



Modern Pool Water Care in Hospitality

Part 3/3: Sustainable Pool Operations in Hospitality



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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 needs to be 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.



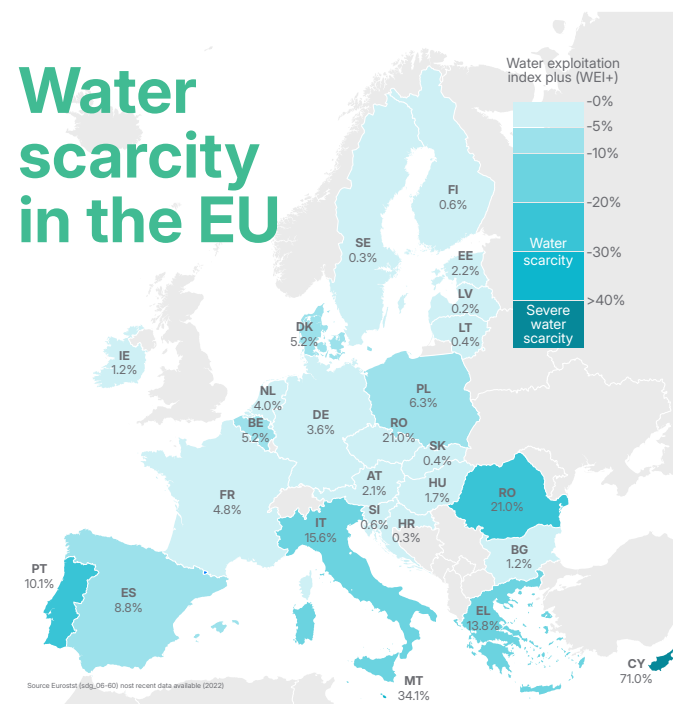
Sustainable and responsible water management

Sustainability has transitioned from a value-add to a compliance mandate. Integrating resource-efficient water treatment systems is now essential for meeting regulatory standards and ESG objectives.

Europe is facing growing water stress, especially in tourist-heavy regions like Southern Spain, Italy, and Greece, where tourism peaks coincide with rising water stress, making every drop count. Up to 34% of the EU's population and 40% of its territory faced seasonal water scarcity in 2022. In Southern Europe, up to 70% of the population endure water shortages during the summer months. (Source: European Parliament)

Alongside showers, taps, and toilets, pools are among the most visible sources of water consumption in a hotel.

A responsible pool is one that is leak-free and supported by modern water treatment systems that minimize the need for frequent refilling with fresh water.



Leaks in outdoor or indoor swimming pools can significantly increase the environmental footprint due to excessive water consumption and lead to unnecessary operational costs.

For hotels, this means higher utility bills and a negative impact on sustainability goals, which can harm brand reputation and guest perception.

Beyond physical leaks, water waste can also occur when chemical levels such as chlorine fall out of balance. Poor water quality not only creates health risks and operational challenges like algae growth or cloudy water, but correcting these issues often requires draining and replacing large volumes of water. This drives up consumption and costs, compounding the environmental impact.

Evaporation is another major contributor to water loss, especially in outdoor pools located in hot climates. When not in use, pools should be covered or equipped with systems such as gel layers to prevent evaporation. Covers are particularly important outside operating hours and during low-usage periods, and they also help retain heat in heated pools, reducing energy consumption. Additionally, systems to reuse pool water can further enhance sustainability.

To prevent these issues, hotels must implement a structured system to regularly check for leaks, monitor water chemistry, and reduce evaporation. The most effective approach combines visual inspections with automated monitoring tools that track chlorine and other key parameters, alongside physical measures like pool covers. These actions minimize water waste, lower costs, and ensure a safe, enjoyable guest experience while supporting environmental responsibility.

The future of hospitality belongs to hotels that combine comfort with responsibility. Pool operations are an ideal place to start.

From reactive to resilient

Managing a hotel pool is no longer about reacting to problems after they arise. It's about preventing them, while becoming more efficient, resilient, responsible, and future-ready. Responsible water management can unlock operational, reputational, and environmental wins.

Smart, more sustainable upgrades:

- **Automated dosing systems:** Keep pH and chlorine stable without manual intervention, avoiding unnecessary chemical use
- **Proactive water quality monitoring:** Detect and solve water leaks and water quality issues early, reducing the need for extra treatments
- **Closed chemical dosing systems:** Minimize staff exposure to chemicals while improving safety
- **Backwash reduction and pool covers:** Save water, lower energy use, and reduce costs by limiting the frequency of backwashing and the water required for it

These solutions don't just improve sustainability scores; they protect your brand.

Sustainability solutions that perform

Switching to smarter modern pool care isn't about doing more. It's about doing it better with less impact. Leading hotels across Europe are already acting.

Key levers for sustainable pool operations:

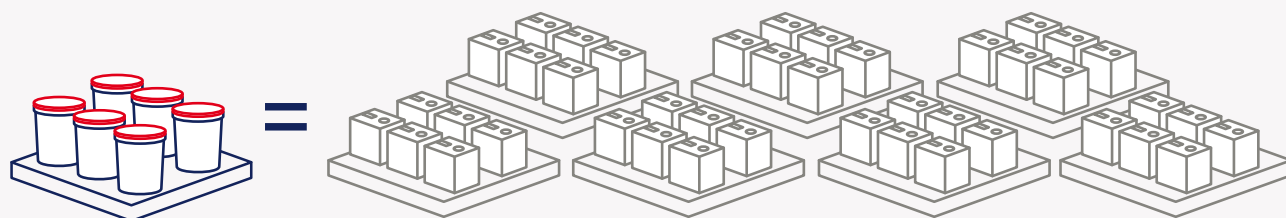
- **Water savings:** Advanced filtration, recovery systems, and covers
- **Chemical efficiency:** HTH EASIFLO™ BRIQUETTE calcium hypochlorite with 70% active chlorine
- **Plastic packaging waste reduction:** Replace six 25L bleach canisters with one 25kg HTH EASIFLO™ BRIQUETTE
- **Smarter dosing:** Can help reduce pH correction chemical consumption.

One 25kg HTH EASIFLO™ pack = same chlorine as 168kg of bleach. 7× less volume. Safer. Smarter. More Sustainable.

1 bucket 25kg of HTH Briquettes - equal to 6 times 25L sodium hypochlorite canister



1 pallet (24x HTH Bucket = equal to 7 pallets of 24 x 25L cans)



Much more concentrated, less plastic waste, less transport, storage space, less carbon emissions.

Why it matters more than ever

Water scarcity is no longer a future concern; it's today's reality. Tourism hubs are already under pressure from regulators, local communities, and climate trends. In this context, pools that rely on outdated systems and excessive water or chemical use are not just unsustainable; they're unacceptable.

What you do in your pool area reflects how you operate everywhere. Leading hotels are acting now. Are you ready to lead?

5 tips for responsible pool water management

- 1. Switch to Smart, Low-Waste Disinfection**
Use high-concentration, dry-form calcium hypochlorite (e.g. HTH EASIFLO™ BRIQUETTES to reduce chemical use by up to 70% and replace bulky, plastic-intensive liquid 25L canisters.
- 2. Capture and Reuse Backwash Water**
Install backwash recovery systems and pool covers to minimize evaporation, reduce water loss and prevent unnecessary refills, especially critical in drought-prone regions.
- 3. Eliminate Overdosing with Automation**
Automated dosing systems to ensure just the right amount of chlorine and pH correction cutting waste, lowering energy and water use, and protecting water quality.
- 4. Reduce Plastic and Emissions**
With 7× less storage volume and up to 24-months shelf life, briquette systems require fewer deliveries, reducing CO₂ emissions and plastic waste across your supply chain.
- 5. Track Your Impact with Sustainability Metrics**
Monitor chemical use, water consumption, and safety performance and align with water criteria of certification standards like Green Key, EU Ecolabel, and Nordic Swan to boost credibility.

Sustainable pool care allows hotels to reduce resource consumption while improving operational performance.. You can reduce and improve. It's better for your guests, staff, brand, and better for the planet. Make every drop count.



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
 - Balanced pH levels that help 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 fewer backwashes

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.

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