# **Charged Up Tourism**

**Boosting Your Business with EV Chargers** 

Tourism Industry

Council Tasmania



### EV workshop Our plan for today



- Introductions
- EV myth busting and risks
- 101 on EV charging
- The business case for installing a charger
- Tourism insights
- Q&A







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### ELECTRIC VEHICLE CHARGERS

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### **Before we start**









Presentation

#### Let's start the conversation!

- What is your understanding and experience with EVs?
- What are you hoping to get out of today?



or Conversation?

## **About AEVA**



#### **Australian Electric Vehicle Association**

The AEVA is a volunteer-run, not-for-profit organisation dedicated to switching Australia's transport networks to electric as quickly as possible.

Formed after the oil price shocks of 1973, AEVA is the longest continuously running EV society in the world.

With branches in every Australian state and territory, we are **independent** and represent all EV users and enthusiasts, current and prospective. We work to **educate** and are more than happy to offer jargon-free advice on which EV is right for you. We also make regular submissions to government and industry about **policies** which will help transition to electric.



Join Today

Join for only

a year for Individuals

**Under 25 Free** Concession \$27.50 Business \$137.50

### About Electric Highway Tasmania



EHT P/L is a private company established in March 2017 by a group of AEVA members, with the goal of ensuring there would be a network of EV fast chargers allowing EV drivers to access all parts of Tasmania.

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#### **Partners**

- Renewables, Climate and Future
  Industries Tasmania (ReCFIT) capital
  support grants
- Australian Renewable Energy Agency (ARENA) capital support grants
- ACEN (formerly UPC Renewables): electricity generator and sponsor
- Chargefox: billing and customer support partner
- NRMA Major Investor







📥 ACEN 🛛 Australia

ARENA



## **EV myth busting**

- EVs will never catch on!
- There aren't enough places to charge!
- EVs are a fire risk!
- I won't be able to get insurance!
- It will just cost me more money!



- Quieter
- Faster, smoother acceleration
- Cheaper to run and maintain; soon cheaper to buy
- Power source when you travel, emergencies
- Charge while you sleep
- Many new models available, more coming
- Range and towing capacity increasing

## **EV** adoption



- Over 180,000 EVs now on the Australia's roads; nearly 100,000 purchased in 2024
- In Tasmania, about one in ten new vehicle sales are now electric.
- In May 2025, 4,900 EVs are registered in Tasmania. This is about 1% of the fleet of light passenger vehicles - nearly 4% in southern Tas.
- A larger percentage of tourists drive EVs favoring EV friendly hosts
- In Norway, 97% of new cars are EVs.
- In China, 30% of new cars are BEVs, 20% PHEVs



## **EV uptake is growing**



# There aren't enough places to charge ?

https://www.aeva.asn.au/tas/dc-fast-chargers

Most charging is done at home.

- Fast charging helps to complete a journey which is longer than the EV's range.
- At the end of 2024 there were 51 fast charge sites with 81 charging bays in Tasmania
- 25% more are expected by end 2025

Charging at accommodation is 'home away from home'





### EVs are a fire risk!



- EVs are *much* less likely to catch fire than a ICE vehicles
- EV fires are most often caused by battery damage But:
- EV fires involving the battery burn more intensely and are harder to put out

# EV Safety – want to know more?



- EV FireSafe are a private company researching EV battery fires and emergency response have developed the world's only detailed and verified global database of battery fires.
- They freely share their global knowledge.
- Additional courses and resources available by subscription.



Enhancing safety for emergency responders at *electric vehicle* traction battery fires

# But there *are* lithium battery risks



- Biggest risks arise from e-scooters, some ebikes, power tool recharging
- Mostly due to damaged batteries and using the wrong charger for the battery
- Consider providing a safe charging space *not* in guest's room





### The other fire risk – your electrical wiring



- EV drivers using their own charger in a power point is a fire risk if the circuit is not in good condition.
- 10A charging for 8-12 hours on a shared circuit can lead to fire if there are poor connections, other loads on the circuit.
- Have any wiring that might be used checked.
- Installing dedicated 15A circuits provides a safe option.
- If your wiring has not been checked, direct guests to the nearest public charger.

## I won't get insurance!



- Thousands of household's charge at home and get insurance.
- EHT has insurance for its 25 fast charge sites.
- **Do** inform your insurance company if you offer EV charging check your policy fine print.
- Some insurers may impose conditions such as on the location of chargers (clear of entrances/exits, away from fire fighting equipment).
- Shop around insurers if need be.



### **Types of EV chargers**

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Туре	Charger Type	Common Capacity		Common use case	Cost	
					Approximate to purchase & install	Per Kwoh delivered
	Mobile charger connected to a power point	2kW-3kW	15-25 km per hour	OVERNIGHT / LONG PARKING TIMES Homes, Tourism Operators	Under <b>\$700</b> Often supplied with vehicle	<b>15-40</b> cents Your electricity tariff
AC	AC Wall Chargers hard wired	7kW- 22kW	<b>3-50</b> km per hour	OVERNIGHT / LONG PARKING TIMES Homes, Small Businesses, Tourism Operators, Car Parks	\$2000- \$3000	<b>15-40</b> cents Your electricity tariff
DC	DC Fast Chargers	25kW 25k 80kW 80k 300kW 200	m per 10 mins m per 10 mins km per 10 mins	SHORT-MEDIUM PARKING TIMES Highway charging		60-120 cents

## Mobile charger



Often carried with the vehicle. They normally connect a vehicle to a standard 10 or 15 Amp power point.







### AC wall charger



Generally designed for private installation (although services allowing public usage and charging are becoming more common).

- Charger capacity is commonly 3.6 22 kW.
- Chargers may be tethered (built-in cable) or require a Type 2 to Type 2 cable (BYO).
- Standard cable lengths are 5m, 7m, and 10m.
- Some models integrate with solar systems, and software management systems for load and smart energy management.



### Where is the socket?

There isn't a single standard position on the vehicle for EV charge sockets.

If you want to cater for all vehicles, a front or rear left position and a 7m cable is a good choice.



### **DC fast charger**



Provide from about 25 kW up to 350 kW, but typically, 50 to 80 kW. They have tethered CCS2 or CHAdeMO cables (so you don't need to bring your own).

- They are more expensive to buy than AC charging
- Suitable for attractions with 1-2 hour visiting time
- Not required for overnight charge



### The business case for EV chargers for tourism operators

- EV drivers look for accommodation which offers EV charging Providing EV charging now is a great way to differentiate and attract a growing proportion of travellers. It is convenient to charge overnight while sleeping, leaving with full battery.
- Attractions & restaurants can extend stays by offering EV charging The presence of EV chargers can lead to increased economic activity. Visitors are likely to spend more time and money in areas where they can charge their vehicles, benefiting local businesses such as restaurants, shops, and attractions.

#### • EV charger are a new revenue stream

Your customers are willing to pay for charging. There may be a business case for providing EV charging.

#### • Future proofing the business

With registrations of new EVs in Tasmania already exceeding 10% it's inevitable an increasing portion of your guests will be driving EVs. As EV adoption continues to grow, having the necessary infrastructure in place positions tourism operators for future success. It ensures you remain competitive and relevant in a changing market.





### The business case for EV chargers for tourism operators



- Many EV drivers will plug into a power point and use your electricity anyway why not get some revenue.
- If they plug into unsafe power points there is a fire risk.
- You may be able to offer safe charging and be cheaper than fast chargers and still make a profit.

## What should I install?



Many different situations and lots of options:

- Basic power point(s)
- Managed power point(s)
- Basic charger
- Charger with billing capabilities
- Smart managed charger

### How should I bill?



- Flat rate (e.g. \$20 for the night)
- By the hour (e.g. \$3 per hour)
- Billing partner (e.g. Chargefox, NOX, other)
- Credit card controlled charger
- Other metered charger

# Marketing your charger

- 1. Label your EV charger parking spots with clear signs (Available from the AEVA).
- 2. Get on social media and promote your destination.
- 3. Register on PlugShare; join a network (Chargefox, Everty, etc.) and get on their map and promotion.
- 4. Include the option to book an 'EV room' with charging included on your website with stated fees/rates.
- 5. Find out where other public chargers are in your area and their characteristics (power, price, connectors, number of bays).
- 6. Develop local and wider EV touring routes and cross promote with other EV friendly destinations.







### **Benefits to tourism businesses**





Builds positive brand image



Increases dwell time (& \$\$ spent at your business)



Increase customer connection



Enhance customer experience



Differentiate yourself from competitors



Reduce carbon footprint of the tourism industry



Credit: Alastair Bet

# Boosts local spending

One study explored the broader economic impact on 140,000 businesses in California...

TICT

Results show that installing one EVCS **boosted annual spending** at a nearby establishment by 0.8% (**\$620**) in 2023.

...When businesses were within 100m spending increased to 3.2%.

#### = \$5,220 annually!



### We Need More Than Just City Chargers

Most infrastructure planning still focuses on locals charging at home or in urban centres. But tourism happens across the whole state. We need:

- Chargers at regional accommodations, caravan parks, and ecolodges.
- Charging hubs at key visitor nodes—trailheads, wineries, art galleries.
- Consistent coverage along key tourism routes like the East
  Coast and North x North-West.



### **NEW EV rental & chauffeur companies**



EVRide Tasmania

Drive Car Hire Tasmania

Evry Drive

evee



### **Tasmanian Visitor Survey 2024**

Around 40% of interstate/overseas visitors rent a car in Tasmania, with 20% of these opting for an EV (2.7%) or hybrid (17%)

- In 2024, 24,800 visitors from interstate/overseas used an EV as their main form of transport during their trip.
- That figure includes visitors who rented a car, brought their own, or borrowed a friend or relatives vehicle.
- This EXCLUDES Tasmanian visitors using their own car within the state.





### **Tasmanian Visitor Survey**



There is **high awareness** (58% of all visitors) that an EV (42%) or hybrid (32%) vehicle is an **option to rent** in Tasmania.....

Though only around 10% currently choose to use (EV 2%, hybrid 8%).

### WHY IS THIS?



# 56% of visitors who rented a car **did not want** to use an EV/ hybrid for their trip because



Limited charging stations along planned travel route (33%)



Range anxiety or concerns about battery capacity (32%)



Higher cost of renting EV/ hybrid compared to a fuel car (31%)





TICT

There is however strong consideration for using an EV or hybrid on a future trip to Tasmania

But 53% of departing visitors said they would use one on a future trip

### **Grants & other opportunities**



 All levels of government have previously offered grants.

 ReCFIT have offered three rounds of DC ChargeSmart grants and have had several AC grant programs.



### **Upcoming grant opportunities**

 Tasmanian Government is planning to launch a grant program in early 2025-26 to support installation of new destination chargers!

• TICT will share information about eligibility and how to apply as soon as this is available.



TICT

Keep an eye out for the grant via TICT's industry comms

### The TICT is here to help



Contact Lauren, our Carbon & Sustainability Advisor





### 2025 TASMANIAN TOURISM CONFERENCE (1 – 2 July)



Scan to view the program and register





### **Questions?**



- If you or your staff want more information, consider an AEVA "Know your EV" workshop.
- It's free to Join the Facebook group 'AEVA Tasmania'
- Please consider supporting us and becoming a member of AEVA!



Join Today

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a year for Individuals

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