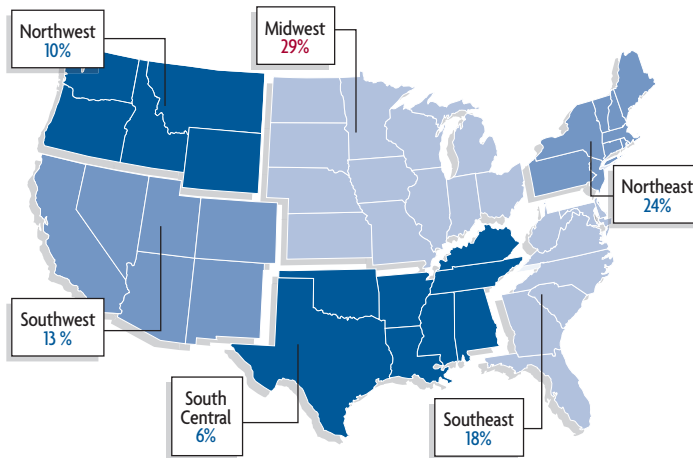


# THE LEISURE

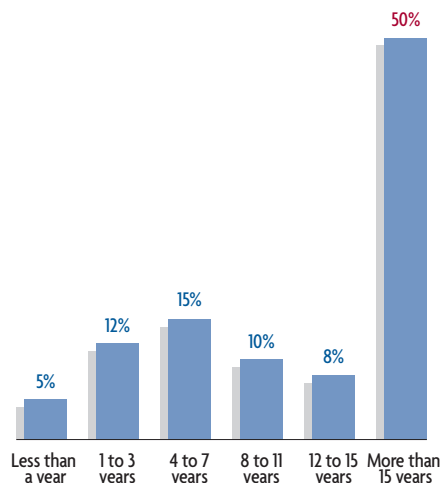
## READY FOR A FACE-LIFT

The leisure pool trend is showing its age, with a striking majority of facilities in the survey being 15 years or older. Facilities also seem to be tapping into a newer trend in which leisure pools are part of a larger community or fitness centers. Watch for an increase in renovations over the next five years and a continued trend to merge the leisure pool with other recreational amenities.

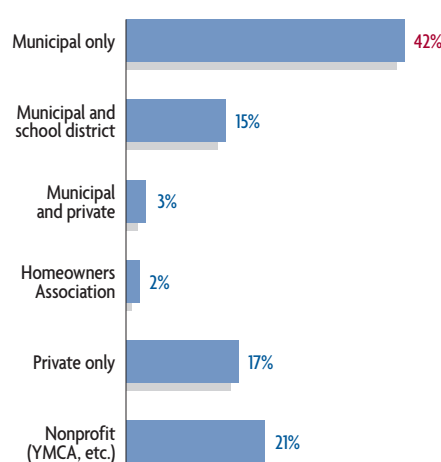
## IN WHAT REGION OF THE COUNTRY IS YOUR LEISURE POOL LOCATED?



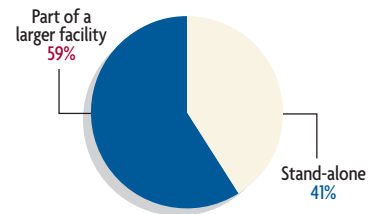
## WHAT IS THE APPROXIMATE AGE OF YOUR LEISURE POOL FACILITY?



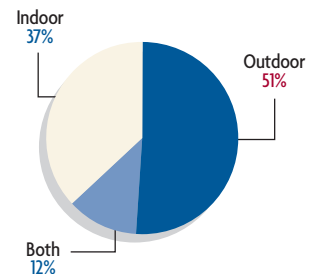
## WHAT BEST DESCRIBES YOUR OPERATING ARRANGEMENT?



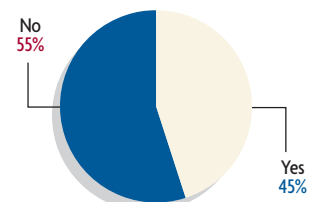
## IS YOUR LEISURE POOL A STAND-ALONE OR PART OF A LARGER FACILITY, SUCH AS A COMMUNITY CENTER?



## IS YOUR LEISURE POOL INDOOR, OUTDOOR OR BOTH?



## WAS A FACILITY OPERATOR INVOLVED IN THE DESIGN OF YOUR LEISURE POOL?



Results represent responses from 800 leisure pool operators across the nation. *Aquatics International* readers were invited to participate in the online survey Nov. 29 through Dec. 29, 2005.

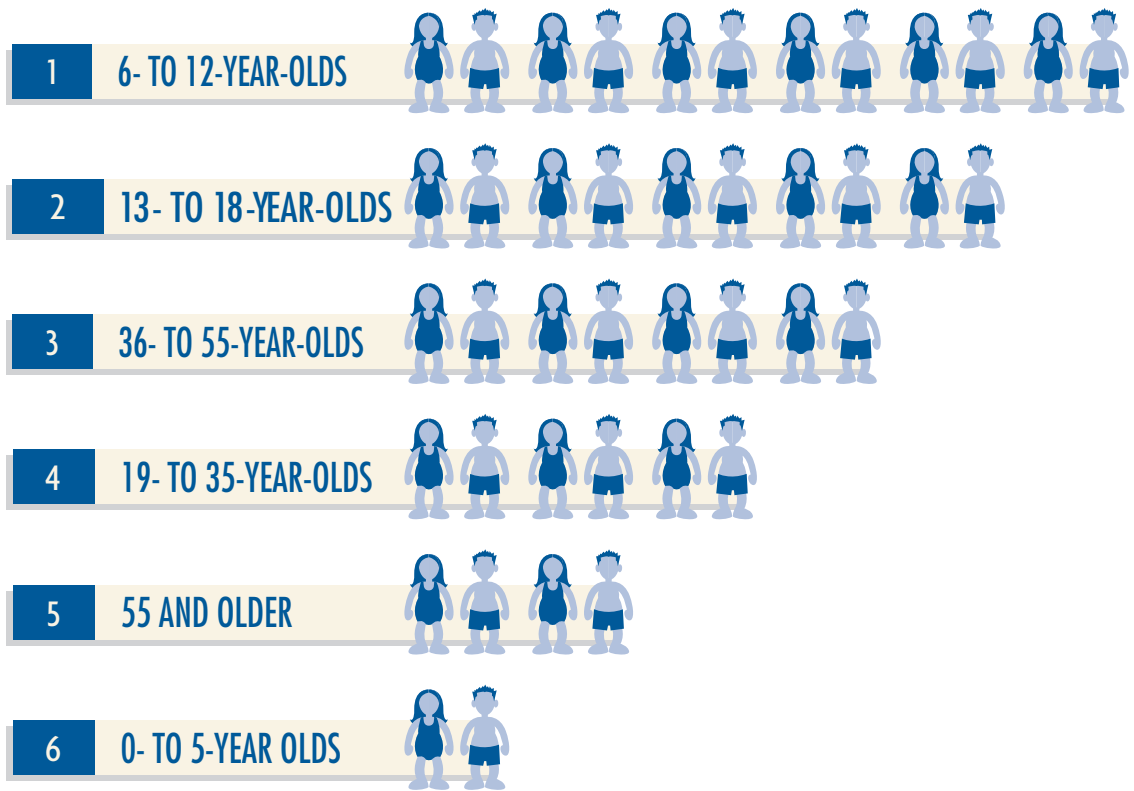
# SET

An exclusive *Aquatics International* Field Report reveals the latest trends in today's leisure pools. What do they say about the state of the industry — and where do you fit in?

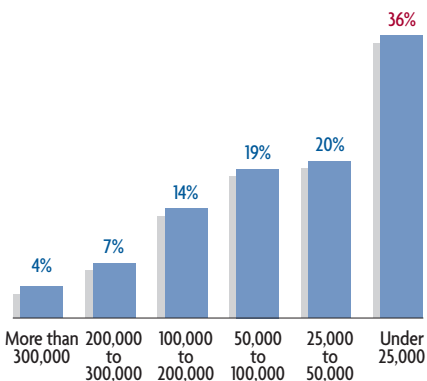
## TWEENS VS. BOOMERS

Though they mimic their big sister waterparks in many ways, leisure pools look to be staying on the smaller side when it comes to attendance. The six- to 12-year-olds account for the most attendance, but baby boomers aren't far behind. This dichotomy presents a particular challenge to operators, who must figure out how to continue to draw the young crowd while appealing to more mature audiences. Many operators are finding aquatic therapy programming to be the magic bullet for boomers.

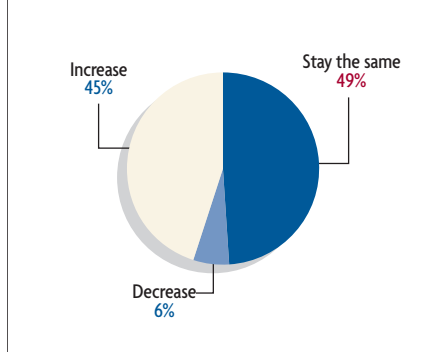
### WHO PATRONIZES YOUR LEISURE POOL?



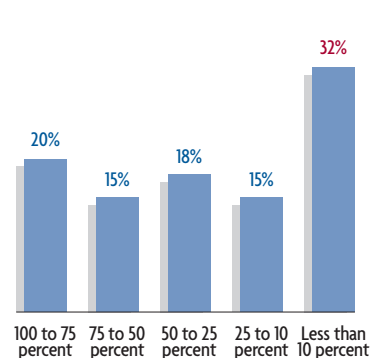
### WHAT IS YOUR ANNUAL ATTENDANCE?



### THIS YEAR, DO YOU EXPECT YOUR ATTENDANCE TO:



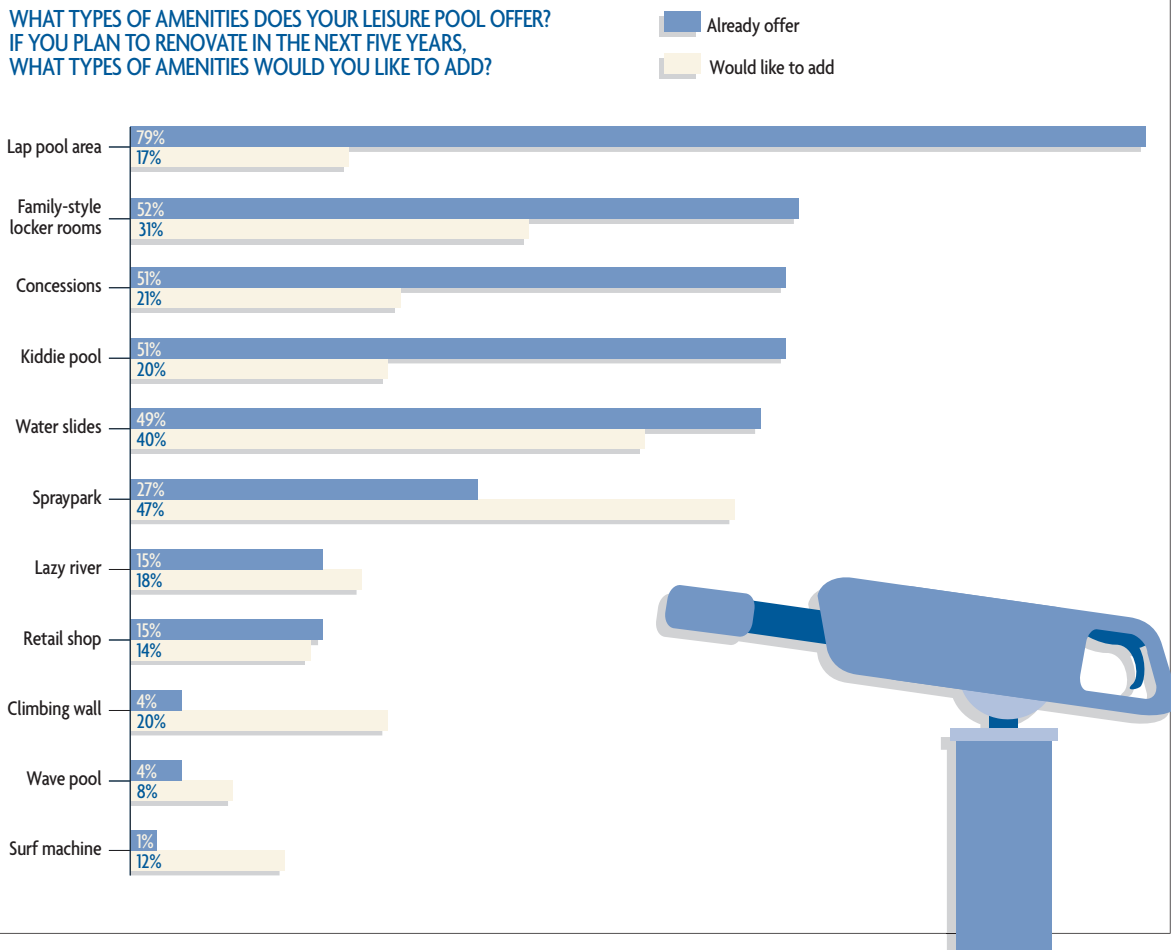
### WHAT PERCENTAGE OF YOUR GUESTS ARE SEASON PASS HOLDERS?



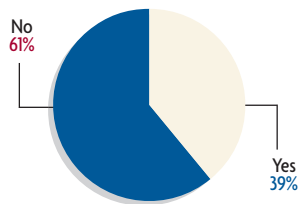
## JUST SPRAY IT

Nearly half of all facilities want to renovate in the next five years and most of them have their eye on sprayparks, with water slides coming in second. Many municipalities consider sprayparks a low-cost way to offer aquatic recreation because they are seen as needing little supervision or upkeep. However, after a *crypto* outbreak at a New York spraypark sickened thousands and ignited a class action lawsuit, experts say operators should rethink attitudes that sprayparks are low maintenance.

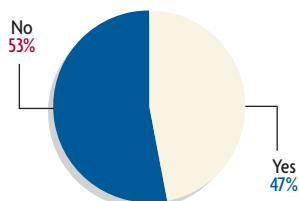
WHAT TYPES OF AMENITIES DOES YOUR LEISURE POOL OFFER? IF YOU PLAN TO RENOVATE IN THE NEXT FIVE YEARS, WHAT TYPES OF AMENITIES WOULD YOU LIKE TO ADD?



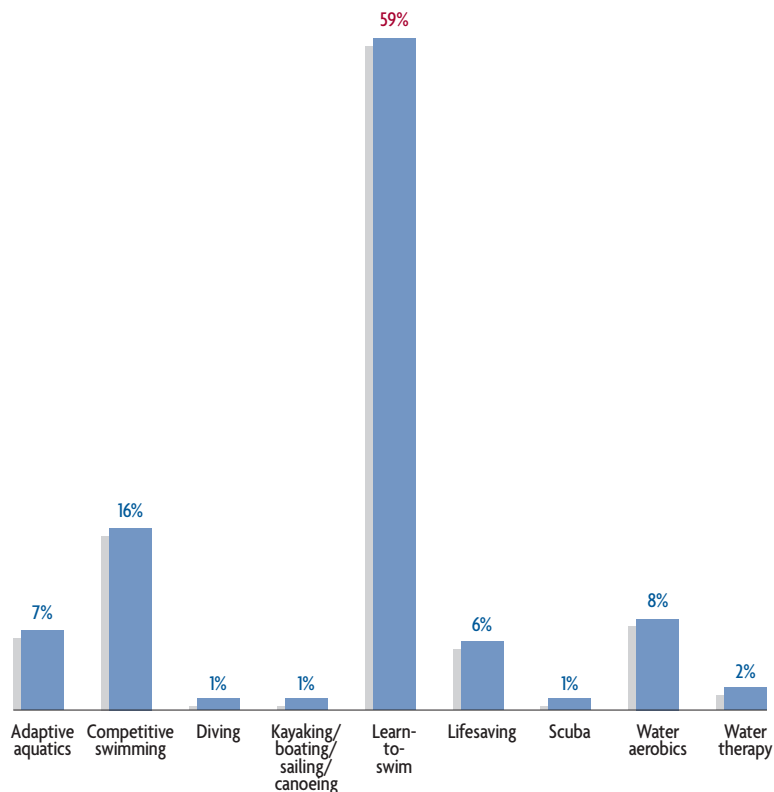
HAVE YOU RENOVATED YOUR FACILITY IN THE PAST FIVE YEARS?



DO YOU PLAN TO RENOVATE IN THE NEXT FIVE YEARS?



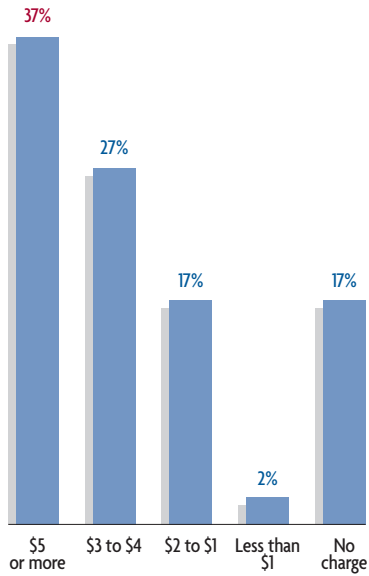
WHAT TYPES OF PROGRAMS DO YOU OFFER?



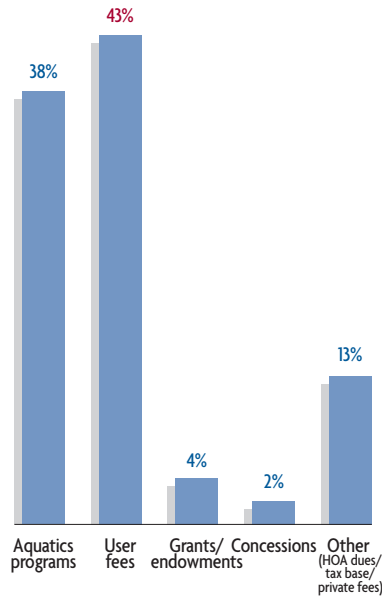
## FOLLOW THE MONEY

Programming and fees account for the biggest chunk of leisure facilities' funding. User fees comprise most of that funding, but programming comes in at a close second, thanks to special events such as birthday parties, which are offered by more than 60 percent of facilities. The marketing of facilities, however, appears to be stuck in low gear, with the majority advertising in newspapers and largely ignoring popular new media such as the Internet and e-mail.

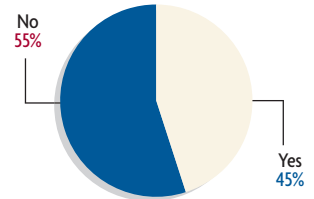
### HOW MUCH DOES A REGULAR-PRICED WEEKDAY RECREATIONAL SWIM PASS COST?



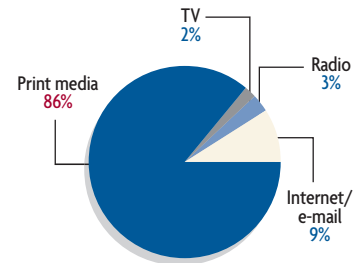
### WHAT IS YOUR BIGGEST SOURCE OF REVENUE?



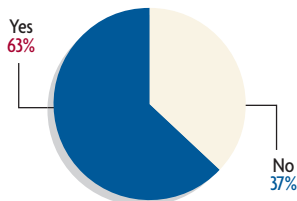
### DOES YOUR FACILITY COVER ITS OPERATING COSTS THROUGH USER FEES AND OTHER FACILITY-GENERATED REVENUES?



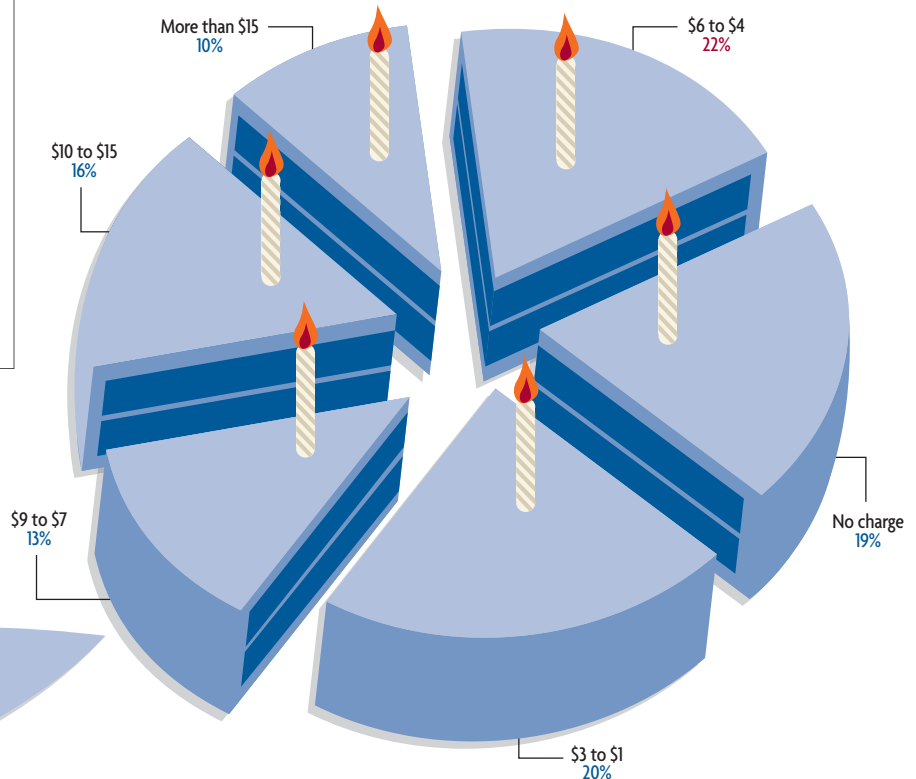
### WHAT IS YOUR MAIN METHOD OF MARKETING?



### DO YOU OFFER BIRTHDAY PARTY PACKAGES?



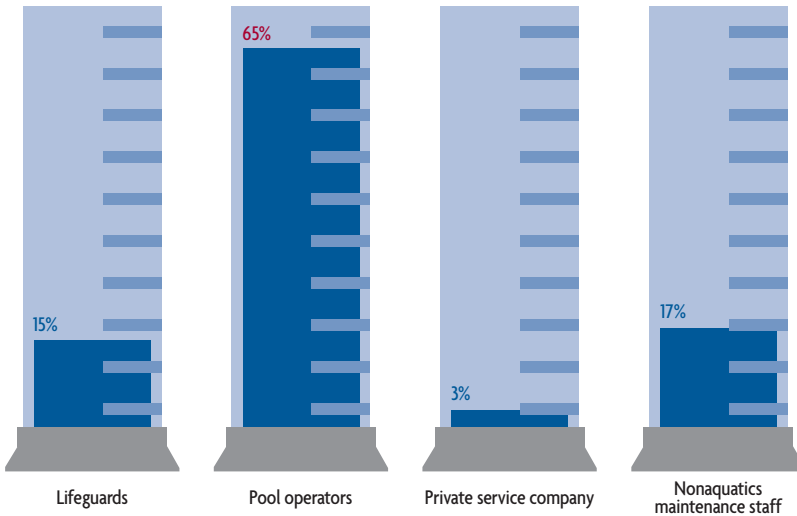
### HOW MUCH IS THE PER-PERSON CHARGE ON YOUR BASIC BIRTHDAY PARTY PACKAGE?



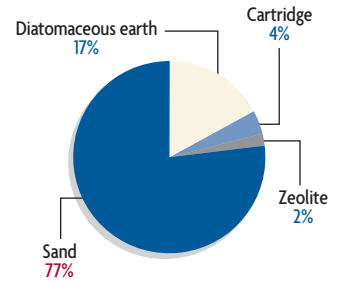
## GOOD MAINTENANCE?

**B**y a fairly wide margin, pool operators, who are more likely to be certified, are in charge of day-to-day water-quality maintenance. That is followed by nonaquatics maintenance staff and lifeguards at much lower percentages. But add those two groups together and it means that more than 30 percent of water-quality maintenance is being done by employees most likely not certified in pool operation. As RWIs become a bigger concern for facilities, experts say operators who don't currently have certified water-quality staff members should get some — or risk an outbreak that can scar a facility publicly and financially.

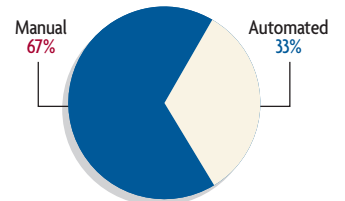
## WHO TYPICALLY DOES DAY-TO-DAY WATER QUALITY MAINTENANCE AT YOUR FACILITY?



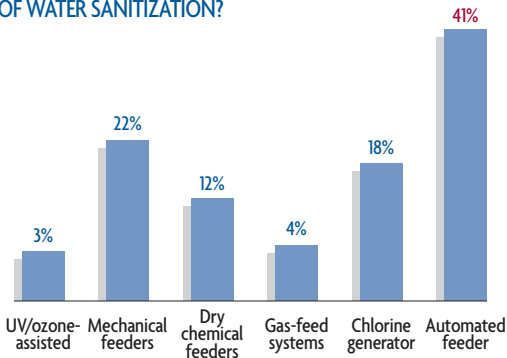
## WHAT TYPE OF FILTRATION MEDIA DO YOU USE?



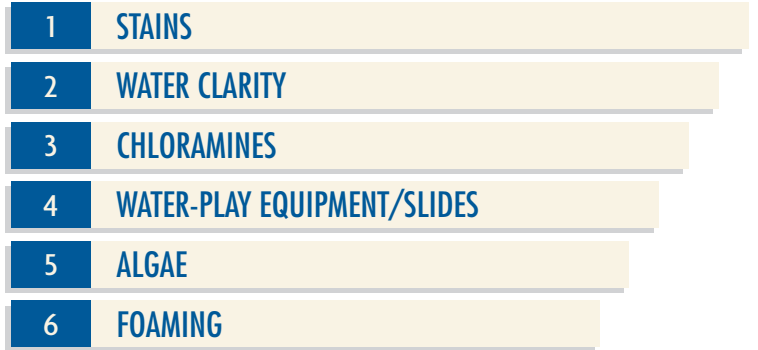
## WHAT BEST DESCRIBES YOUR METHOD OF WATER TESTING?



## WHAT BEST DESCRIBES YOUR METHOD OF WATER SANITIZATION?



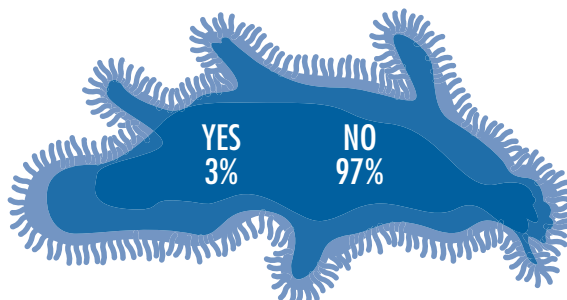
## WHAT ARE YOUR BIGGEST MAINTENANCE ISSUES?



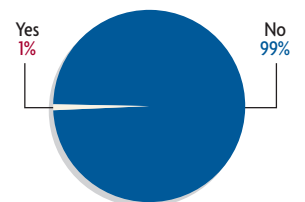
## GOOD NEWS, BAD NEWS

**T**he good news is that most facilities seem to be doing well with water quality. Only a small percentage report that patrons had become sick from RWIs, and an even smaller number say they've had to close due to an outbreak. The bad news? Nearly 25 percent say they don't require guests to shower before entering the pool or spa. Experts say that number should be 100 percent because showering helps remove fecal matter that can introduce RWIs into the water.

## ARE YOU AWARE OF ANY OF YOUR GUESTS GETTING SICK DUE TO A WATERBORNE ILLNESS AT YOUR FACILITY?



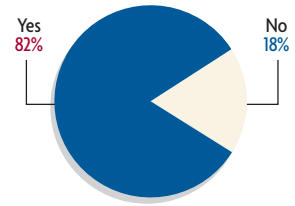
## HAVE YOU EVER HAD TO CLOSE YOUR FACILITY DUE TO A WATERBORNE ILLNESS OUTBREAK?



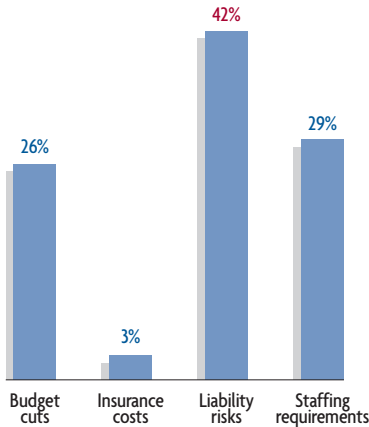
## CERTIFICATION CONCERNS

CPO and ARC have the lock on operator and lifeguard certifications, though the CPO is far less dominant than ARC. But most aquatics experts will be interested in the 80-plus percent of facilities that require certified operators. Certification is seen as necessary to combatting RWIs and running healthy facilities. In fact, studies have shown a clear correlation between water quality and certification. If that isn't reason enough to convince the nearly 20 percent of facilities that don't require certification, consider that it also guards against liability — operators' top concern.

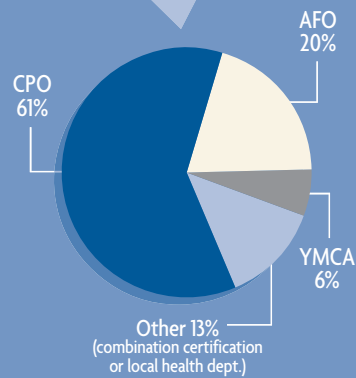
## DOES YOUR FACILITY REQUIRE THAT POOL OPERATORS BE CERTIFIED?



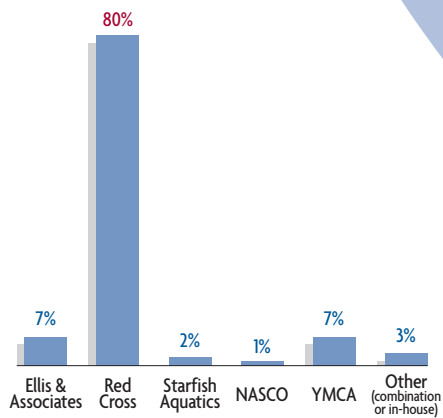
## WHAT IS YOUR TOP CONCERN?



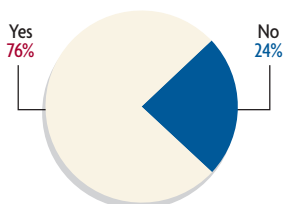
## IF POOL OPERATORS MUST BE CERTIFIED, WHICH PROGRAM DO YOU USE?



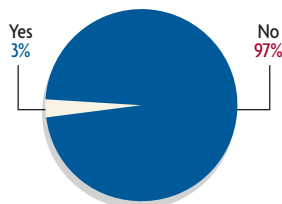
## WHAT ORGANIZATION DO YOU USE TO TRAIN LIFEGUARDS?



## DO YOU REQUIRE GUESTS TO SHOWER BEFORE ENTERING THE POOL?



## HAVE YOU HAD A DROWNING IN THE PAST FIVE YEARS?



## HAS YOUR FACILITY BEEN THE SUBJECT OF A LAWSUIT IN THE PAST FIVE YEARS?

