

# Frequently Asked Questions: Hospitality and Electric Vehicle Charging

## Why install a charging station?

Today there are nearly 100,000 fully electric vehicles on the road and by 2020 it is estimated that there will be *three million sold each year*<sup>1</sup>. Whether driving a personal or rented vehicle, both leisure and business traveler segments will potentially arrive to your property in an EV – will you be ready to assist them?

- Gain competitive advantage over nearby properties
- Add a cutting-edge amenity that guests will recognize and market for you  
*“The Electric Vehicle Charger is why we chose this hotel” – TripAdvisor Review, December 12, 2013*
- EV drivers charge overnight at home and want to charge overnight while away from home
- Shift spending from fuel costs to the goods and services offered at your property
- Receive data usage information on your guests
- Security in knowing that the station is safe for use (as opposed to using a wall socket)
- Build brand awareness, enhance corporate social responsibility, and create PR opportunities<sup>2</sup>  
55% of global consumers will pay extra for products/services from companies committed to positive social and environmental impact
- Earn points towards LEED, TripAdvisor GreenLeaders, and lodging association certifications
- Attract all travel segments staying at your property using their own or a rented EV: business and convention visitors planning green meetings, local staycationers, leisure vacationers, etc.

## What incentives are available to lower the cost of installing charging stations on my property?

The Alternative Fuels Data Center has incentives by state: <http://www.afdc.energy.gov/laws/state>

## By how much will electricity usage increase?

Electricity usage shouldn't be more than 4,000 kWh/year for a Level 1 station or 6,500 kWh/year for a Level 2 station<sup>3</sup>. Check with your utility to find out about special electric vehicle charging rates.

## What are the demographics of an electric vehicle driver?

Drivers of electric vehicles are generally young and affluent.

- 55% are between the ages of 36-55 years old
- 21% have a household income of \$175,000 or more
- Top markets: San Francisco Bay Area, Los Angeles, San Diego, Monterey/Salinas, Santa Barbara/San Luis Obispo, Portland, Sacramento, and Seattle

## Why does this demographic choose to buy an EV?

According to a recent study conducted in California<sup>4</sup>, the #1 factor in deciding to purchase an EV is to save money on fuel costs.

<sup>1</sup> For more on Electric Vehicle Tourism download the free white paper on [SustainingForward.com](http://SustainingForward.com).

<sup>2</sup> Example - Wall Street Journal writes about MGM: <http://online.wsj.com/article/PR-CO-20140212-915913.html>

<sup>3</sup> For more on workplace charging: [http://www.afdc.energy.gov/uploads/publication/pev\\_workplace\\_charging\\_hosts.pdf](http://www.afdc.energy.gov/uploads/publication/pev_workplace_charging_hosts.pdf)

<sup>4</sup> EV Survey Dashboard: <http://energycenter.org/clean-vehicle-rebate-project/survey-dashboard>

*For additional information visit [www.verdek.com](http://www.verdek.com)  
or contact: Rudy Garcia - (602) 686-0347 - [rgarcia@verdek.com](mailto:rgarcia@verdek.com)*

