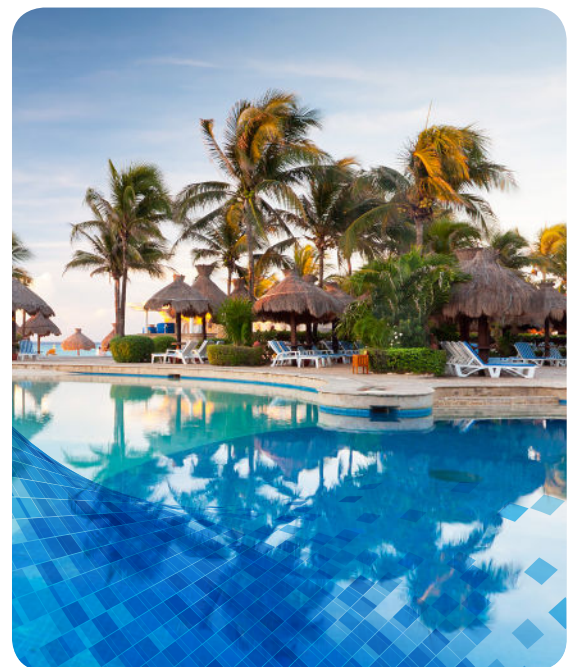




Don't Let Waterborne Illnesses Threaten Future Bookings

Calcium hypochlorite (Cal Hypo) is available to better protect pools and spas from crypto.

News of an illness outbreak at a hotel or resort due to drinking water and food has shown to hurt a business' reputation as well as scare off valuable customers. However, recreational water, such as swimming pools, spas and water parks, also pose a serious threat...



Recently, an increased awareness of waterborne illnesses such as cryptosporidiosis, caused by the Crypto (*Cryptosporidium*) parasite that can originate in inadequately chlorinated recreational water in the Caribbean and Central America, has further impacted the industry. If visitors become ill after swimming, the impact can be serious not only for the hotel or resort, but for the country's tourism.

Protecting guests' swimming pool and spa water should be as important as protecting their drinking water and food. Taking appropriate action to avoid adverse effects of outbreaks, hotel and resort management should continually strive to prevent potential problems. This includes using sanitizing solutions like calcium hypochlorite (Cal Hypo) to help prevent recreational waterborne parasites as well as immediately addressing and preventing the spread of negative social media.

Trichlor May Leave You More Vulnerable to Crypto

While there are many waterborne parasites that can infect tourists, Crypto should be of significance to all hotel and resort owners. Crypto is a tough microscopic parasite that is transmitted by swallowing water from contaminated pools, spas and hot tubs, waterparks and water rides. Crypto parasites can cause a range of symptoms from diarrhea to serious illness and sometimes death.

Crypto prevention and remediation are of major importance to guests' health and safety as well as the facility's reputation and revenue. Recent studies by the United States Centers for Disease Control and Prevention (CDC) indicate that trichloroisocyanurate (Trichlor)—the chemical most widely used in the Caribbean and Central America to chlorinate pool and spa water—may not be used to remediate Crypto in a pool. In 2015, the CDC determined that the cyanuric acid (CYA) stabilizing agent in Trichlor quickly builds up in the water and substantially reduces chlorine's effectiveness in controlling microorganisms that can cause waterborne diseases such as Crypto.¹



Cal Hypo: A Better Defense Against Crypto

The CDC's findings regarding Trichlor indicate that Caribbean and Central America facilities that use Trichlor for Crypto remediation in recreational waters are potentially more vulnerable to outbreaks than previously thought.

To protect guests and themselves, hotel and resort owners and management teams should investigate Trichlor alternatives for swimming pool and spa chlorination. Highly effective methods based on unstabilized disinfectants such as Cal Hypo are readily available for use and serve as a safe, effective and proactive defense against Crypto outbreaks and subsequent loss of revenue.



The Social Media Factor

The rise in power of social media is also changing how hotels and resorts in the Caribbean and Central America operate. Recreational water treatment rules—as well as penalties for breaking those rules—are not as severe in these countries as they are in North America. However, hotels and resorts in these areas can still be harshly penalized in the court of public opinion, i.e., social media.

Word of mouth travels fast on the Internet. Prospective guests can now see what others say about a resort or hotel at the touch of a button. If a waterborne outbreak occurs, negative social media, like guest complaints or reviews, or blog posts can go viral, amplifying and spreading bad news very quickly. This kind of activity can have a serious impact on current and future bookings, long-term revenue as well as the country's tourism industry.



In winter 2019, for example, the entire Dominican Republic hotel and resort industry faced a huge problem because eight American travelers became ill and died. Although the specific cause(s) of these deaths were never determined, each had similar medical symptoms. The initial impact of that situation was thousands of canceled bookings. The country lost a large portion of its tourism in a very short time and bookings dropped off for months.²

With the increase in consumer access and awareness, hotels and resorts in the Caribbean and Central America must continue to reduce the potential for waterborne pathogens, particularly those that originate from swimming pools and other recreational water facilities.

A Proactive Approach to Crypto

Hotels and resorts in the Caribbean and Central America must take immediate and appropriate action to avoid waterborne illnesses from organisms such as Crypto as well as the negative publicity that occurs because of an outbreak. In order to increase the probability of positive word-of-mouth, owners and management teams must continually strive to reduce the potential for problems in the first place.

Hotel and resort owners who proactively guard against Crypto and other waterborne pathogens with effective sanitation, such as Cal Hypo, and who remain cognizant about online reviews and social media buzz surrounding their properties—will not only protect the health and safety of their guests, but their country's tourism and their property's bottom line.



References

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