



Modern Pool Water Care in Hospitality

Part 1/3: The Pool as a Guest Experience Driver



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Introduction

Swimming pools and spas are no longer “nice to have” amenities in hospitality - they are decisive factors in guest booking decisions, brand reputation, and regulatory compliance. Recent surveys show that:

- **75% of travelers** rank swimming pools or hot tubs among the top three most important amenities when booking a hotel stay (Source: VivoAquatics/PRWeb Survey)
- **More than half of guests** have experienced a pool or spa closure during their visit - often resulting in negative reviews and reduced likelihood of return bookings (Source: VivoAquatics/PRWeb Survey)

The reality is that pool and spa operations sit at the intersection of three critical business drivers:

- **Guest perception risk** → Cloudy water, chlorine odor, or unhygienic surroundings are among the most common causes of negative guest reviews (Source: TripAdvisor Insights)
- **Operational risk** → Poor water quality and compliance risk due to manual dosing, staff shortages, and rising costs will increase the likelihood of unexpected closures, safety incidents, and inefficiency in pool operations
- **ESG and compliance pressure** → Water stress in Southern Europe, stricter EU regulations, and sustainability expectations from guests require measurable improvements (Source: European Environment Agency, (Booking.com Sustainable Travel Report)

To address these challenges, this whitepaper is presented as a three-part series, each focusing on a key dimension of modern pool water management:

- **Part 1 – Guest Experience**
How pools and spas directly influence guest perception, satisfaction, and brand loyalty
- **Part 2 – Operational Efficiency**
How modern systems improve safety, stability, and day-to-day management performance
- **Part 3 – Sustainability**
How responsible water and chemical management supports ESG goals, reduces waste, and ensures regulatory compliance

Across all three parts, one central question remains:

How can hotels deliver a safe, consistent, and future-proof pool experience while balancing guest experience, cost & performance, and sustainability?

This whitepaper provides decision-makers in hospitality with an evidence-based framework to:

- Diagnose recurring pain points in pool, spa, and wellness operations
- Link water quality and hygiene standards directly to guest satisfaction and brand credibility
- Align pool and spa operations with ESG targets and EU regulations
- Understand the financial and reputational consequences of poor water management
- Explore modern solutions such as dry chlorine briquette technology with automated dosing, high-performance disinfectants, sustainable water use, and safe operating procedures

Ultimately, the goal is to transform pool and wellness areas into a safe, clean, and consistently crystal-clear experience for every guest, every day.



How pools and spas define guest perception, bookings, and brand loyalty

Pools and spas are no longer optional features in hotels; they are a benchmark of quality and credibility in modern hospitality. In today's competitive hospitality market, guests expect premium, consistent, and safe pool experiences as standard. A single failure like cloudy water, chemical odors, or slippery floors can shift perception immediately.

Industry data indicates that **75% of travelers** rank pools and spas among their top three decision-making factors, positioning these facilities as critical drivers of competitive differentiation (Source: VivoAquatics/PRWeb Survey).

More than 50% of respondents reported experiencing a pool or hot tub closure during their stay, often perceived as a service failure (Source: VivoAquatics/PRWeb Survey).

With online reviews shaping reputation overnight, the margin for error has disappeared. Guest impressions are shaped both before and during their stay:

- A clean, crystal clear- pool, and spotless surroundings create confidence and relaxation
- One negative detail, like a dirty waterline or bad odor, can dominate their memory and reviews (Source: TripAdvisor Review Analytics)

Beyond the water, the entire pool environment matters:

- Poolside decks, loungers, and tiles must be spotless
- Spa and wellness areas must be odor-free and well-maintained
- Fitness areas must reflect the same hygiene standards

Visible cleaning and proactive maintenance are crucial. Without it, guests assume hygiene standards are lacking.

The Guest Journey



Booking
discussion

Arrival
expectations

Poolside
experience



What guests see and feel

Long before check-in, guests are already picturing their stay. They scroll through your social media and website's booking page. They zoom in on the pool and wellness facility and scan guest-tagged photos on social media. They're not just browsing; they're deciding: 'Can I see myself here?'

A clean, crystal-clear pool, soft towels, shiny, safe and spotless floors, and inviting loungers evoke trust, relaxation and confidence. It becomes the emotional anchor of their experience.



Just one element out of place like cloudy or green water, slippery tiles, a harsh chlorine smell or bad odor can break the illusion and become the one detail they remember, review, or share offline and online via TikTok or Instagram.

And in the age of social media, perception via #expectationsvsreality spreads faster than any paid marketing campaign. That makes your pool water quality, hygiene, and maintenance not just operational duties, but brand-critical actions. And surroundings matter too.

Whether paying €100 or €500 per night, hygiene and cleanliness expectations are non-negotiable

Today's guests expect every detail of the wellness experience to reflect care and quality.

They look for sparkling tiles, surfaces free from stains, mold, and limescale, and waterlines without any visible scum or buildup. Fresh, spotless bathrobes and towels, pleasant scents, dry floors, and proactive, visible maintenance all work together to reassure guests that ongoing care is a top priority.

To guests, the waterline is a high-visibility zone. Grease, sunscreen, scale, or dirt along the water's edge raises concerns about hygiene and safety. A clean waterline signals that your facilities are well-maintained.



But what about when a guest dives into your pool with a dirty waterline? The waterline may seem like a small detail, but to your guests it's a high-visibility zone. Grease, sunscreen buildup, limescale or dirt along the water's edge immediately raises questions:

Is the pool hygienic? Is the water safe? That's why a clean waterline is key to reinforcing your hygiene standards.

It's a visual signal that your pool and spa facilities are well cared for, boosting guest trust and satisfaction.

The surroundings speak just as loudly

But it's not just the swimming pool water that matters.

The entire poolside and wellness journey defines how guests feel. A dirty poolside, sunscreen stains or used towels left behind, a faint odor in the sauna, limescale or grime on the shower floor; these aren't just oversights.

They're real mood breakers.

- Loungers, furniture, and pool decks must be spotless and free of sunscreen residue and stains
- Floors must be clean, dry, and safe from slippery residues
- Changing rooms, saunas, and tanning beds must be fresh, odor-free, and visibly well-maintained
- Fitness areas must reflect the same hygiene standards, sweat-streaked equipment sends the wrong signal

Even when hygiene is in order, a lack of visible cleaning and maintenance can undermine guest confidence. Guests expect to see hygiene and upkeep happening. If they don't, they assume it's not done.



Your poolside reflects your standards

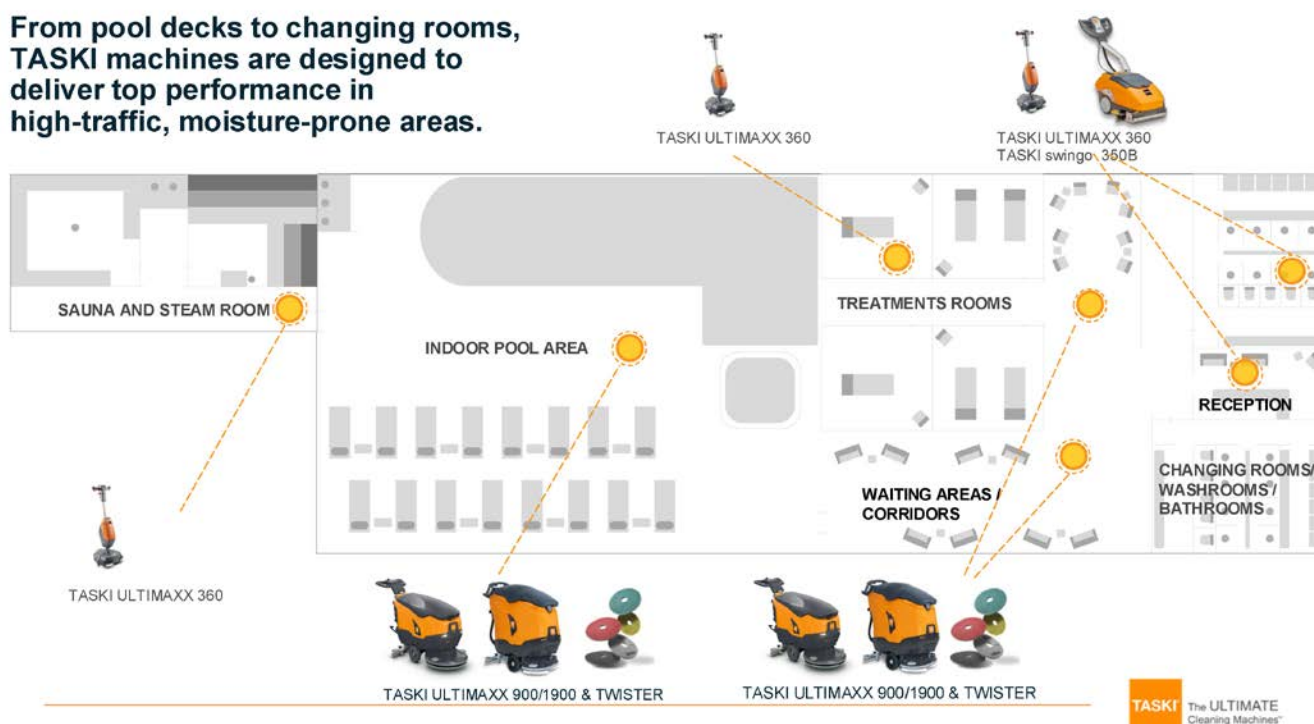
When we talk about pool care, it's not just about the water, it's about the entire surroundings around it. Guest impressions are shaped just as much by the cleanliness of the floors, changing rooms, showers, and lounge areas as by the water itself.

The moment your guests step out of the pool, their eyes drop right to the floor. And that's exactly why your poolside matters just as much as the water itself. It reflects your brand's standards.

Slippery, stained, or dull-looking floors don't just create safety risks; they impact your image. On the other hand, a shiny, clean, and spotless surface sends the message that every detail of the guest experience is cared for.

In hospitality, your floor is your reputation. Choose [TASKI machines](#) that deliver performance and durability, because your poolside deserves nothing less. Create shiny, safe, and spotless floors just like the rest of your hotel.

From pool decks to changing rooms, TASKI machines are designed to deliver top performance in high-traffic, moisture-prone areas.



Spotless spa, showers and changing rooms

When guests enter your spa or wellness area, their expectations go beyond just the pool.

Luxury is in detail, and cleanliness plays a major role in how they judge comfort, safety, and care. From toilets, showers, and washbasins cleaned with powerful yet gentle hygiene sustainable products that maintain pristine standards.

It's important to extend the wellness experience into every connected space. From high-quality soaps, shampoos, and body lotions that add a premium touch to the guest journey. Create slip-free, sanitized floors with safe and effective floor cleaners, critical in wet areas like changing rooms and showers.

And finally, towels and bathrobes laundry care ensuring guests enjoy soft, fresh, hygienically clean textiles every time. These aren't just operational details; **they're part of what defines a 5-star experience.**

We make it possible with complete solutions:



The image displays a variety of Lape products arranged in five categories:

- Laundry:** Includes several bottles of laundry detergent and a stack of white towels.
- Odor Control:** Features a large white jug of odor control solution and a smaller white container.
- Floor Care:** Shows a large orange and black floor buffer machine.
- Showers:** Displays three bottles of shower products, including a large red jug and two smaller spray bottles.
- Personal Care:** Includes three bottles of Lape body lotion and a roll of white towels.

Because every detail they notice reflects the brand standards you keep.

Sunscreen-free terry towels and bathrobes

Let's talk about something that often goes unnoticed until it becomes a visible problem: sunscreen stains on towels and bathrobes in spa and pool areas.

It is a common issue in hospitality. These oily stains are difficult to remove and often lead to rewashing or even early disposal of linen.

Use a pool and spa linen care reclaim-wash process that targets sunscreen oils before they can build up and cause damage.

That means fewer rewashes, less linen waste, and a better overall guest experience.

This type of solution helps to improve your water conditions and extend the life of your textiles and reduce water and energy usage through fewer rewashes. You lower your environmental impact and operational costs.

Ultimately, this is about protecting your guest experience. Clean comfortable towels are expected. Stained or rough-textured linen damages the impression of luxury and hygiene.



What hotel guests can't see, but hotels can't afford to risk

Water quality affects guest wellbeing and your brand reputation. Not all risks are so easy to detect. In fact, some of the most dangerous threats to pool hygiene and guest safety are completely invisible to the eye. And in hospitality, what's invisible can be the most damaging.

Let's focus on the top 10 centimeters of the pool water - the layer guests break through when they dive in, and the layer they interact with the most.

Even in visually clean pools, the surface water often contains sunscreen residues, body oils, bio-organic contamination, including sweat, trace urine, skin cells, and cosmetic residues that challenge both filtration systems and disinfection efficacy. Even when the pool looks pristine, this bioactive film can create an ideal environment for pathogens and chemical imbalances to develop.

It's just beneath this surface where safety quietly starts to slip, and where perception and protection must work hand in hand.

The clearest water can still hide the greatest risks.

Waterborne illnesses, particularly *cryptosporidium*, are a growing concern in hospitality, and they don't wait for visible signs to spread. *Cryptosporidium* is a highly contagious parasite that can survive up to 10 days in standard chlorinated water, making traditional disinfection methods insufficient. Just a few oocysts*, microscopic infectious particles are enough to make a guest seriously ill. This causes serious guest health and brand reputational risks. This chlorine-resistant parasite can survive up to 10 days in standard pool water and requires only a few microscopic oocysts to infect multiple guests.

And your guests? They're counting on you to know the difference.

**Cryptosporidium* spreads through tiny particles called oocysts, microscopic infectious cells[JG].



One sick guest can
contaminate the entire pool
and infect others through
fecal-oral transmission

Protect every dive, every guest, every day

What's at risk:

- **Outbreak potential** through fecal-oral contamination causing severe symptoms for guests (diarrhea, vomiting, dehydration) can last for days or even weeks
- While healthy individuals may recover with rest, **guests with a weaker immune system**, including children and the elderly, face much higher risks of serious complications
- **The reputational brand damage**, legal claims, and operational disruptions of a single outbreak can outweigh years of brand-building
- **Legal claims**, compensation demands, and temporary pool closures can quickly escalate costs
- And in the age of **online reviews**, one publicized illness can erode guest trust overnight

It's not just about comfort. It's about safety, liability, and trust. Because even if your water looks clear, hidden pathogens, algae or biofilm in pipework, and poor pH balance can turn a guest's relaxation into a health risk and a PR crisis.

The reality of poolside risk

Cryptosporidium may be one of the most well-known threats, but it's far from the only one lurking beneath the surface. Pools and spas are complex environments where water, heat, and human interaction create **the perfect storm with risks ranging from bacterial growth to chemical exposure**. And when hygiene fails, safety is almost always the first casualty. Even seemingly minor lapses can set off a chain reaction. Warm, under-treated water invites algae and biofilm to take hold often in pipes or corners where they remain hidden until the damage is done.

If pH levels drift out of range, disinfection becomes less effective, corrosion can accelerate, and guests may experience eye or skin irritation without understanding why. Manual dosing adds to the challenge, introducing the risk of human error, fluctuating chlorine levels, and unsafe working conditions for staff.

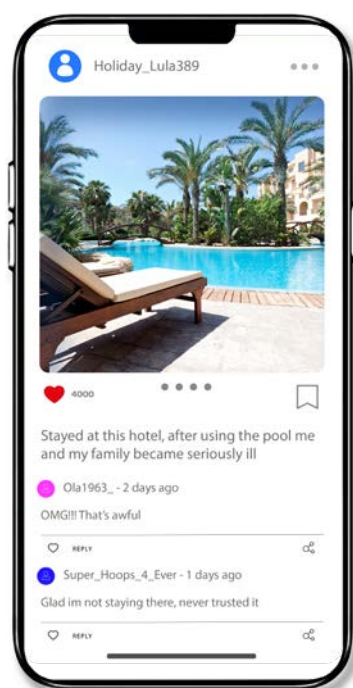


And the consequences don't end at the water's edge...

- **Operationally**, hygiene issues can trigger unplanned pool closures, failed health inspections, and a surge in chemical and energy costs as teams work quickly to rebalance systems
- **Reputationally**, when even one guest complains about about cloudy water, strong odors, or skin irritation; colored swimwear or hair can spark online negative reviews that are hard to erase
- **On a human level**, preventable discomfort or worse, illness can leave a lasting impression that no loyalty program can undo

Too often, these outcomes stem from familiar patterns: inconsistent hygiene routines, lack of monitoring, unclear SOPs (Standard Operating Procedures), and limited visibility of daily maintenance. When guests don't see proactive maintenance and cleaning, they assume it isn't happening, and perception quickly becomes reality.

That's why modern pool care must evolve. Skimming debris or adjusting chemicals isn't enough. True risk prevention means addressing the invisible threats: biofilm hiding in the circulation system, water imbalances developing unnoticed, and trust slipping away with each unattended detail. Because in hospitality, what you don't see and what your guests do feel can change everything.



BREAKING NEWS

Illness Outbreak at
Resort Pool

I was thinking of
booking there!!!

Leaving a
review now.

Looks like i'm going
to have to cancel our
vacation.

Is your pool enhancing or hurting the guest experience?

A flawless experience builds confidence. Common pool and spa problems that impact the guest satisfaction are:

- With cloudy or green pool water guests question hygiene and safety
- Strong chlorine smell often indicates poor chemical balance
- Slippery floors or broken fixtures causes safety hazards = liability risks
- Poor water temperature control: discomfort = complaints = negative reviews
- Unpleasant odors or dirty seating will end up in negative impressions
- With a lack of visible maintenance guests will lose trust in cleanliness and hygiene
- Stained or no available towels, poor ventilation, or unclean changing areas will lead to guest frustration
- Slow response from housekeeping or staff results in poor service perception

These common problems become the moments guests remember and talk about.

This is your moment to pause and assess:

- Does your pool truly reflect the experience you promise?
- Is it elevating your brand or quietly undermining it?
- Are you proud of what guests see, feel, and share?

Because your guests are already noticing. And your pool may be saying more about your hotel than you think.

Quick check: is your pool guest ready?

Ask yourself or your team today:

- Are water clarity and temperature consistently monitored and controlled?
- Is poolside maintenance visible and proactive throughout the day?
- Are loungers, floors, and wet zones spotless, safe, and free of bad odors?
- Do staff have clear SOPs and tools to prevent hygiene or chemical issues?
- Would you swim here, and recommend it without hesitation?

If you hesitated on any of the above, it's time to act. Because in hospitality, clarity isn't optional, it's expected. Let your pool reflect the excellence your brand stands for.

5 tips for safe pool hygiene

1. Maintain stable pH and chlorine levels with automated dosing
2. Use disinfection like HTH™ Cal-hypo in high-risk zones
3. Train staff with clear, consistent Standard Operating Procedures for hygiene, handling, and emergencies every shift, every season, without fail
4. Don't forget the surroundings! Wet floors, broken tiles, and stained loungers influence guest safety and perception
5. Adopt closed dosing systems to minimize chemical exposure

Because in the world of hospitality, one moment of neglect can trigger an illness, a complaint, or a viral social media post and damage trust beyond repair.

Want to know more? [Get in touch with our representative today.](#)

Role of Calcium Hypochlorite

Crystal-clear water, free from strong chlorine odors and skin or eye irritation, is not just an operational goal; it is a brand promise.

From first impression to final review, guests judge your standards by the clarity, comfort, and safety of your water. Consistent water quality builds trust, drives positive reviews, and strengthens guest loyalty. In an era where online reputation defines success, pool performance directly impacts brand value. A clean pool does more than meet expectations - it builds confidence in your entire operation.

Make your water your brand signature HTH™

The HTH EASIFLO™ System is engineered for hospitality, combining smart dosing technology with high-concentration Calcium Hypochlorite BRIQUETTES. You move beyond compliance - delivering control, consistency, and confidence every day.

Global health authorities confirm that stable, well-dosed chlorine is essential for safe recreational water. HTH™ Calcium Hypochlorite combined with automated dosing and monitoring ensures predictable performance, fewer disruptions, and a consistently premium guest experience. With the HTH™ EASIFLO BRIQUETTE technology and the HTH EASIFLO™ System, hotels deliver:

- Guest Confidence
 - Crystal-clear, inviting water, even in peak occupancy
 - Supports guest confidence through consistent water quality and safety management.
 - Balanced pH stability for guests by helping avoid skin and eye irritation
 - Consistently clean, visibly maintained pool environments from waterline to tiles

- Operational Control
 - Fewer interventions, no guesswork or overdosing, consistent chlorine levels, and lower total cost
 - Consistent stable disinfection with no stabilizer buildup or cloudy residue
 - Easy-to-use briquette feeders that require minimal manual input minimize handling and risks
- ESG Impact
 - Compact “pillow shaped” briquettes that reduce chemical waste*, plastic reduction, and safer staff working conditions
 - One 25 kg HTH EASIFLO™ BRIQUETTE replaces up to 7 x 25 L of liquid bleach canisters reducing plastic, transport emissions, and storage needs.
 - Long shelf life = fewer deliveries, lower transport emissions
 - No stabilizers = reduced Total Dissolved Solids (TDS) and

Ready to future-proof your pool operations?

Join leading hotels across Europe already raising the standard with HTH™ EASIFLO Calcium Hypochlorite and smart water treatment solutions.

For tailored solutions and expert advice, visit <https://www.solenis.com/> or contact your account manager. Together. For Crystal Clear water.



To learn more about how Diversey a Solenis Company can help your toughest challenges and more, please visit [solenis.com](https://www.solenis.com)