



# Health News 3

## 10 Compelling Reasons Smoke-Free Policies Make Good Business Sense

1. More than 4,300 restaurants in Colorado benefit from being smoke-free, accounting for more than half of all the sit-down restaurants in the state.
2. Smoke-free policies do not adversely affect restaurant business and sometimes boost it, according to studies that use sales tax data and sound research methods. Overall sales tax revenues remain stable in places with smoke-free laws like Aspen, Boulder, Montrose, Snowmass, and Telluride. Studies also show that hotel revenue and tourist volume stay stable.<sup>1</sup>
3. Smoke-free policies increase restaurant patronage and compensate for any initial loss of smokers by almost 2.5 times.<sup>2</sup>
4. In Colorado, 80% of the adult population does not smoke.<sup>3</sup>
5. Most smokers accept smoke-free policies and have little difficulty refraining from smoking for an hour or two. Surveys of thousands of smokers indicate that they continue patronizing smoke-free restaurants. In addition, 85% of all Coloradans who smoke want to quit smoking.<sup>3</sup>
6. More than half of all Americans choose smoke-free restaurants over ones that allow smoking.<sup>4</sup>
7. Furniture lasts longer. Burn holes in tablecloths, carpets, and booths are avoided. Repainting ceilings, walls, and window coverings yellowed by tobacco smoke is eliminated. You never have to buy or clean ashtrays again!
8. Clean and replace draperies, carpets, air cleaning systems and filters less frequently. Save money on ventilation systems that do not remove all the toxic chemicals in tobacco smoke.
9. Insurance costs may be lower because some insurance companies provide lower rates for businesses with smoke-free policies.
10. You can get free signs that announce your smoke-free policy.

<sup>1</sup> Journal of the American Medical Society, <sup>2</sup> Cornell School of Hotel and Restaurant Administration,

<sup>3</sup> Colorado Department of Health and Environment, <sup>4</sup> National Restaurant Association

### Restaurant owners say...

#### "It Pays to be Smoke-Free!"

*"After my restaurant became nonsmoking, business actually increased by ten percent within a few months. This is a family business and many people didn't want to expose their kids to smoke."*

Harvey Kittel,  
Vern's Restaurant, LaPorte

*"Not a day goes by when someone doesn't say thank you for going nonsmoking. I had half a dozen regulars say they wouldn't be back, but I've seen four of them back already."*

Rick Trujillo,  
Red Robin, Colorado Springs

## Get Free Publicity & Advertising

- Free listing on the *Colorado Guide to Smoke-Free Dining* Web site and listings in local print guides.
- Free link to your restaurant's Web site and links to other Web sites.
- Free publicity through print articles and ads in *AAA Motorist* magazine, *Dining Out*, *Colorado Tourism* Web site, and other publications. Television and radio exposure through public service announcements and paid ads.

It Pays to be Smoke-Free

Start benefitting today! Call GASP for your free tips and signs!

Ph: 303/444-9799, Web site: [www.GASPforair.org](http://www.GASPforair.org), Email: [smoke-free@gaspforair.org](mailto:smoke-free@gaspforair.org)

*Find out why smoke-free policies  
make good business sense.*

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*Look Inside...*

RETURN SERVICE REQUESTED

GASP of Colorado  
Group to Alleviate Smoking Pollution  
2885 Aurora Avenue, Suite 37  
Boulder, CO 80303

Non-Profit Org.  
U.S. Postage  
PAID  
Boulder, CO  
80302  
Permit # 653



## Restaurant owners say...

# "It Pays to be Smoke-Free!"

*"You can imagine my angst at making my truck stop nonsmoking. After all, many truckers smoke and they are a significant percentage of my clientele. We had a few customers walk out initially and I was ready to reinstate the smoking policy. However, I cannot think of one customer that has not returned because of the policy. Going smoke-free has been a delight. The policy has increased my loyal customers and tourism base, reduced employee absences, made cleaning easier, and simplified the seating of customers."*

Mark Larson, State Legislator  
Owner, M&M Truck Stop & Family Restaurant, Cortez

*"Benvenuto's is a family restaurant that has been smoke-free for three years. Since then, only about 15 to 20 people have walked out. The policy has not hurt business and the business has grown 10% per year."*

Tom DeMaro, Owner, Benvenuto's, Aurora

*"Our smoke-free family restaurant opened November 1994, and we regularly receive compliments about this policy." Surprisingly, even our smoking patrons appreciate this policy and the clean atmosphere that goes with it. Our experience has convinced us that our smoke-free environment is an asset to the business and has helped us grow to our current level of success."*

Steve Sowin, Owner, Cinema Grill, Aurora