

Four ways to add EV charging to a hotel

A hotel can add EV charging for guests in four main ways: buy and run the chargers itself, buy them and pay a company to run them, lease them, or host chargers owned by a funded operator such as EV Plus. This guide compares what each one costs the hotel, who does the work and who keeps the charging revenue.

The four options

1. Buy and run the chargers yourself

The hotel buys the chargers and pays for installation, including any upgrade to the electricity supply. It owns the chargers, sets the price guests pay and keeps all the charging revenue. Because the chargers are open to the public, the hotel also becomes the charge point operator under the Public Charge Point Regulations 2023, with the duties that come with it.

2. Buy the chargers and pay for a managed service

The hotel still buys the chargers and pays for installation, then pays a charging company a regular fee to handle payments, software, the driver helpline and, in some contracts, maintenance. The hotel keeps the revenue after fees. Check the contract to see whether the hotel or the company is named as the charge point operator.

3. Lease the chargers

The hotel pays a monthly fee instead of buying the chargers outright. Installation and maintenance are often included. Lease terms vary more than the other options, so check who is the operator, who sets the price and who keeps the revenue before signing.

4. Host chargers from a funded operator

A charging company pays for the chargers and installation, owns and runs them, and is the charge point operator. The hotel pays nothing. With EV Plus, we also reimburse the electricity the chargers use and pay the hotel a share of the charging revenue. In return, we set the price drivers pay, and the hotel's share is smaller than the full revenue it would keep if it owned the chargers.

Side by side

	Buy and run	Buy, managed	Lease	Funded operator
Upfront cost to the hotel	Chargers and installation	Chargers and installation	Little or none	None
Regular fees	Payment and software fees	Service fee	Lease fee	None
Who owns the chargers	Hotel	Hotel	Leasing company	Operator
Charge point operator	Hotel	Set by the contract	Set by the contract	Operator
Who sets the price	Hotel	Hotel, usually	Set by the contract	Operator
Charging revenue	All to the hotel	Hotel, after fees	Set by the contract	Shared with the hotel
Electricity	Hotel pays, recovered through the price	Hotel pays, recovered through the price	Usually the hotel	Hotel pays, EV Plus reimburses it
Repairs	Hotel arranges and pays	Depends on the service	Often included	Operator
Risk	All with the hotel: low use, repair costs, regulatory fines and chargers becoming outdated	With the hotel: it pays for the chargers and the service fee, whether or not guests use them	Lease fee is due whether or not the chargers are used	Low: the operator pays for, owns and maintains the chargers, so the hotel has no costs to recover. If use is low, its revenue share is smaller

Contracts vary between providers. Where a cell says "set by the contract", read the terms before signing.

What being the charge point operator involves

Whoever is the operator of a public charger has to meet the 2023 regulations. That includes a free helpline staffed 24 hours a day with the number shown on the charger, prices shown in pence per kWh, live data on location, availability and price, and payment through at least one roaming provider. New public chargers of 8kW and above must also take contactless payment. The Office for Product Safety and Standards can fine the operator up to £10,000 per breach. Our guide to the regulations covers each requirement.

Which suits your hotel?

Buying, with or without a managed service, suits a hotel that has the capital, wants to set its own prices and keep the revenue, and is prepared to be the operator or to pay someone to take that on.

A funded operator suits a hotel that wants charging for guests without spending capital or running the chargers, and is happy to share the revenue in return. Most hotels start with two bays served by one dual 7kW charger, which adds about 30 miles of range an hour, so a car plugged in during the evening is full, or close to it, by breakfast.

Questions to ask any provider

- Who is the charge point operator under the 2023 regulations?
- Who pays for installation, and for any upgrade to our electricity supply?
- Who sets the price drivers pay, and can it change?
- Who pays for the electricity the chargers use, and how is it measured?
- What share of the revenue do we keep, and when is it paid?
- Who pays for repairs, and how quickly are faults fixed?
- How long is the agreement, and what happens to the chargers at the end of it?

Please note

EV Plus is a funded operator, so this guide describes one of the options as our own. It describes how these arrangements usually work, and terms vary between providers. It is not financial or legal advice.