

# \$Smoke-Free: A Tourist's Destination

Tourism is an important economic driver contributing \$13.1 billion to Kentucky's economy in 2014.<sup>1</sup> Successful tourism relies not only on individual attractions, but on a welcoming community environment.<sup>2</sup> Smoke-free laws contribute to a healthy environment by protecting people from secondhand tobacco smoke in all workplaces and public places.

## Tourists Expect Smoke-free Places

- 87% of guests prefer a smoke-free hospitality environment.<sup>3</sup>
- Smoke-free laws protect the health of local residents, visitors, and travelers.
- Tourists travel more frequently than the average consumer and prefer to visit areas that protect both the environment and the welfare of the local people.<sup>4</sup>

*"As the owner of a business which caters to tourism, I am watching our county lose money every time the guests at The Hill House Bed & Breakfast decide to spend their time dining and then shopping in Bardstown, simply because smoking is allowed in most restaurants in Marion County."*

*Lisa Marie Williams, 2015<sup>5</sup>*

## Smoke-free Laws Help Tourism

- Bardstown, KY, smoke-free since 2010, experienced an increase in tourism in 2014, adding \$89 million in total economic impact.<sup>6</sup>
- Hotels and restaurants in 5 New York counties showed higher annual payrolls and significant increases in hotel, eating, and drinking taxable sales after smoke-free policies took effect.<sup>8</sup>
- Hawaii found that tourism and employment increased as smoke-free laws took effect.<sup>9</sup>

*Ten years after going smoke-free the Irish minister of tourism, stated that a smoke-free Ireland "absolutely" increased tourism.<sup>7</sup>*

*"The best promotion is for satisfied tourists to tell their friends about their experiences in Kentucky." Ecotourism in Kentucky<sup>10</sup>*

## Give tourists a smoke-free Kentucky!

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