



How Holiday Inn Express Bicester uses EV charging to drive revenue



Since 1991, Holiday Inn Express has provided price-conscious travelers with a comfortable launchpad for their leisure and business needs. With more than 2,900 locations globally, guests can count on practical amenities with rooms comparable to those of an upscale hotel. From restaurants and bars, to conference rooms, and even a full fitness center, many newer hotels feature most amenities from the higher-end Holiday Inn brand.

Owned and operated by Atlas Hotels, Holiday Inn Express Bicester is one of the newest franchise locations to hit the UK. Featuring 149 air conditioned rooms, and convenient amenities such as free Wi-Fi, meeting rooms, and a restaurant and bar, the new hotel is an excellent choice for express travelers—and its offering just got even better with EV charging.

Consumer demands and behavioural trends change constantly—especially with the rise of EV ownership. As e-mobility continues

growing in the UK, Holiday Inn Express believes that the addition of EV charging services can better serve and meet the needs of their guests, while continuing to be counted on for their convenient and reliable amenities.

As Martin Coombes, Operations and Product Director at Atlas Hotels said to **Greenfleet**: “We’re very excited about this initiative. The experience for our customers begins at the start of their journey. The roll-out of EV charge ports will help to eliminate both range anxiety for our EV drivers and the inconvenience of having to stop to charge either before or after their hotel stay.”

HOLIDAY INN EXPRESS BICESTER AT A GLANCE

149

rooms on location

5

EVBox BusinessLine stations installed

Pre-bookable charging for EV drivers
200 EVBox charging stations to be installed across other Holiday Inn Express sites over the next 12 months

“With Park, Charge & Meal deals, there’s a real opportunity to increase food & beverage sales alongside core room revenue.”

Pre-bookable charging is a rapidly growing market

As part of a pilot program between Atlas Hotels and YourParkingSpace, the newly built Holiday Inn Express Bicester was fitted with five EVBox BusinessLine charging stations. Guests can now charge their cars while they recharge their own batteries at the hotel. The stations are also available to other EV drivers (non-guests) who can pre-book to charge—a market which is growing fast.

As Martin explained: “We look forward to welcoming EV drivers who would traditionally not have stopped at one of our hotels. With Park, Charge & Meal deals, there’s a real opportunity to increase food and beverage sales alongside core room revenue.”

YourParkingSpace was looking for a partner with several key attributes to help transform Atlas Hotel’s business model:

First-class, seamless, integrated, and scalable business charging solutions

International recognisability

A collaborative partnership that is open to ideas

EVBox’s strength as a global provider of flexible, scalable, and accessible electric vehicle charging solutions was a perfect fit for YourParkingSpace and Atlas Hotel’s ambitious goals.





Hospitality success story

A dynamic partnership with scalable charging solutions

According to Harrison Woods, YourParkingSpace's CEO and Co-Founder, "EVBox ticked all the boxes: a dynamic partner with first-class technology and the scale to deliver on even the most ambitious plans. A partnership with a charge port solution provider was the crucial foundation for our transition to a serious player within the UK EV market."

The YourParkingSpace and EVBox partnership features EVBox BusinessLine charging stations provided to Atlas Hotels. It also features the integration of EVBox's charging hardware with the YourParkingSpace app, enabling motorists to pre-book a Park and Charge space at Atlas Hotels locations.

Transforming the UK parking industry with sustainable mobility

After the success of the pilot at the Holiday Inn Express Bicester, YourParkingSpace and Atlas Hotels now plan to roll out an additional 200 EVBox BusinessLine charging stations across its UK sites over the next 12 months. This will transform the Atlas Hotels business model by attracting new customers that will fuel the company's growth while revolutionising the hospitality industry.

Since the announcement of the partnership, YourParkingSpace has also accelerated conversations with other hospitality and retail clients looking to transition towards an electric mobility future. The announcement proved that EVBox and YourParkingSpace's rollout of electric vehicle charging solutions exceeded their clients' expectations and are now a standard amenity for hotels.



Ready to turn your location into an EV charging destination?

See how much additional revenue you could be generating with our free EV charging revenue calculator.

[Calculate revenue →](#)

Get started now by requesting a quote and our team of EV experts will help you create the perfect EV charging solution.

[Request pricing →](#)

About EVBox Group

Founded in 2010, EVBox Group empowers forward-thinking businesses to build a sustainable future by providing flexible and scalable electric vehicle charging solutions. With its extensive portfolio of commercial (AC) and fast (DC) **EVBox** charging stations, as well as scalable charging management software engineered by **Everon**, EVBox Group ensures that electric mobility is accessible to everyone.

EVBOX GROUP AT A GLANCE

250k+

charging ports
powering EV drivers

70+

countries powered
by EVBox

5k+

fast charging ports
installed worldwide

20k+

business customers
worldwide

