

Surf Splash – An Innovative Product with an Impressive ROI



Surf Splash automatic foot showers save money and water – and are a hit with guests!



A dump-truck sized mound of sand represents just three months of Surf Splash use - that's sand that stayed on the beach and out of the pool, pool deck and inside the resort.

The venerable “Where the sand stays in your shoes!” statement – a time-worn chamber of commerce motto for desirable beach destinations – may soon be in need of a replacement. Thanks to Surf Splash automatic foot showers, an increasing number of beach resorts are greatly reducing the amount of sand that gets onto pool decks and into pools, common areas, elevators, guest rooms and, well, ultimately people’s shoes.

But the big deal is that this reduction in sand accumulation translates into big savings for beachfront resort properties – savings both in water consumption and financial outlays (and not just the cost of the water, mind you).

“Since there are a significant number of beach resorts in the timeshare industry, Surf Splash is a very important product for the industry,” says Jim Franklin, CEO/Owner of Surf Splash, Inc. and inventor of the product. “Although it conserves water and guests love it, Surf Splash is first and foremost a preventative maintenance item because it vastly reduces the amount of sand tracked in by guests. I have used the analogy that installing Surf Splash units at a beach resort is as important as painting the building exterior. Surf Splash protects the property against the ravages of sand.”

But don't just take Franklin's word for it.

Extremely Satisfied Customers

“Jim Franklin brought Surf Splash to my attention a couple of years ago,” says Ronnie Revis, Director of Engineering for Brittain Resort Management. Brittain Resort Management manages numerous Myrtle Beach area mixed-use hotel and whole-ownership condominium resorts. “The owner of our company, David Brittain, saw Surf Splash at a trade show. Jim got my name and introduced it to me. When we tried it out at one of our properties, we instantly had a line of people waiting to use it.”

Revis says the product has been “fantastic,” touting Surf Splash's water-saving qualities and durability over traditional foot washes. “At the Caribbean Resort, I've got four beach access points. Previously, at each access I had an overhead shower and a foot wash, which was actually just another showerhead. The levers used to activate the showerheads run \$80 apiece, and during the summer I was repairing or replacing one every week at least. When they broke, the water would run continuously,” he notes.

To see how much water was actually being saved by Surf Splash, Revis installed an in-line water meter to test it out – and the results were staggering: “It was amazing,” he says. “I'm talking about *thousands* of gallons of water saved.” What's more, it also made shorter work of maintenance duties. “It really made a big difference with



sand on our pool decks and coming inside the resorts,” he explains. “It has all but eliminated any sand on the decks – it keeps it out of the pools, which makes it a lot easier to vacuum in the mornings. I've got one 80,000-gallon pool that we have to vacuum every morning, and it all but cut out the sand in it. You can imagine how long it takes to vacuum that and we come in at 6:30 or 7:00 every morning to have the pools open by 9:00. We have five men that clean that pool area in less than two hours now. Before Surf Splash, it used to take them three hours instead of two. With labor at \$11 an hour per man, you're talking about a savings of \$55 a day, every day,” Revis says.

A bit further south, in Daytona Beach, Florida, C.J. Rivera is seeing even greater savings. “Surf Splash has saved me,

Beyond the Pool Deck

Revis points out that sand is a pervasive problem for beachfront resorts. “In the resort business on the ocean, guests drag sand into the rooms, too,” he says. “We used to have to clean carpet a lot more than we do now. I know Surf Splash has helped out considerably.”

Franklin has calculated the potential savings on carpeting. “Our research suggests that the normal six-year life of commercial carpet is cut in half at beach resorts due to the sand. Resort maintenance personnel have consistently said Surf Splash reduces sand tracked into their properties by 80 to 90%. If Surf Splash reduces the amount of sand by only 67%, the carpet should last two years longer,” he explains. “So, beach resorts with Surf Splash units should get five years out of their carpet instead of three. Based

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with time, effort and material, about \$70,000 on my pool deck alone because *now* people wash their feet coming off the beach,” says Rivera, who is Director of Engineering at Wyndham Ocean Walk, a large mixed-use timeshare, hotel and whole-ownership property.

Rivera says the abrasiveness of the sand from the bottom of people's feet would continuously rub the paint off the resort's pool deck, making re-painting a semi-annual event. “Since we installed the Surf Splash foot showers, instead of painting the pool deck twice a year, we have only had to do it once,” he says. And this has meant impressive cost savings: For paint, painting supplies and labor, Rivera estimates Surf Splash has cut expenses by at least \$70,000, and “that's not including my filters and pumps that previously had to be changed because of sand accumulation.”

Wyndham Ocean Walk currently has four Surf Splash foot showers, which Rivera says get plenty of use: “We have them out all year. Being in Daytona, even if it's freezing people are constantly going out to the beach.” Because of the immense savings, he says the units have paid for themselves “many times over.”

And like Revis, Rivera boasts about the water savings as well. “We are absolutely saving a lot of water,” he says. “Before, guests would use the faucets or showers, and they would run and run. Surf Splash is an on-demand system. As soon as you step off, it shuts off automatically.”

upon information gathered from hotel owners and carpet installers, we have estimated the cost to replace commercial carpet in a 100-room property to be \$50,271. If the carpet last three years, the annual cost of the carpet is \$16,757. If it lasts five years, the annual cost is \$10,054. Therefore, Surf Splash will save a 100-room beach resort \$6,703 per year on carpet alone. And if the resort has 500 rooms, Surf Splash will save \$33,515 per year on carpet.”

With savings in so many areas, the value becomes clear. “It's just a good piece of equipment,” is how Revis sums it up.

“I think it's an excellent product,” agrees Rivera, adding that he has recommended Surf Splash to other beachfront Wyndham resorts: “We highly recommend it to our sister properties that are close to the beach ... the savings are phenomenal,” he says. “We installed four of them last year, and now we're going to add a couple more.”

For more information, contact:
Surf Splash, Inc.
International Headquarters
20657 Highway 11
Wildwood, Georgia 30757 U.S.A.
866-745-SURF (7873)
Fax: 866-511-5507
Skype: 706-996-2767
sales@surfsplash.com