

Electric Vehicle Charging for **Hotels and Resorts**

The Stanford Park Hotel



Situation

More and more hotels are starting to see the benefits of installing EV chargers and rapidly rising to meet the increasing demand. Some properties even report a 3% to 10% increase in occupancy rates when installing EV charging stations.

That is why the forward-thinking proprietors of the Stanford Park Hotel, located in the heart of Silicon Valley, sought to install EV charging stations.

Stanford Park Hotel has long known that electric vehicle (EV) charging stations are key to both market and environmental sustainability. Hotel management understood that EV charging stations are a compelling amenity that boost sustainability and increase convenience for guests.

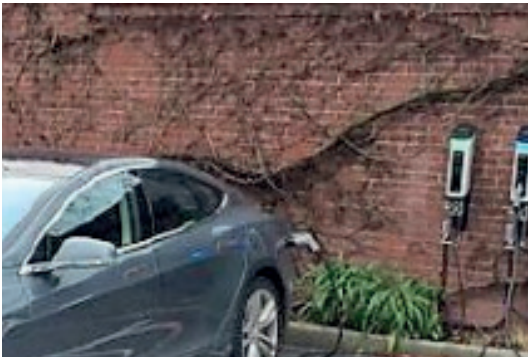
Challenge

But while EV charging stations help draw in Stanford Park's target audience while maintaining brand integrity, hotel management realized that not all EV charging stations and services are equal.

Stanford Park Hotel needed a provider whose open-network stations could make the hotel publicly visible to EV drivers for marketing purposes while simultaneously giving the hotel and its on-site restaurant fine-tuned control over access and any charging fees.



"SemaConnect's open network has made the hotel's EV charging stations accessible to more than 1 million EV drivers in the U.S."



Why Hotels Need EV Charging
 - Attract more guests
 - Increase revenue
 - Improve brand reputation

Solution

Stanford Park Hotel selected SemaConnect to install new, compact pedestal charging stations with consultative input on-site evaluation, station set-up, servicing, managing transactions, and access to SemaConnect's leading warranty and replacement policy. With SemaConnect EV charging stations, the hotel could align its commitment to technology, amenities, and sustainability with its guests.

Stanford Park Hotel understood that if they installed another provider's closed network stations, they would be handcuffing guests to a membership program and potentially turning away EV drivers, now including over 1 million in the U.S. By contrast, SemaConnect's open network grants the hotel greater visibility via third-party programs such as PlugShare – a powerful marketing channel to reach and engage a wider audience – while easing the charging experience for users.

Results

Stanford Park Hotel has used the open network to reach a wider audience and has operated our EV charging stations for 5+ years in a busy location with zero maintenance issues. Stanford Park Hotel guests can use PlugShare or any other EV driver app of their choice to determine if stations are available. Drivers can just pull up and start charging; no membership card required. Even better, guests can maintain their personal commitments to forward-looking, environmentally-sound technologies while enjoying all the comforts of a world-class hotel.

Threats against the environment can only be overcome if consumers and businesses take the forward-thinking steps necessary to protect it. But businesses also need to protect themselves, and SemaConnect's full replacement warranty eliminates both repair cycles and downtime. The hotel can serve its guests, and its principles, for years to come.



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