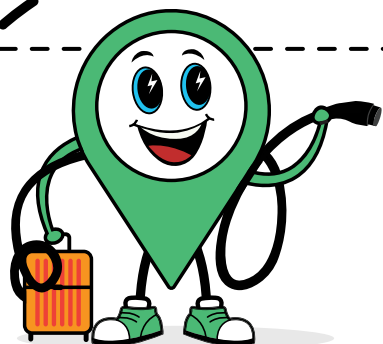


# Bon Voyage Charge

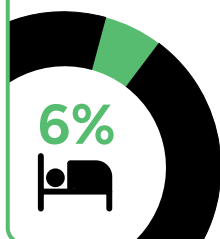
## Accommodation Guide



### Why customers want to charge at destinations

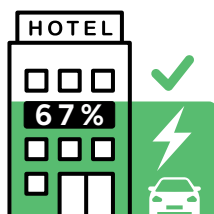
As of the end of May 2025, there were **2,381,726 plug-in cars** - over **1,538,000 battery-electric cars** and over **843,000 PHEVs**, registered in the UK. <sup>Zapmap</sup>

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



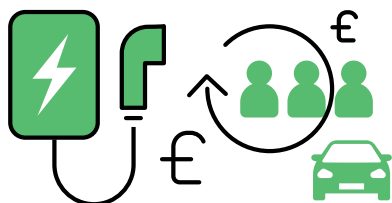
The number of chargepoints continues to increase with over **80,000 chargepoints** across the UK. Only **6%** of these are located **at hotels**.

<sup>Zapmap</sup>



**Over two-thirds (67 percent)** of EV drivers state that it is now influencing their choice of hotel. Almost a half (**48%**) do not choose to stay at a hotel without onsite EV chargepoints.

<sup>SMS survey of 1,000 EV drivers in the UK</sup>



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

- ✓ Attracting customers
- ✓ Enhancing the customer experience and likelihood the guest will return
- ✓ Guests utilising the hotel facilities i.e. café, restaurant, bars – if there is no charging, drivers will look to spend this time elsewhere meaning lost revenue

## 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 – think about those who are less able or have a disability. Is the chargepoint easy to manoeuvre in and out of, are there any height restrictions which may prevent those with taller vehicles or those with roofboxes/bicycles?

**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 guests will pay for the charging? How have you communicated this before and during their stay? Does the chargepoint take contactless payment or does the guest have to download an app? Do they need to register with the hotel to access the chargepoint/get a free charge?


**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 guests 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 advertise your chargepoints with potential guests? Can these be easily found on booking sites/aggregator apps? Is there an option to pre-book chargepoints? Do you send any information at the time of booking advising how to find the chargepoints and what to do when they arrive?


**Reliability** – is the chargepoint in good working order? Do you have a maintenance contract to overcome any issues? How does a guest obtain help if they are struggling? Are any helplines clear on the chargepoint and do your staff know how to help with the basics?


### What staff need to know


- 

Where the chargepoints are located and how to find them.
- 

The power of the chargepoints and average time to charge.
- 

The cost to charge and the process for payment i.e. are they free or do they accept contactless?
- 

Are there any other charges customers need to be aware of i.e. parking or overstay fees?
- 

If the chargepoint has an issue do they know where to get help i.e. is there a helpline or if maintained, do they have the contact details of the chargepoint provider?
- 

Some basic troubleshooting tips and awareness of different connection types might also prove useful.

### 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).

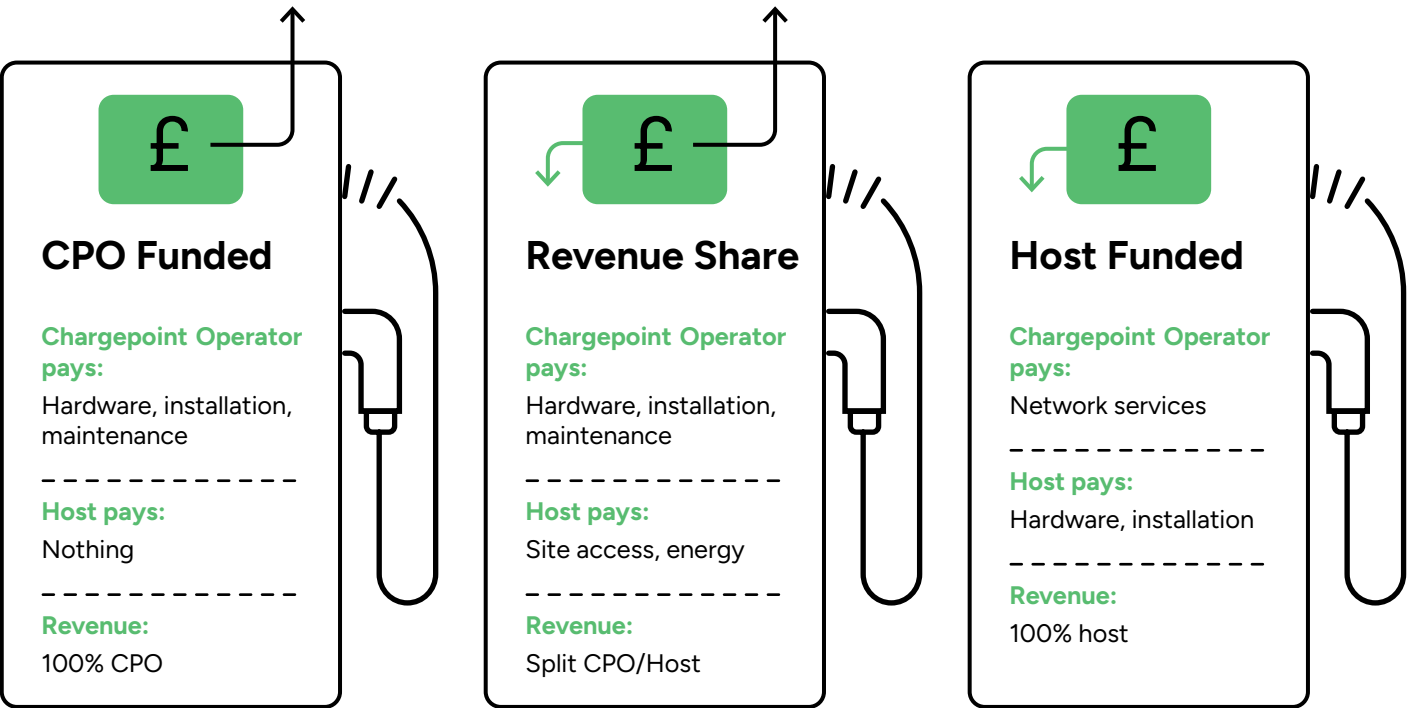
Dependent on the number and power of chargepoints you are looking to install you may need to get a new/enhanced grid connection. There's help available

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



# Case study testimonials



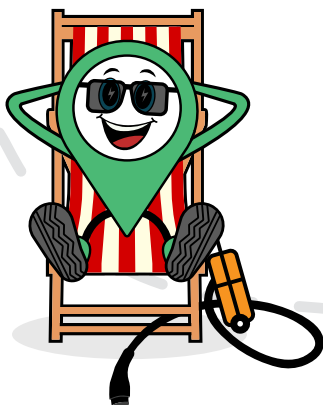
In July 2024, RAW Charging installed 30 EV charging bays across various locations at Alton Towers. This installation has not only provided convenient access to charging facilities for our guests and teammates but also aligned perfectly with Merlin's sustainability goals. The contactless payment feature 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



**VOCO**  
AN IHG HOTEL

**St. David's  
Cardiff**

The installation of EV charging stations at Voco St. David's has provided an added benefit to guests, who are increasingly seeking hotels that offer EV charging facilities. The chargers offer a reliable, convenient service, and the software provides both the hotel and its guests with an easy and efficient way to manage their charging needs. Voco St. David's is proud to provide an eco-friendly amenity that aligns with their values and attracts new customers.

*"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."*

**Konstantin Grimm**

General Manager at Voco St. Davids

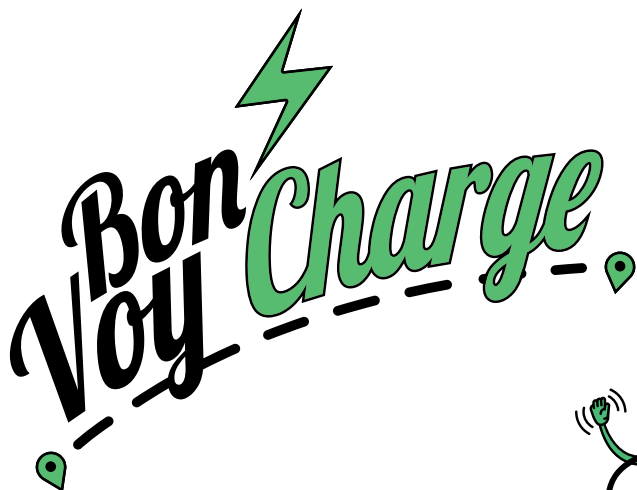


Marston's Inns is the leading UK hospitality group with more than 1,300 pubs and inns across the country. In a partnership with Osprey Charging, Marston's has over 400 rapid chargepoints across its estate, with a combination of rapid and slower chargers at 35 inns. These chargepoints have fuelled over 100 million miles of electric driving for Marston's' guests since 2018.





*"At Marston's, we pride ourselves on the positive impact we have on the local communities we serve, with our ambitious commitment to EV charging allowing our pubs and inns to make a real difference. From Cornwall to Inverness, guests can enjoy their time at our EV-enabled venues while doing their bit for a greener future. Our chargers attract new customers and can make the difference in choice of accommodation for EV drivers and environmentally conscious guests. From our perspective, it's not only good for the environment; it's good for business too."*

**Chris White**

Energy Manager, Marston's PLC



## 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:

<https://www.bvrla.co.uk/resource/bon-voycharge-accomodation-guide.html>



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