

## “Will Going Smoke-Free Hurt Business?”

The answer plain and simple is NO!!

“Economic Loss” is a myth that has been created and perpetuated by the tobacco industry.

The truth is:

- Research in 89 cities in 6 states show smoke-free ordinances do not hurt, but can help, restaurant and tourism business
- Smoke-free ordinances help people to quit smoking and protect the public health
- Smoke-free ordinances are fought by the tobacco industry because their profits are at stake

The studies compared hotel and restaurant revenues and tourism rates before and after passage of 100% smoke-free restaurant ordinances and also compared the figures with U.S. hotel revenue overall.

The results showed...

- **An increase** in revenues in Utah, Los Angeles, Mesa, and New York City
- **No significant effect** in California, Vermont, Boulder, and San Francisco
- **Slowing in the rate of increase** (but not a decrease) in Flagstaff

Common knowledge...

- There is a strong scientific consensus that secondhand smoke causes lung cancer, heart disease, sudden infant death, and many other diseases.

Less common knowledge...

- Spending 2 hours in a smoke-filled room is the equivalent to smoking 4 cigarettes
- 53,000 non-smokers die every year...for every 8 smokers, 1 non-smoker dies
- Smoke burning from the tip of a cigarette is 20 times more carcinogenic than the smoke inhaled by the smoker

Reference: Stanton A. Glantz, PhD and Annemarie Charlesworth, MA. *Tourism and Hotel Revenues Before and After Passage of Smoke-Free Restaurant Ordinances*. The Journal of the American Medical Association, May 26, 1999.

Glantz, S. *Smoke-Free Restaurant Ordinances Do Not Affect Restaurant Business*. *Period*. Journal of Public Health Management and Practice, 1999.