

THE POOL & HOT TUB ALLIANCE

Encourages Water Conservation

Some people might think that owning a pool or hot tub flies in the face of efforts to conserve water, but in fact, pool and hot tub consumers and industry professionals are some of the most conservation-conscious people around when it comes to preserving this precious natural resource.

To help educate both consumers and industry professionals about water conservation, the Pool & Hot Tub Alliance has released a research article featuring facts on recreational water usage and conservation tips for pool and spa owners.

“Water is precious. We need to make sure we have enough and the reality is, we can — small changes can add up to big savings if each of us does his or her part,” said Alice Cunningham, co-owner of Olympic Hot Tub Company in Seattle, who wrote the article along with Kathleen Carlson, co-owner of AquaQuip and a member of the PHTA Retailers Council.

Members of the PHTA are strong advocates for water conservation.

As the world’s largest international trade association representing the swimming pool, spa, hot tub and recreational water industry, PHTA and its members are in the business of using water for health, recreation and relaxation, so it’s especially important to them that water remains abundant and accessible for all.

The article offers facts on household water use, as well as tips for making the most of pool and/or spa water. Some examples include:

- **Properly maintained spa water** needs to be replaced only two or three times a year and can be reused for landscape watering when drained. In a pool, one filling lasts for decades and is only necessary when repairs require it.
- **Baths use water once**, but a spa offers four to six months of use for the same water. Taking just five baths at normal tub size uses enough water to fill a typical 400-gallon spa.



THE POOL & HOT TUB ALLIANCE

Encourages Water Conservation

- **A jetted or whirlpool bathtub used twice a week** consumes 240 gallons. In just four months, these tubs use about the same amount of water as most pools use in an entire season.
- **A good spa or pool cover can reduce evaporation** and water waste by 95 percent.
- **Spas manufactured in the last five years use new technology** that keeps water clean much longer.

“The pool and spa industry is committed to water conservation,” Carlson said. “We’re educating our customers on how they can protect this vital resource by making a few simple changes in how they use water.”

“For pool and spa professionals, **water conservation goes beyond our individual companies,**” Cunningham said. “We may be competitors in the marketplace, but we’ve joined together to raise public awareness for this important issue.”

For more information, visit www.PHTA.org, telephone 703.838.0083, or write to PHTA, 2111 Eisenhower Ave., Alexandria, VA, 22314.



**LET'S POOL
TOGETHER**



LetsPoolTogether.com