



How Hotel Berna became the first EV-friendly hotel in Valle de Calamuchita

A pioneering bet on renewable energy that now attracts guests from Argentina and Uruguay and reinforces the brand's sustainable positioning.

THE CHALLENGE

In 2018/2019, electric mobility was an early trend seen mostly in Europe, with almost no presence in Argentina. No hotel in Valle de Calamuchita offered EV charging infrastructure.

THE SOLUTION

Hotel Berna installed solar panels and an EV charger, betting on a long-term vision for renewable energy and becoming the first hotel in the entire valley to take this step.

THE RESULT

Today the hotel receives inquiries and bookings specifically because of the charging service. Usage frequency went from one visit a month to two per week, attracting guests from Argentina and Uruguay alike.

"We were the first hotel in all of Valle de Calamuchita to have an EV charger, at a time when this was only seen in Europe. Today demand grows week by week, we even had Chevrolet testing its electric fleet here, and the charger became the thread that connects us to Uruguay, where half of our charging guests come from. We really feel we're just at the start of this wave."

Mariano González

Manager — Hotel Berna

WHY IT WORKS

- ⚡ First hotel in all of Valle de Calamuchita with an EV charger, ahead of the trend arriving in Argentina.
- 📈 Charging frequency grew from one visit a month to two per week over the past year and a half.
- 🌐 Attracts guests from Uruguay —where EV adoption is more developed— in almost equal numbers to Argentine guests.
- 🚗 Brands like Chevrolet chose the hotel to test their electric fleet in front of clients and press.
- 🌱 Positions the hotel as a sustainability pioneer, building a genuine connection with new guests.

#1

First EV hotel in Valle de Calamuchita

2018

Year of pioneering installation

2×

Charging sessions per week today