

Movie Theater EV Charging Solutions

After facing immense challenges brought about by the pandemic in recent years, movie theaters bounced back in a big way in 2023, with summer blockbusters Barbie and Oppenheimer leading the charge. Aided by a social media frenzy, the two films combined for more than \$2.3 billion at the global box office, proving that movie theaters can still be relevant in a world seemingly dominated by Netflix, Hulu, and countless other streaming services. While popular films and star performers will continue to be the key to driving profits, there is another opportunity to boost revenue as EV adoption continues to rise at a rapid pace. Movie theaters are an ideal location for electric vehicle charging stations, with drivers everywhere embracing the EV revolution.

50%
OF NEW CAR
SALES ARE
EXPECTED
TO BE EV BY
2030



SOLUTIONS

We want to help you provide a simple turnkey solution that drives differentiation and revenue for those involved in the EV revolution.

- Augment ticket and concession sales with another revenue generator as the number of customers arriving in electric vehicles continues to grow
- Stand out from the competition with a valuable amenity for EV drivers
- Take advantage of a longer dwell time from customers with the average film being anywhere from 90 minutes to 3 hours in length
- Join the large number of prominent actors in championing green energy and sustainability
- Fully embrace the next generation of infrastructure
- Inspire a commitment to clean energy for surrounding businesses to follow
- Help improve air quality and reduction of CO2 emissions in your community



25%

OF VEHICLES WILL
BE ELECTRIC BY
2025

9.6

MILLION CHARGING
PORTS NEEDED BY
2030

ATTRACT A NEW CUSTOMER BASE

Major hits such as superhero sagas and the aforementioned Barbie and Oppenheimer can certainly move the needle, but movie theaters only receive approximately 40 percent of each ticket sold. That's why many locations also boast a full menu of concessions and a variety of arcade games to help pay for overhead expenses. Hosting EV charging stations would provide movie theaters with another revenue generator as the number of customers arriving in electric vehicles grows in the coming years. Drivers are more likely to utilize public charging stations when a longer dwell time is expected, and enjoying a movie would provide ample time for charging an electric vehicle. Filling the parking lot with a new amenity in the form of EV charging stations is the next step in driving attendance and revenue for movie theaters.

For more information on Energy Options services and products, please call 605.656.1692 or visit energyoptions.pro