



HOTEL INDUSTRY SWIMMING POOLS CASE STUDY

Identified Problem: Pool quality and labor problems are widespread in the hospitality industry

AT A GLANCE

INDUSTRY CHALLENGES

- Pool systems not working
- Quality of pool water difficult to optimize
- Pool surfaces getting corroded
- Service and labor not meeting needs
- Concerns about liability

EVALUATION & SOLUTION

- Conducted discovery evaluation with CPO's, hotels and management companies
- Identified problem-solving solution with equipment
- Generated increase in NOI at average of \$13,000 in 3 years for each medium sized pool

RESULTS



\$13,000
average savings in 3 years/average pool



Reduced Labor
eliminated time consuming maintenance



Environmental
reduced trucking and harsh chemicals



Our team of hospitality veterans identifies revenue boosting opportunities for hoteliers and develops long term solutions for the industry.

OBJECTIVES

The hotel industry needs a nationwide solution that solves pool chemical balance and quality issues, and reduces labor and maintenance costs. A cost-savings solution is desired as the price of chlorine and maintenance has risen dramatically in the last 24 months. A study with hoteliers and Certified Pool Operators (CPO) revealed why the issues occur and what solutions exist for owners, management companies and hotels.

FINDINGS

Through analysis with 8 management companies, 3 owners, and 5 hotels, the study included portfolios representing over 1300 swimming pools. Engagement with Certified Pool Operators was launched to identify scientific, operator related, equipment, and environmental issues that are causing widespread challenges for hoteliers. These findings were common issues shared by hoteliers included in the study.

Primary Findings:

- Imbalanced chemicals in the pool create ongoing challenges
- Current inline salt or liquid chlorine systems are not effective
- It takes too long to maintain or service pool internally
- Service providers and companies are not able to resolve issues long term

PROBLEM-SOLVING SOLUTION

Chlorine Genie was installed in 10,000 residential pools and iDEAL launched them into the hospitality industry, proving their technology, design and operation solves issues. 30-day no cost trials were deployed to demonstrate effectiveness.

BENEFITS ACHIEVED

1. Pool and Pool Surface Quality Improvement

Chlorine Genie is 100% pure chlorine generated by tap water, and not pool water. Harsh chemicals are eliminated or greatly reduced, keeping water sparkling and the pool surface free from corrosion.

2. Major Cost Savings

Compared to inline salt systems, chlorine tablet feeders or liquid chlorine, the average savings is \$13K in 3 year period. Immediate savings year one as well.

3. Less Labor and More Environmental

Average maintenance time of 5 minutes per month allows staff to easily maintain. Trucking of chemicals is greatly limited and reduces harsh effects on environment.