



MYTH: Pools lose money because not many people swim.

Often, people see empty community aquatics centers and assume that people just don't value swimming or aquatic exercise anymore.

FACT: People love to swim.

Swimming is the second most popular sports activity in the nation—people love swimming. But consumers have lots of choices for their recreation or exercise dollars, and their love for swimming doesn't mean they're willing to endure a dingy facility, inconvenient hours, poor customer service, stale programming, etc.

MYTH: Pools are just too expensive to operate.

Aquatics facilities have high overhead costs, for sure. Between utilities, insurance, constant staffing, and maintenance, the costs mount quickly.

FACT: Pools generally spend far more than they should.

Pools are expensive, but they don't need to be as expensive as they usually are. Most aquatics facilities are simply throwing money away with excess staffing, lax personnel policies, improper settings on HVAC or pool chemistry equipment, and too many managers with nothing to do.

MYTH: Almost all pools lose money, so it's inevitable.

Most pools lose money—usually several hundred thousand dollars per year.

FACT: Most pools aren't managed effectively.

Generally, a new facility looks at existing facilities a few towns over, or a few states over, and models their approach based on what they see. As a result, a very similar management approach is in place at aquatics facilities across the country. Unfortunately, this particular approach tends to yield under-utilized facilities, excess costs, and consistent financial losses.

**FACT: There is a better way—
Aquatics facilities can be self-supporting.**

A properly designed and managed aquatics facility can be a high-priority destination for a multitude of users, providing an outstanding experience to a diverse customer base, generating revenues in excess of operating costs.

Lutra Aquatics knows what works. We have been operating self-supporting facilities for more than 30 years, and the resulting expertise helps our clients design and operate their own self-supporting facilities.

Your community aquatics facility can be better, and more cost-effective, than it currently is. Lutra Aquatics can help make it happen.

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