

"Did you know:

In 2026, **30%** of new car sales in Canada MUST be Zero Emission Vehicles?
By 2030, **60%** of new car sales in Canada MUST be Zero Emission Vehicles?
By 2035, **100%** of new car sales in Canada MUST be Zero Emission Vehicles?

In the future, EV Charging Stations are **not optional**, they're an **essential** part of your business."

BUSINESS CASE FOR EV CHARGERS AT HOTELS

Installing EV chargers at hotels can provide a strong return on investment by increasing guest appeal, generating new revenue streams, and enhancing the hotel's sustainability profile. Here's why it makes sense:

1. Attract More Guests & Increase Occupancy Rates

- **Growing EV Adoption:** As more travelers switch to electric vehicles, hotels with chargers become preferred destinations.
- **Competitive Differentiation:** Many guests actively search for accommodations with charging stations when booking.
- **Extended Stays:** EV owners are more likely to stay at hotels that offer charging, particularly those on long road trips.

2. Generate Additional Revenue

- **Direct Charging Revenue:** Hotels can charge a per-kWh fee or time-based rate for charger use.
- **Upselling Opportunities:** Guests who charge their EVs may extend their stay, dine at the hotel restaurant, or use other amenities.
- **Premium Pricing:** Hotels with EV charging can justify slightly higher room rates, especially in upscale or eco-conscious markets.

3. Qualify for Government Incentives

- **Federal & Provincial Rebates:** Programs like ZEVIP (Zero Emission Vehicle Infrastructure Program) offer up to 50% of installation costs.
- **Utility Rebates:** Some local utilities provide incentives to offset infrastructure costs.

4. Enhance Sustainability & Corporate Responsibility

- **Meet ESG Goals:** Many businesses and investors prioritize sustainability. EV chargers showcase the hotel's commitment to green initiatives.
- **Earn Green Certifications:** Adding EV chargers can contribute to LEED certification and other environmental awards.

5. Future-Proof the Business

- **Regulatory Trends:** Many governments are pushing for EV adoption, and hotels that install chargers now will stay ahead of future regulations.
- **Long-Term Demand Growth:** As gas-powered vehicles phase out, hotels without chargers may lose business to those with them.



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