



ELECTRIC VEHICLE CHARGING FOR HOTELS

**5 WAYS TO MAKE ADDITIONAL
REVENUE FROM THIS
ESSENTIAL SERVICE**

It's time to make Electric Vehicle Charging a CORE part of your hotel offering...

Whether you already have electric vehicle charging facilities at your hotel, or not, the fact is electric vehicle ownership is increasing dramatically.

This is not going to change, given by 2030, all new cars produced MUST be electric.

In 2013, only 0.19% of new vehicles registered in the UK were electric plug-in cars.

Now - almost a quarter of car registered are plug-in electric vehicles (22.9%).

What does this mean for you?

Let's find out >>>



If you DON'T yet have electric vehicle charging facilities

First and foremost, you will be missing out on a large proportion of business:

- You'll disappear from the search results on booking sites
- You'll be giving business to your local competitors
- Not only will you be missing out on room bookings, but the additional revenue that electric charging can bring

CAN YOU MEET THESE IMPORTANT, AND EVER-GROWING DEMANDS FOR ELECTRIC VEHICLE CHARGING AND SUSTAINABILITY?



Sustainability

- Travel Sustainable properties 20
Properties working towards sustainability

Facilities

- Parking 58
- Restaurant 42
- Pets allowed 33
- Room service 16
- 24-hour front desk 11
- Fitness centre 5
- Non-smoking rooms 56
- Airport shuttle 4
- Facilities for disabled guests 19
- Family rooms 35
- Free WiFi 58
- Electric vehicle charging station 13
- Swimming Pool 11
- Spa and wellness centre 3

If you DO have electric vehicle charging facilities

Are you maximising their potential?

Electric Vehicle charging...

- Puts you on the map - on booking site listings *and* charging apps (e.g. zap map)
- Means you can open up new marketing opportunities (see 'TOP TIPS' on following pages)
- Improves sustainability as a business - another draw
- Can be an additional perk to attract the best staff

Do you have out of date chargers?

It might be time to upgrade.

By installing **SMART CHARGERS**, you can benefit from:

- ✓ Lower energy tariffs, by scheduling charge times.
- ✓ Hassle-free automated payment systems.
- ✓ Control over who can charge, and for how long - freeing up the space for other guests.
- ✓ Improved security and user access, as well as tamper-resistance
- ✓ Protection of your power supply, so you don't experience outages due to system overloads

5 WAYS TO MAKE ADDITIONAL REVENUE FROM ELECTRIC VEHICLE CHARGING



Ellenborough Park Hotel

1 INCREASE PASSING TRADE

One of the biggest issues for electric vehicle drivers is 'range anxiety', and making sure there are sufficient EV Charging locations along their route.

Having your business on the map will naturally draw in passing trade; not only for the charging facility itself, but for any other services you may offer e.g. meals, refreshments, WiFi etc.



TOP TIP

Offer a 'Rest & Recharge Special', for example:

90 minute charging plus light lunch for 2 for £50

If you had 10 bookings per week for this offer, that's an additional £26,000 in revenue per year, PLUS - repeat business & referrals from those who enjoyed your hotel.

2 CONFERENCING & EVENTS

Fact - two thirds of Electric Vehicle purchases are Fleet owned and operated.

What does this mean to you?

If you have sufficient charging facilities, this will increase your attractiveness to business clients looking for conferencing and event facilities, which is a lucrative proposition for you; even out of season when you may have lower occupancy.



TOP TIP

Prepare packages that will allow you to become the 'go to' in your area for conferencing & events, for example:

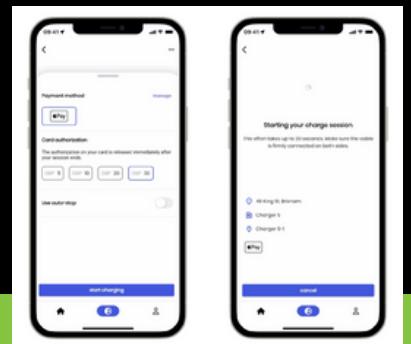
- Promote your charging facilities - perfect for Sales teams coming together, with electric vehicles
- Offer Golf or Spa packages for businesses (if you don't offer this on-site, link with a local provider)
- Have personal offers for returning Conference/Event attendees.

3 AUTOMATED PAYMENT SYSTEMS

It's no longer viable, with escalating energy costs, to offer charging for free - or even at a set rate, as the cost of power will fluctuate greatly.

Having an automated payment system takes the onus off your staff (as they won't have to calculate energy use or rates)

They're also simple for your guests & visitors to use, so they're happy and you don't have to intervene.



TOP TIP

Look at the different packages available to find the one that suits your business and guest requirements

- How much involvement / information do you want?
- Do you want to keep track of energy use & energy tariffs?
- Would different charging rates be useful for staff, visitors, VIPs?
- Would you like alerts e.g. to prompt guests to move their vehicles once fully charged - freeing up the charging bay

4 BECOME A 'DESTINATION DAY OUT'

Make more income from your onsite services, by attracting people with Electric Vehicles and offering them the added benefit of charging their vehicle whilst using your:

- Spa
- Pool
- Golf course
- Gym
- Restaurant
- Wifi & business services
- Beauty centre
- Coffee shop



TOP TIP

Create packages that include Electric Vehicle Charging. For example, spa day with a 1 hour treatment plus light lunch & EV charging for £80

This can be for your club members or regulars, as well as new or passing customers.

5 PROMOTE YOUR 'GREEN' CREDENTIALS

Sustainability goals are a key consideration for many businesses. They are also important to individuals who are keen to reduce their carbon footprints.



Offering EV charging facilities will appeal to both these groups.

It will also provide you with the capability to improve your own sustainability credentials - if you adopt electric vehicles for your own fleet / service vehicles. You'll benefit from lower emissions, reduced operating costs and lower 'fuel' bills.

TOP TIP

Promote your business on EV tourism sites.

Make sure your EV charging facilities are highlighted on accommodation booking sites

Host sustainability events for local suppliers

THE GOOD NEWS!

GRANTS - WCS

Although the Government's OZEV EV grant schemes keep changing, small accommodation providers (with less than 250 employees) ARE currently still eligible to receive funding.



The **Workplace Charging Scheme (WCS)** grant is open to businesses that meet the applicant & site eligibility criteria.

The grant covers **up to 75% of the total costs** of the purchase and installation of EV chargepoints (inclusive of VAT), capped at a maximum of:

- £350 per socket
- 40 sockets across all sites per applicant

If you apply for less than 40 sockets, you can submit further applications in the future until you reach that limit.

TOP TIP

This grant covers guest EV chargepoints, so you can use automated payment systems on these units .

You can also use the EV infrastructure grant for your own fleet & staff vehicle charging points, in conjunction with the WCS grant (see next page).

Note: it can't be used for guest charging infrastructure

GRANTS - EV Infrastructure

The EV infrastructure grant for staff and fleets can be used in conjunction with the Workplace Charging Scheme grant

This grant helps to fund both the installation of chargepoints, as well as the cost of chargepoint infrastructure (cabling, grounds works etc), with a maximum value of £500 per bay

Both grants may be used for the same site, but not the same chargepoints.

If you are using both grants, you must claim for at least one working chargepoint under the EV infrastructure grant for staff and fleets and only use the WCS for the chargepoints added later

TOP TIP

Start by ensuring that a minimum of 1 in 5 car parking spaces is allocated for Electric Vehicle charging.

Whilst you are having them installed, it will be cheaper to have the infrastructure built up front for more spaces, so you can easily add more chargers over time.

CASE STUDIES

"IDAC SOLUTIONS MADE THE PROCESS PAINLESS BY PROVIDING A PROMPT SURVEY, COMPETITIVE QUOTE, AND PROFESSIONAL INSTALLATION"

HOTEL CASE STUDIES

HOLIDAY INN EXPRESS, BIRMINGHAM

The Holiday Inn Express was originally looking to install one dual outlet EV charger in their guest car park. However, after speaking to our team, they decided to go for four single outlet Easee smart chargers instead. Easee chargers offer load balancing - a feature that ensures all available power is allocated across all vehicles on charge & that all guests receive charge for their vehicle overnight. IHG was very happy with the look and functionality of the system, which included the Monta payment system. Not only will it attract business guests & EV tourists, but will also provide an on-going new revenue stream for IHG.



ELLENBOROUGH PARK

The Ellenborough Park Hotel, in Cheltenham, already had a couple of Tesla chargers fitted when they approached us. They were looking for a less proprietary solution, that would offer them more flexibility & an expansion path if they needed to add more chargers in the future.

Our team visited the site to discuss the GM's plans and determine the best option for the business.

The hotel decided that 6 chargers would be required initially, with the option to add more as demand grows. The chargers were connected to the Monta system, which will provide an on-going new revenue stream for the hotel, with little or no intervention from staff.



PLUMBER MANOR COUNTRY HOUSE

The owners wanted to be able to offer guests EV charging, but keep the costs down.

The hotel also wanted a solution that could monitor the electric usage of guests charging their vehicles, without expensive fees. This was achieved with Easee Commercial Chargers, which offer subscription-free back office management, and RFID key fobs which can be issued to over-night guests or staff.

By providing EV Charging for guests, Plumber Manor hope to capitalise on the growing number of discerning visitors who need this increasingly important service



WHAT TO DO NEXT

HOW WE WORK WITH YOU

At iDACS, we have 40 years experience in the building services industry and are specialists in Electric Vehicle charging for hotels. We can help you to understand what you need, the associated investment (& funding options) and how to get a return on that investment.

PLUS - we can help you to navigate the grants, and the full process of getting your new facility installed and working.

Just follow these simple steps...

1

Get in touch and tell us about your accommodation: 02380 279999

2

We will get you booked in for a free site survey with one of our expert installers

3

You'll receive a proposal with your options, including payment systems if required

4

You decide how to proceed - and we'll be with you every step of the way



Office for
Zero
Emission
Vehicles

**APPROVED EV CHARGEPOINT
INSTALLER**



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