TUI | eCharge

FOR HOTEL OWNERS & GENERAL MANAGERS

The future guest has already arrived

EV drivers already choose hotels that support electric car charging. Let TUI bring them to yours.

Arrive Charge Relax Return

RECHARGE WITH TUI

EV charging for hotels · TUI Sustainability & e-Mobility

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Electric car charging is becoming a hotel essential

Most hotels ask how many guests want EV charging *today*. The better question is what value will bring your guest of tomorrow? EV charging is becoming a selection criterium in search for a hotel, and EV drivers filter for charging infra before they filter for price.



Twenty years ago

Air conditioning

Ten years ago

WiFi

Today

EV charging

Each facility, like airco and WiFi started as a differentiator and became a standard hotel service. Electric mobility is on the same path: across Europe, more travellers drive electric. They charge at home, at work and on the road, and increasingly they expect to charge on holiday too.

PICTURE THIS

A family drives from their home or airport to your hotel in an electric car. They arrive with half-full battery range left and find no charging options at your hotel. Their holiday begins with:

- ✕ Searching for public chargers
- ✕ Downloading a local charging app and wait
- ✕ Planning their holiday around car charging, not relaxing

Meanwhile, a hotel nearby offers charging.

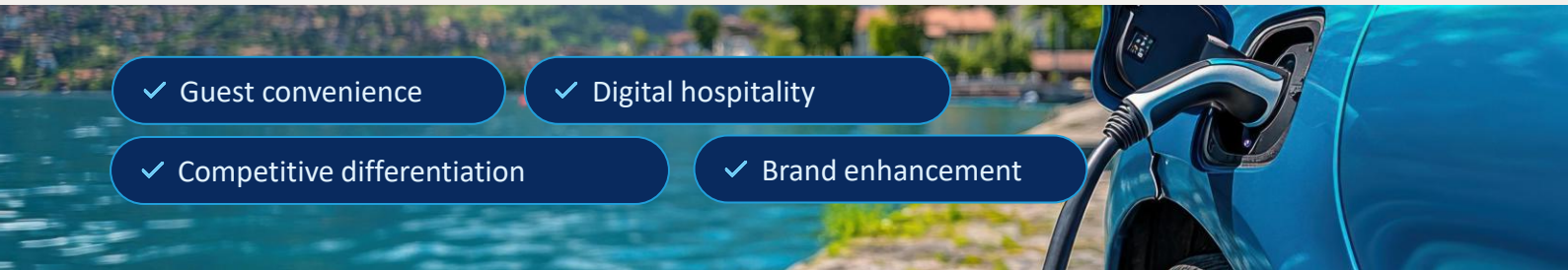


Every EV-driving guest who books elsewhere is a room-night lost.

Already offering charge points?

A charger alone does not guarantee guest access through the TUI eCharge app. Confirm compatibility of your charge points with our TUI eCharge team.





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Hotels without charging infra risk losing EV guests

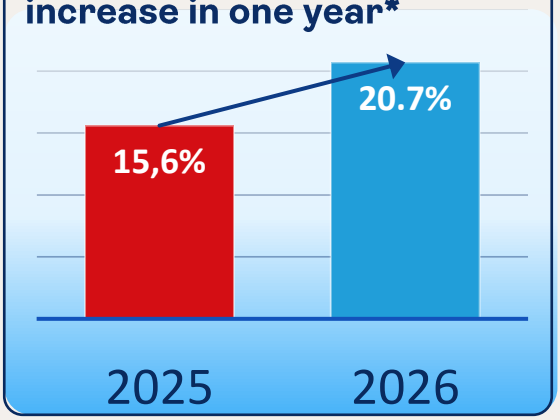
We know that guest expectations don't change overnight. But the cars arriving at our hotels are changing already. Rental companies are electrifying their fleets and EU policy is pushing corporate fleets towards zero-emission cars. 1 in 5 new cars sold in EU is already electric, where do they sleep?

Full electric cars sold

+5.1

% points increase in one year*





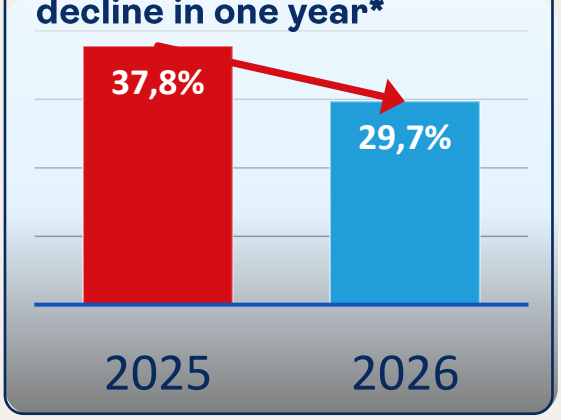
Of all new EU car registrations in 2026, 20.7% is fully electric.

Petrol & diesel cars sold

–8.1

% points decline in one year*





Sales of new petrol and diesel cars is showing an EU wide decline.

*European Automobile Manufacturers' Association (ACEA) Oct'26

All these EVs need to charge. Is your hotel ready?

Number of EV charge points



EU: ACEA / T&M Leuven, May 2026

Number of electric cars on the road in EU:

13.3m
EVs in 2026

41.2m
EVs in 2030 projected

Battery-electric and plug-in hybrid cars and vans

PUBLIC CHARGING POINTS IN EU-27

1.17m
Charge points in May 2026

3.5m
Charge points 2030 EC target

What TUI eCharge brings

You own the charger, keeping control of charging prices and earn revenue for your hotel. The TUI eCharge app and backend provider Spirii act as the eMobility Service Provider, being the TUI branded connection between your guests and the charge points.



WHAT YOU GAIN AS THE OPERATOR

Your own charging tariffs

Set charging tariffs that suit your guests and your business.

Build an additional revenue stream alongside room sales.

Visibility within TUI

Connect your chargers to TUI eCharge backend and reach TUI guests through our digital platforms.

Offer charging benefits that make your hotel stand out, such as charging vouchers.

Potential future benefits: TUI Smiles Rewards Club

There is possibly future potential for customers to earn TUI Smiles rewards when charging at participating hotels.

TUI Smiles could stimulate year-round charging with our TUI eCharge app.

One platform, clear insights

Spirii and TUI eCharge handle the software and billing. Manage live chargers and track usage through one digital platform.

Use charging data to guide your investment.

THE REACH OF TUI

34.7M

guests booked with TUI in 2025

180

destinations worldwide

WHAT TUI ECHARGE BRINGS

- **A direct connection to TUI eCharge**
  Connect your hotel's charging offer to the TUI app and payment experience.
- **A growing European network**
  With E-roaming partnerships we open your existing chargers to drivers beyond TUI, allow charging at 1 million charge points.
- **A model that fits your hotel**
  We support on finding the hardware and maintenance partner, and commercial model development.
- **Today, 150 charge points are directly connected to the TUI eCharge backend**
  The TUI eCharge network helps hotels earn charging revenue.

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The hotel charging business case

As EV charging becomes an expected hotel facility, hotels without it could risk losing bookings. With hotel-owned chargers connected to the TUI eCharge backend, you set your own prices. TUI can promote charging on hotel booking pages and stimulate guests to select an EV over a petrol rental car and increase charger occupancy rates at your hotel. Rental fleets are electrifying and proposed EU fleet rules point the same way, so more guests may want to arrive in an electric rental car.



AC CHARGING: ILLUSTRATIVE COSTS & RETURNS

€11,251 estimated annual operating surplus

~2.7 years

6 dual-outlet units × €5,000

€30,000 setup costs

12 outlets. 22 kW AC equipment.
Indication only: Includes standard installation and cables, no electricity grid upgrades.

Simple payback in this scenario

Depends on charging demand, tariffs and the full cost of operating the site.

€25,963 revenue / year

€14,712 operating costs

Emission reduction credits for EV charging

Eligible hotel charging can earn extra income from credits sold to fuel suppliers, based on qualifying kWh. National rules, an MID meter and credit prices determine returns. Excluded from this calculation.

Assumed demand: 30 sessions/month, per charger, per hotel × 20 kWh × 365 days.
Assumed rates: €0.60/kWh sales, €0.20/kWh energy, €0.10/kWh platform/commission



What to budget for:

Upfront: Charge points, cables, installation, groundworks and electrical/grid upgrades.
Ongoing: electricity, software, billing, monitoring, maintenance and repairs.

What drives the return:

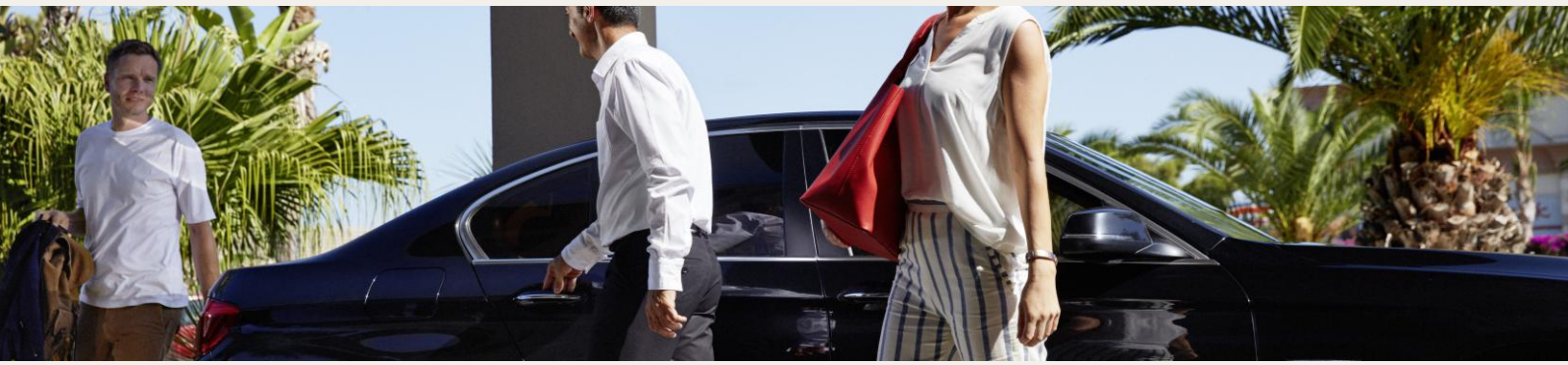
Charging income = kWh sold × guest tariff.
Profit depends on usage and all costs.
Assess load management, solar (PV) and battery storage (BESS) against grid costs.

Figures above are separate illustrative assumptions, not final prices or verified hotel results.
Ex VAT. Excludes grid upgrades, PV/BESS, finance, tax and depreciation. Site quotation required.

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A clear investment decision for your hotel

Start by talking through your property with the TUI eCharge team, well before any decision on charge points is made. Together, we can determine an appropriate initial scale based on seasonal guest demand and the electrical capacity on site and weight the total costs against the potential returns using conservative usage assumptions.



Arrive

Guests book with confidence, knowing charging awaits them.

Charge

Easy, reliable charging through the TUI eCharge app.

Relax

Cars charge while guests unwind, with no extra effort.

Return

A smooth stay builds loyalty and brings guests back.

Book a 30-minute site scan with our team

Contact our TUI eCharge team to discuss your property's charging opportunities, how TUI can bring you the EV guests and we discuss the investment options that could fit your site.

RECHARGE WITH TUI

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