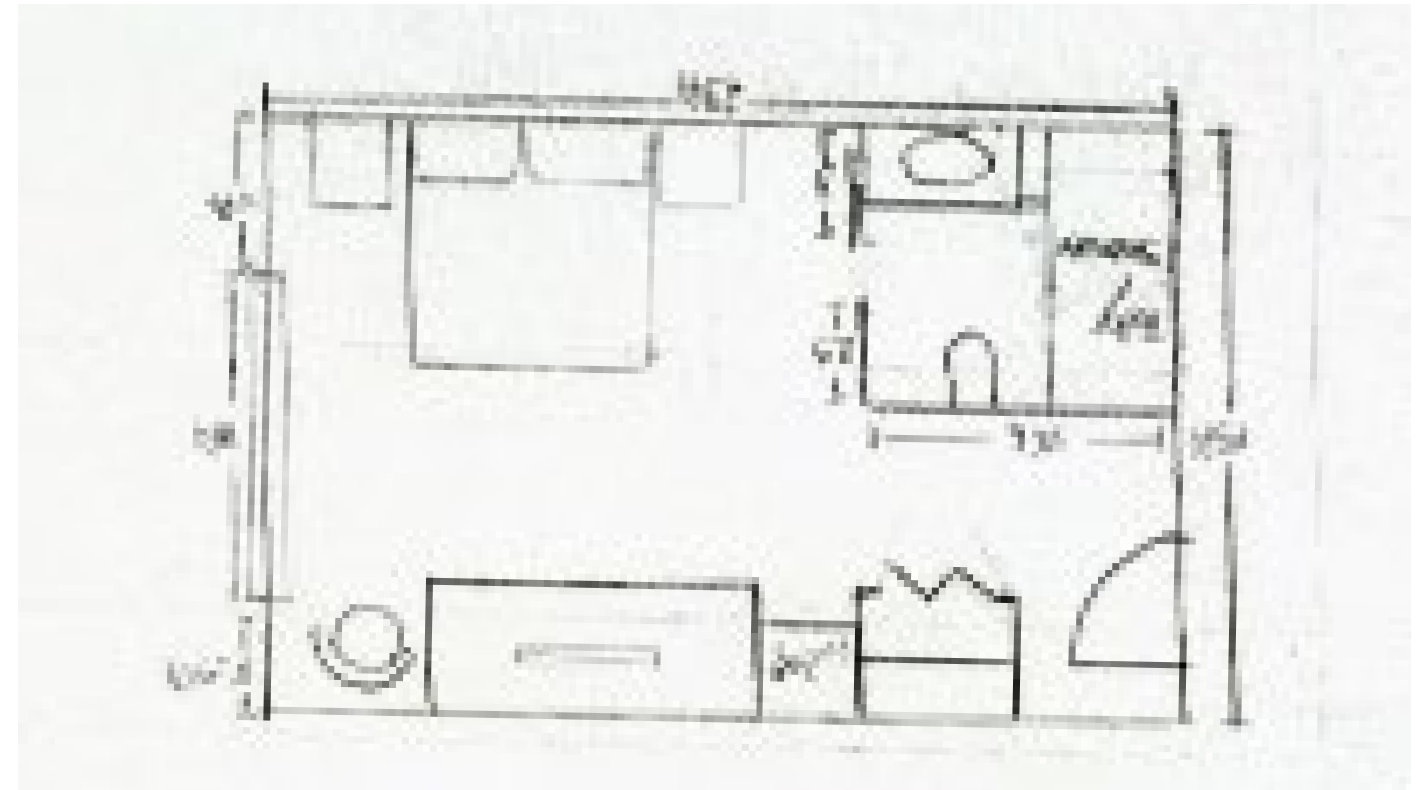
The Design



Pool and Lounge



Ascendant Suite



Regular Room

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