

WHAT'S THE REAL COST

of keeping secondhand smoke in casinos?

A lot has changed in the gaming industry since 2008. Today **85 percent of U.S. adults are nonsmokers**, and smokefree indoor air is now the expectation for gaming enthusiasts across more markets.



Don't let your casino's

REPUTATION

EMPLOYEE HEALTH

CUSTOMER LOYALTY

go up in secondhand smoke.

Secondhand smoke exposure means more sick days, more costly turnover, and higher healthcare costs.



Exposing people to secondhand smoke reduces social responsibility and brand image, especially now that there are approximately 800 smokefree casinos and other gambling venues in the U.S.



Indoor secondhand smoke impacts the frequency and duration of nonsmoking customer visits and makes it harder to attract new customers for meetings, gaming, and non-gaming businesses.



To learn more about the benefits of smokefree casinos, visit smokefreecasinos.org.



www.no-smoke.org
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