



FLUIDRA

**POOLS FOR
HOSPITALITY
BUSINESS:**

A great world
of possibilities

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A great world of
possibilities

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INTRODUCTION

In the competitive context of hospitality businesses, the right type of pool can become not only a **distinct leisure offer**, but a true **manifesto** that represents a company's or establishment's approach to hospitality.

Just like not all hotels are the same, the current market presents a very diverse swimming pool offer to ensure the water features and installations **add value** to all types of hospitality outlooks. From family-oriented spaces to wellness experiences, there's a pool to match each style and need.

Throughout this brief but exhaustive guide, we aim at providing a comprehensive look at the different types of water installations that are available today to enhance the leisure offer of hotels, resorts and campings. Keep reading to find out.



02

WHY ADD A SWIMMING POOL TO YOUR HOSPITALITY BUSINESS

Thanks to its unique blend of leisure and relaxation possibilities, the swimming pool often becomes the centerpiece of a hospitality business, providing a space to cater for the special needs of guests, whatever their different profiles are.

As such, there are at least 4 reasons as to why hospitality businesses decide to add a swimming pool to their installations:



Added entertainment: swimming pools are associated with fun activities and photo opportunities, becoming a multifunctional space for guests to get in touch and enjoy a unique experience. This translates into pleasant customer experiences that turn clients into loyal guests and promoters through their social media posts.



Differentiation during client's consideration stages: a pool can be a major selling point for guests while they're considering which hotel, camping or resort to visit, often becoming a 'make-or-break' decisive point.

Additionally, having a pool can also create opportunities for a hospitality business to promote itself on social media and other communication channels, with beautiful pictures providing a positive impression of the hotel.



Branding: choosing the right type of pool can indeed turn into a true manifesto of a business' brand image and the way they approach hospitality. As such, cutting-edge aquatic spaces and installations can quickly turn into a hotel's brand trademark, helping build a competitive advantage. For instance, a well-designed wellness pool can associate a hotel, camping or resort with ideas of luxury and relaxation.



Boost of economic performance: in addition to the pool, the incorporation of surrounding elements and services (from cocktail bars to water shows or water parks) generates a unique leisure space that pushes these businesses' economic performance. On the one hand, hotels and resorts with unique aquatic installations can justify a higher price for a customer's stay. On the other hand, the addition of surrounding businesses quickly elevates return on investment for hospitality operators.

"... the incorporation of surrounding elements and services generates a unique leisure space that pushes these businesses."

03

ASPECTS TO HELP YOU
CHOOSE THE RIGHT
TYPE OF POOL

Architecture and style

A hotel's design plays a crucial role in their choice of aquatic installation. From contemporary and minimalist aesthetics to more traditional or rustic types, aquatic installations today offer a **great design variety** to choose from.

Space availability

The size of available spaces will also greatly determine the type of aquatic installations that are suitable. This is also true for whether the swimming pool will be installed indoors or outdoors.

Type of guests

While certain types of swimming pools (such as big leisure pools) match all types of customer, other installations might be better suited for a certain type of visitor and their requirements. There's a pool to match all **guest profiles** and **target audiences**, from families, couples and business travelers.



Possibility of adding water features

The addition of ornamental elements can become a decisive element that turns aquatic installations into one-of-a-kind leisure areas. Such is the case of **waterfalls**, which help decorate a hotel or camping space while generating atmospheres that induce relaxation. These elements can also be combined with other architectural elements to create unique spaces, such as those that feature the ambient light of the pool.

04

SWIMMING POOL POSSIBILITIES TODAY: FROM CLASSIC TO CONTEMPORARY, AND EVERYTHING IN BETWEEN

Themed swimming pools

Themed swimming pools are pools that are designed to present a specific and uniform theme or concept, usually inspired by a particular location, time period, or style.

These pools are often found in resorts, campings, water parks, and other entertainment venues, where they are used to create an **immersive and memorable** guest experience.

In order to achieve this immersive experience, these installations typically add elements such as caves, waterfalls, slides, swimming and relaxation areas... all through an adequate pool design that takes all needs in terms of **sustainability, safety and maintenance** into account, as well as **behavioral dynamics** for the space's design.

These possibilities create an extraordinary space for all ages and different user profiles, generating a crucial differentiation in today's competitive environment within the hospitality business.



Leisure pools

Leisure pools are swimming pools designed with leisure and entertainment in mind. They come in a variety of sizes and shapes, ranging from small pools to large public pools with cascades and other features.

Their versatility means a majority of leisure pools focus on the **family as a target audience**, with features that will satisfy the needs of everyone: from a nice relaxing dip to playful, fun experiences and aquatic activities. These pools tend to be the centerpiece space for outdoor leisure, so they are often complemented with additional surrounding services including cocktail bars and entertainment programs.

Rooftop pools

Located on a building's top storey, the **rooftop pool** has become synonymous to exclusive, **iconic spots** able to attract tourists and guests who are captivated by the possibility of a swim with prime views of both natural landscapes and cityscapes.

Rooftop pools add **commercial value** to a building while making the most of what otherwise might become an unused terrace space. They're typically part of hospitality installations whose target audiences include guests looking for luxury and exclusivity.

Rooftop pools usually have an overflow channel that produces the so-called "infinity effect" at one of its overflow edges, producing a visual trick that makes the water blend with the horizon and extend into infinity.





POOL TEMPERATURE 29 °C
OUTSIDE TEMPERATURE 37 °C

Children's and water park pools

Also known as **kiddie pools**, these pools prioritize the safety of children and are designed specifically for their use. As such, they include certain characteristics, such as recommended water temperatures, **proper depth or water treatments**, among others.

They also typically feature elements that make it possible for children to interact with the water, such as **splash parks**. This includes the incorporation of **water slides** which, with the right approach and design, can become a true added value for any hospitality businesses.

Artificial lagoons and lakes

Artificial **lagoons and lakes** in hospitality businesses can enhance the natural surroundings and accommodate a wide range of activities and water sports beyond bathing itself, such as kayaking, rowing and even sailing. Designed to recreate **stunning natural aquatic landscapes**, these solutions are a strong trend in the hospitality and real estate industries.

Lagoon areas are excellent multifunctional spaces which can integrate multiple other services (cocktail bars, restaurants, sunbed areas, spectacles, etc) with a high return of investment. Large-scale water features, such as waterfalls or idyllic beaches, can also add value to these destinations.



A vibrant tropical beach scene. In the foreground, a large, clear blue infinity pool reflects the sky and surrounding greenery. To the right, a lush bush of pink and red flowers sits on the edge of the pool. Several tall palm trees with green fronds stand prominently. In the background, a turquoise lagoon leads to a row of overwater bungalows with thatched roofs. Further back, a small island with a mountain peak is visible under a bright blue sky with light clouds.

"... lagoon areas are excellent multifunctional spaces which can integrate multiple other services"

Above-ground pools

Above ground or partially-inground pools are a type of alternative solution to above ground pools. It is a type of installation where the pool vessel is raised above the ground. They can be made of **concrete or modular panels**.

On the other hand, there are also **prefabricated** above ground pools, a lightweight pool with a growing trend that can even integrate rest areas. This is an easy-to-install, **Plug & Play** pool solution that can add an extra to **private zones** in hotel or resort rooms, as well as in bungalows or glamping areas. These options offer an elegant, minimalist style that aims to blend in perfectly with the surroundings. Typically associated with relaxation or exclusive, private bathing experiences, they can help **increase the average ticket per night**.

Wellness pools



Hydromassage and vitality pools are all part of the “wellness pool” experience, a type of aquatic solution targeting adults and enhancing exclusivity at hotels, resorts and campings. These wellness solutions can take different shapes and designs, including the possibility of designing water circuits, while allowing operators to join the growing “wellness tourism” trend. They usually integrate hydromassage jets and benches to provide a relaxing experience. Stainless steel and acrylic materials are an ideal option to design them.

Alongside with saunas and steam baths, there are solutions such as **hot tubs and cold plunge pools** that add a temperature contrast therapy experience to provide a complete and more extensive wellness offer.



Lap pools

Those hotels and resorts that have **gym or wellness areas** can complement their services with a lap pool.

With a great variety of dimensions, lap pools are rectangular pools with several lanes for **recreational swimming**, training or even to offer guided activities such as aquagym. They integrate accessories such as lane ropes and ladders, as well as proper lighting and lifeguard elements. They can be installed indoors or outdoors.



05

A POOL TO MATCH
EACH BUSINESS

Hotels & Resorts

Current options in hotel swimming pools allow hotels and resorts to choose from appealing and modern designs that fit within their distinctive business models and attract the right type of guests.

Resorts and holiday & leisure hotels

Resorts and holiday & leisure hotels are usually located in large natural or beach areas with multiple services and aquatic spaces. They can be focused on leisure for the whole family, housed in large buildings with multiple rooms and water parks. On the other hand, resorts and villa hotels are more focused on relaxation for couples, with villas and/or overwaters surrounded by nature and more privacy.

- A large **leisure pool** remains a must-have for many holiday and leisure hotels with no space limitations and with the aim of targeting generalistic target audiences. These allow for the incorporation of unique features, such as cascades, water slides and themed pools. As well as small private pools on the same room terrace.
- **Splash Parks** have quickly become an essential element for hospitality businesses looking to create a safe, familiar atmosphere. Splash Parks are designed to promote entertainment and fun in shallow spaces. Includes interactive fountains that present different colors and shapes, water splashes, dynamic water jets, wave areas, interactive games, and other fun and sensorial elements.
- **Lagoons** represent a strong trend in the hospitality sector. Aiming at becoming luxurious, peaceful oases at the heart of big hotels and resorts, they offer extreme design versatility, accommodating multiple concepts in a single space: from large-scale water features, such as waterfalls and idyllic beaches, to a wide range of activities and services that provide extra economic performance for the hotel (such as sport activities, cocktail bars, sunbeds, or spectacles – among others).
- **Wellness centers** incorporate different types of pools aimed at providing pleasant, serene atmospheres. From vitality pools for special treatments and floatation therapy pods, to the addition of cold plunge pools, Finnish and salt saunas, steam baths, ice cabins, or emotional showers, among many other elements.

Lifestyle hotels

Aquatic installations for this type of hospitality business must match their unique character and distinctive approach as well as their common location in hip, urban environments.

This approach must generate multiple high-standing spaces, services and experiences that match their guests' requirements in terms of lifestyle unique experiences. This is why both **rooftop pools** and **wellness centers** are often good companions to this type of location.

Business and conference hotels

A pool and/or a wellness center for this type of hospitality business can add value to guests by offering a great way to unwind after a long day at work.

Leisure pools or **lap pools** (for small-sized locations) are often a good choice, while **infinity and rooftop pools** typically elevate this type of hotel to luxury status. Alternatively, a wellness space can be welcomed for extra relaxation possibilities.

Inns

Aiming at generating cozy, familiar atmospheres, inns offer unique settings for their guests. Aquatic features in this context typically need to adapt to space limitations and distinctive decorative tastes, with **traditional-looking installations** becoming the best choice.



All-suites

This type of hospitality is characterized by hotels and resorts with spacious rooms (**suites**) with more or less services included, offering extra privacy to both couples and families beyond the common areas of the establishment.

These cover a wide spectrum of hotel styles. From sprawling hotels in natural and tropical landscapes to urban "apartment" style hotels that can include everything necessary for the tourist's day-to-day life.

Adding **different types of pools (private or common)** to this formula will depend on the type of hotel, whether they are large leisure pools, swimming pools, wellness options or small pools in urban hotels.

Boutique or themed and design hotels

This type of hotel targets 'hip' travelers looking for unique, original atmospheres in popular tourist destinations. As such, **wellness pools** represent a great option for generating this type of experience, offering added value for tourists looking to relax and disconnect from their daily routines.

Hoteles Wellness & Spa

The growing demand for "wellness tourism" has translated into hospitality businesses that put wellness installations at their core. Among these, the **classic spa and sauna experience** represents the most long-established option, while **wellness circuits**, **inox vitality pools for cold plunges** or **hydromassage pools** are all good choices to complete a pool area.



Sustainable hotels

These companies prioritize sustainability in every single one of their choices, and swimming pools cannot be an exception. The preferred option for Millennial hotel guests, they must ensure their aquatic facilities use **environmentally-friendly treatments**, such as Neolysis, a system that combines salt chlorinators and ultraviolet radiation for efficient and sustainable water treatment and disinfection processes. Additionally, some opt for **bio pools or natural pools**, which try to emulate the natural ecosystem to obtain an installation with zero environmental impact.

Campings

Campings with pools are able to offer outstanding experiences for holidaymakers. The camping sector is currently growing towards establishments of higher standing with multiple services that are **more similar to a resort**. In fact, leading initiatives are creating a new approach to campsite experiences that blends architectural design with high-standard services and branding to provide unique experiences.

Themed pools are of the most popular options for family-oriented leisure, as they're able to adapt to the needs of different customer profiles and exceed their expectations through more immersive and cohesive spaces.

Additionally, with the right type of pool installations, different areas can be created to address the needs of every family member's preferences and needs. These include **leisure** and **children's pools, splash parks, lagoons and lakes** as well as **wellness spaces** and **ornamental and interactive** features.

Moreover, all choices for campings can be built with sustainability in mind. For instance, integration with the natural environment and a low impact on landscapes represent a priority for many that can be achieved through the right design of aquatic installations.

**"all choices for campings
can be built with
sustainability in mind"**



06

MAXIMIZE A POOL INSTALLATION: OTHER FACTORS TO TAKE INTO ACCOUNT

When considering the addition of a pool, there are some other additional elements that are crucial and hospitality operators should take into account.

The evolution of the swimming pool industry has meant that, today, the options for building appealing installations don't necessarily need to compromise important aspects such as **reliability and cost-efficiency**. In fact, the following additions for water installations can greatly enhance their possibilities:

Connectivity & IoT applications

Automation and IoT (Internet of Things) systems can facilitate pool management for operators. These systems offer options to connect, interact and control extensive aquatic equipment from smart devices like mobiles or tablets. It is the case of technologies such as Fluidra Connect & InnfoPool, able to boost the pool's **maintenance, energy performance and sustainability**.

LED Lighting

Lighting is a crucial element that defines the style and atmosphere of any aquatic installation. Today, it's advisable to opt for sustainable underwater and outdoor **LED lighting** that provides stunning illumination while also guaranteeing a safe space and significant energy and cost savings.

Efficient water treatment technology

Proper water treatment is crucial for any successful aquatic installation, ensuring water that is always in the best condition. Today, innovative water treatment technologies for **water recirculation, reutilisation, filtration and disinfection** are increasingly reliable and sustainable. Successful formulas include solutions such as Freepool2, Neolysis, KIVU pumps, OC-1 filtration media, sand filters, regenerative filters, among others, such as robot cleaners for automatic, intensive daily use.



07

CONCLUSION

How can hospitality operators ensure they end up with the right aquatic solution?

As we've seen above, adding a pool represents a smart investment for hospitality operators looking to take their brand image and economic performance to the next level.

However, in order to guarantee the pool's performance in the long term, it's essential to choose the right type of aquatic installations. In fact, expert advice and engineering in aquatic installations can make a crucial difference between a well-maintained and safe pool and a pool that harms a hotel's reputation or becomes a liability.

This is where the aid of experts in aquatic installations comes in. Blending expertise in areas such as **sustainability**, **business** and **concept design**, they provide access to a wide range of experts and disciplines with the aim of delivering **efficiency and sustainability** for each project, crafting unique installations and leisure experiences.

"This information contains general recommendations that must be taken into consideration on a case-by-case basis. This information is not an instruction manual and cannot be considered as such for any purpose. Any implementation or installation to be made must be made by a professional and under the appropriate guidelines. In this regard, each user is responsible for the application it makes of the information contained herein. Fluidra will not be responsible for its use. Consequently, under no circumstances will Fluidra be liable or responsible for any claim, damages or loss that may arise as a consequence of the use of this information".



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