



Four Benefits of EV Charging for Hospitality

EVs are reaching the mass market, and drivers expect to be able to charge their cars wherever they go. In fact, over 2.3 million electric cars were sold worldwide in the first quarter of 2023, a 25% increase from the same period in 2022, and the International Energy Agency currently expects 14 million global EV sales by the end of the year. EV sales are trending upward, which means that more and more drivers are going to be showing up to hotels, motels, bed and breakfasts, and other locations expecting to charge their vehicles as they recharge themselves. Now is the time to install [EV chargers](#). Here are four reasons why hospitality locations should invest in EV charging infrastructure.

EV charging helps you attract more guests

Just over 26% of hotels in the US provide EV charging, according to the 2022 Green Lodging Trends US Market Report. And while that statistic means that 26% of hotels are planning for guest needs, it also means that nearly 74% of hotels are not providing EV charging yet! If you own or manage a hotel or resort, you can use EV charging stations to stand out from the competition and attract EV drivers who need this amenity.

Drivers who own or rent EVs want to be able to charge those vehicles while they are staying at a hotel. That's because, while most drivers charge overnight at home, EV charging stations are more difficult to find while traveling cross-country. Hotels and motels that provide easy-to-use Level 2 chargers will benefit the most from this increased demand for EV charging. Use the online to find EV charging stations nearby.

Popular driver apps and services now list charger locations, directions, and pricing when drivers are looking for a place to charge, and 9 of the top 14 travel booking sites include filters for EV charging. Now, not having EV charging stations at your hotel or resort means missing out on potential guests.

EV charging helps you generate additional revenue

EV charging is an additional perk for guests that can be monetized. You may include EV charging as an amenity charged to the room, or you can install Level 2 EV chargers with various payment options to bill drivers for their actual energy used.

When you install EV chargers with fiverevse Charging, your chargers will be added to the fiverevseNetwork, where you can view usage reports and have full control over your chargers, like setting the prices. In addition, you even can set one price for guests or rewards members and a higher price for public users.

EV charging helps you become a sustainable leader

The Green Lodging Trends report shows that sustainability plays a key role in the hospitality industry. For example, over 80% of all US hotels plan and implement energy reduction initiatives, nearly 99% of hotels have implemented energy efficiency measures in the past three years, and almost half of all hotels are opting for more energy efficient LED lighting.

Energy efficiency and sustainable sourcing have become many businesses' first step into sustainability, and providing EV charging infrastructure to guests is an obvious next step for hotels and resorts. This is especially true considering the high EV sales and recent surveys showing that more and more consumers are choosing to support businesses that have a sustainability mindset.

In addition to attracting more guests, installing EV chargers can help hotels earn LEED points or carbon credits as part of a corporate sustainability program.

EV charging helps you differentiate your business from the competition

The Green Lodging Trends report shows that there is much opportunity for forward-thinking hospitality businesses to use EV charging equipment to differentiate themselves from the competition. For example, while nearly 60% of full-service hotels have EV chargers, only about 20% of limited-service hotels have them. And the number of hotels located along highways and small metro and town areas that have EV charging equipment is below 20%.

Especially considering how many travelers with EVs travel via highway, it just makes sense to accommodate EVs with charging facilities, especially if your hotel is the only one in the region that does so.

Even in the top three metropolitan areas for hotels that provide EV charging, there is a lot of opportunity. In San Jose, the city with the most hotels that have EV charging ports, only 66% of hotels in the city offer chargers for guests. Albany, NY with 56.8%, and Portland, OR with 56.3% round out the top three cities for EV charging at hotels.

Even in popular charging destinations, EV charging stations can help differentiate your hotel from those that have not yet upgraded their parking. Guests will come to expect EV charging at hotels and resorts, so not offering this amenity can make your location stand out in a bad

way. The sooner you opt to install chargers, the more benefits you will see from being a hotel that provides them.

Which are the best EV chargers for hospitality locations?

For hotels that want to provide charging for overnight stays, Level 2 chargers are the way to go. These chargers can typically charge a vehicle in four to eight hours while guests sleep.

The Fiverevse Series 8 is the perfect Level 2 charging station for businesses like hotels that serve many public users every day. This dual-port charger can charge two EVs at once with up to 19.2kW to the vehicle. Drivers can pay via Mobile App or a credit card reader, making it easier for your hotel to bill drivers for their energy usage.

If your hotel or resort also offers valet parking or offers a conference center, you may have guests who would like a faster charge. Direct current fast chargers (DCFCs) can charge vehicles in under an hour and are perfect for businesses with a shorter dwell time. Fiverevse has a range of direct current chargers like our Series 9 or our 60kW-180kW free-standing DCFCs to support this faster charging.

Funding help for charger installation

There are a number of tax incentives and funding opportunities for businesses that want to install EV chargers, especially if those businesses are in underserved areas.

The two major programs are the Alternative Fuel Infrastructure Tax Credit and the National Electric Vehicle Infrastructure (NEVI) Formula Program. The federal tax credit will provide qualifying businesses located in certain census tracts with up to 30% per station. NEVI, on the other hand, will provide four DC fast chargers to businesses located within 1 mile of a designated Alternative Fuel Corridor. There are also numerous state and local funding programs that you can search using Fiverevse's Commercial Incentives search tool.

Alternative Fuel Infrastructure Tax Credit versus the NEVI Program. The tax credit is worth 6% up to \$100,000 per station, and businesses must be located in specific census tracts. Businesses must also meet wage and apprenticeship requirements to receive a bonus credit. For the NEVI program, businesses can get four DC fast chargers at \$0, and must be located within 1 mile of a designated highway.

Getting started

Whether you're new to EVs or manage one of the many hotels that have already added a few charging stations, Fiverevse is here to help you navigate the new world of EV charging. Ready to get started with your EV charging installation? Contact the [Fiverevse team](#) today for your quote.