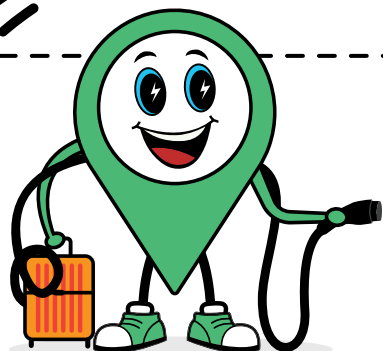


Bon Voyage Charge.

Attractions Guide



Why customers want to charge at destinations

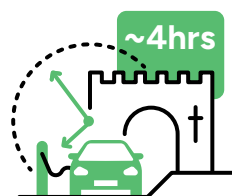
As of the end of May 2025, there were **2,381,726 plug-in cars** - over **1,538,000 battery-electric cars** and over **843,000 PHEVs**, registered in the UK. Zapmap

This number is set to grow, with over **25% of new car sales** now being fully electric. SMMT

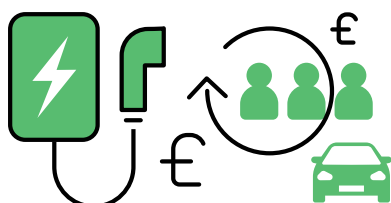


The number of chargepoints continues to increase with over **80,000 chargepoints** across the UK. **Under 3% of these are located at attractions** such as theme parks, heritage sites and landmarks.

Zapmap



With millions of visitors each year and **long dwell times** of around **four hours on average**, many attractions are ideally suited for destination charging solutions.



Providing customers with a cost effective and convenient charging solution will bring benefits to the destination, for example:

- ✓ Attracting people to visit your destination due to the provision of charging infrastructure
- ✓ Increasing dwell times, improving secondary spending in cafes and gift shops
- ✓ Boosting your brand and your sustainability efforts

What customers want from destination charging

Accessible chargepoints – are the chargepoints easy to find and well-lit? Can all vehicles and users access the chargepoint easily? Have you invested in signage so people can find the chargepoints easily? Do you have a process to avoid queue jumping or chargepoints being occupied by vehicles that are not electric?

Clear payment terms – is it obvious how much the charging costs? Are there any parking fees/overstay fees on top and is this transparent? Are there any penalties if people park in a charging bay when not charging and how is this communicated/enforced?

Ease of use – is it clear how visitors will pay for the charging? Does the chargepoint take contactless payment or does the visitor have to download an app – how do you make them aware of what they need to know before and once they are onsite?

Power of chargepoint – do you have the correct power of chargepoint for the average dwell times? Have you thought about having a different mix of chargepoint speeds to cater for visitors there for longer/shorter periods? Are you aware of how to engage with your energy supplier and obtain more power if needed?

Promotion/planning ahead – do you promote that you have charging for visitors? Is there an option to pre-book chargepoints (website/advertising/social media posts)? Is it clear what customers have to do to pre-book or access the charging? Can these be easily found on chargepoint mapping apps?

Reliability – is the chargepoint in good working order? Do you have a maintenance contract to overcome any issues? Are any helplines clear on the chargepoint?

Considerations for the destination

The costs of installing charging can seem off putting but often can be mitigated. There are [government grants](#) available to help smaller accommodation providers and opportunities to share the risk and revenue with the CPO (Charge Point Operator).

Dependent on the number and power of chargepoints you are looking to install you may need to get a new/ enhanced grid connection. There's help available

to support you through this process with many charging providers dealing with this on your behalf.

In addition to enhancing customer satisfaction, offering charging can generate a new revenue stream for your business. There are ways of splitting the cost of installation and the revenue with the chargepoint provider which can mitigate both the costs and the risks, while providing a valuable service to your visitors.



Scheme types

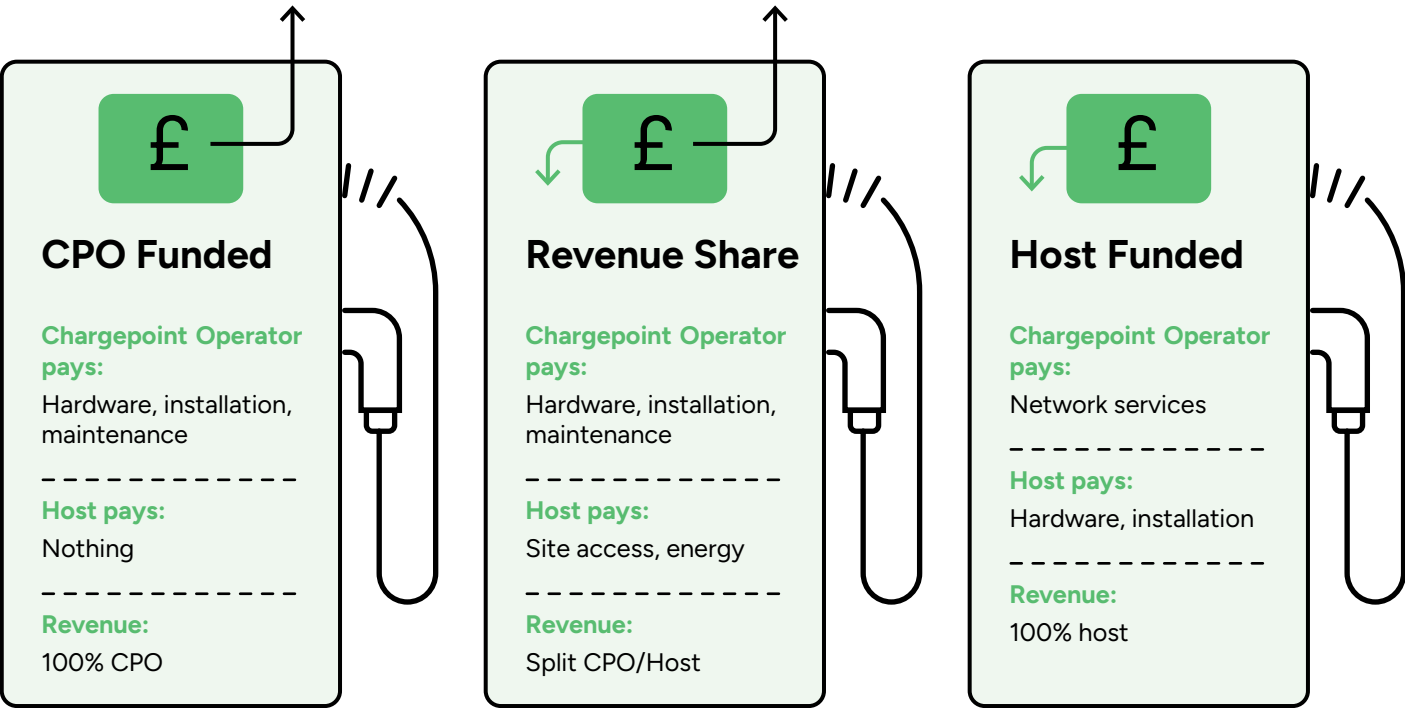


Image courtesy of Raw Charging

Case study testimonials

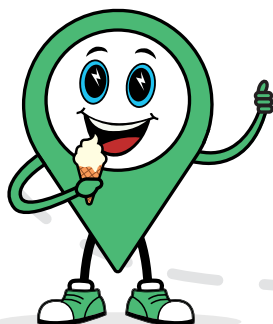


In July 2024, RAW Charging installed 30 EV charging bays across various locations at Alton Towers. This installation has not only provided convenient access to charging facilities for our guests and teammates but also aligned perfectly with Merlin's sustainability goals. The contactless payment feature and strategic placement of the chargers have made it incredibly easy for visitors to use, contributing to a seamless and enjoyable experience.

"The success of this initiative is evident from the high demand and usage of the charging bays. Within just one month of opening, we saw peak occupancy rates, with the hotel and premium parking areas reaching 100% capacity. This high level of usage underscores the importance and necessity of such facilities at our resort. RAW Charging's dedication to innovation, customer satisfaction, and sustainability has set a benchmark for other leisure destinations. Their professional approach and commitment to delivering high-quality solutions have made a significant impact on our operations ensuring our guests have a magical experience. We look forward to continuing our partnership with RAW Charging and expanding our EV charging infrastructure in the future."

Stuart Jauncey

Head of Renewable Energy, Merlin Entertainments



With more fans and visitors making the transition to electric vehicles, Peterborough United recognised the need to provide convenient and accessible EV charging stations at their Stadium. The club wanted to enhance convenience for fans attending matches and other events, while also supporting their sustainability goals by encouraging the use of cleaner transportation options. The challenge was to install a reliable, high-performance charging solution that would cater to both matchday traffic and non-matchday visitors.

"We're thrilled with the EV charging installation from ZOLB EV at Voco, St. David's, Cardiff – it provides great convenience for our guests and support our sustainability efforts."

Alex Lewis

Commercial Director, Peterborough United FC

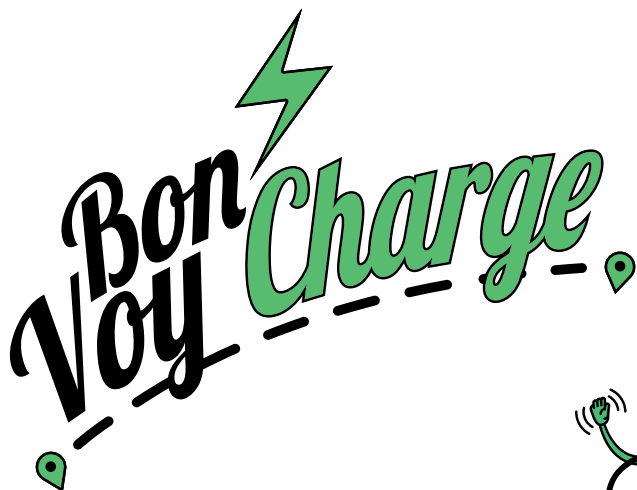


Located in the village of Ormesby St Margaret near some of Norfolk's most picturesque beaches, Hirst's Farm Shop & Café is a family-run business that was looking to expand its services to existing customers and draw in more passing motorists, especially during high season. Working with Osprey Charging Network, Hirst's now hosts eight rapid chargepoints alongside its welcoming café, local produce, homemade meals and fishmonger. The chargers are simple to use and re-charge a car in about the time it takes to pop to the shop and café.





"We've seen great benefits from offering rapid charging at our family-run farm shop, putting our business on the map for visitors to Norfolk and local EV drivers alike. Whilst they charge, many new customers have spent time in our café, shop and visiting the farm. Matching the dwell time of our visitors, Osprey fully funded the rapid charging hub, taking care of the construction and ongoing maintenance of the chargepoints, with a 24/7 helpline for customer support, giving us peace of mind."

Richard Hirst

Owner, Hirst's Farm Shop & Café



More information and useful tools

-  [Hospitality EV Charging: Improving Sustainability, Enhancing Guest Experience & Widening the Appeal of Hotels | RAW Charging](#)
-  [EV Charging ROI Calculator - ZOLB EV](#)
-  [Final hotel whitepaper.pdf](#)
-  <https://www.energynetworks.org/industry/connecting-to-the-networks/transport-connections-guidance>



**For information and
links to resources go to:**

www.bvrla.co.uk/resource/bonvoycharge-attractions-guide.html



Kindly supported by

