

Let the Sunshine In

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Part 4

Designing with Light to Earn more Revenue

There is undeniable evidence that daylit spaces hold the potential to yield substantial benefits, including increased energy savings, increased revenue in retail applications, and improvements to human health and productivity.¹

While the science isn't precise, it is clear that daylight affects our mood, our behavior and our productivity. It is therefore mandated by global buildings codes :

Daylighting is the controlled admission of natural light, direct sunlight, and diffused-skylight into a building to reduce electric lighting and saving energy. By providing a direct link to the dynamic and perpetually evolving patterns of outdoor illumination, daylighting helps create a visually stimulating and productive environment for building occupants, while reducing as much as one- third of total building energy costs.²

Adding Sky to Your Design Isn't Just Beautiful, It's Highly Beneficial.

How does this translate to benefits in a waterpark?

1. Daylight serves as a benefit for your staff, encouraging productivity and boosting happiness while they are at work.
2. Waterpark guests, in brightly lit spaces where the provision of light/ luminance on interior surfaces is present, are likely to be happier. Therefore, their behavior will shift to staying longer, spending more and returning more frequently.





There are a variety of studies showing that daylight is the third most important factor in improving retail sales, behind hours of operation and years since last renovation.³

In other words, a day lit space with good hours and a clean, new environment will make more money.

Utilizing natural light can also lead to substantial energy savings. A waterpark could eliminate or significantly reduce the need for artificial lighting during daytime hours.

Lighting loads can be reduced by incorporating natural lighting into the envelope design and by using efficient lighting options.⁴

This is a win-win for owners and operators.

OpenAire has had the pleasure of building waterparks around the globe, challenging the stereotypes of traditional indoor parks. Our mutual goal is always to help waterparks lead the way in creating enjoyable, practical and beautiful spaces, making custom solutions to suit their

exact spaces and needs. From the northern border to the deep south, OpenAire supports clients in creating water parks for all seasons that are bound to “wow.”

This includes:



- A top- five park in Texas; Epic Waters, the largest indoor Waterpark in the USA
- Kalahari in the Pocono Mountains Pennsylvania
- Zehnder’s Splash Village in Michigan
- Pirate’s Cay in Illinois
- Jay Peak’s Pump House Waterpark in Vermont
- Water-Zoo Indoor Water Park in Oklahoma.

Contact us to see how we can support your future waterpark vision, or assist in modifying your existing park to accommodate the future of improved daylight, hygiene, ventilation, and cleanliness.

Footnotes:

¹ The Benefits of Natural Light: Research supports daylighting’s positive effect on building performance and human health. Kevin Van Den Wymelenberg. architecturallighting.com; March 19, 2014

² Daylighting, Gregg D. Ander, FAIA, Southern California Edison, Updated by U.S. Department of Energy Federal Energy Management Program (FEMP) Updated: 09-15-2016, <https://www.wbdg.org/resources/daylighting>

³ The Benefits of Natural Light: Research supports daylighting’s positive effect on building performance and human health. Kevin Van Den Wymelenberg. architecturallighting.com; March 19, 2014.

⁴ Energy efficiency in indoor aquatic facilities. Thoughtful choices yield significant energy savings, by Gary Lochner, Unison Comfort Technologies, innoventair.com