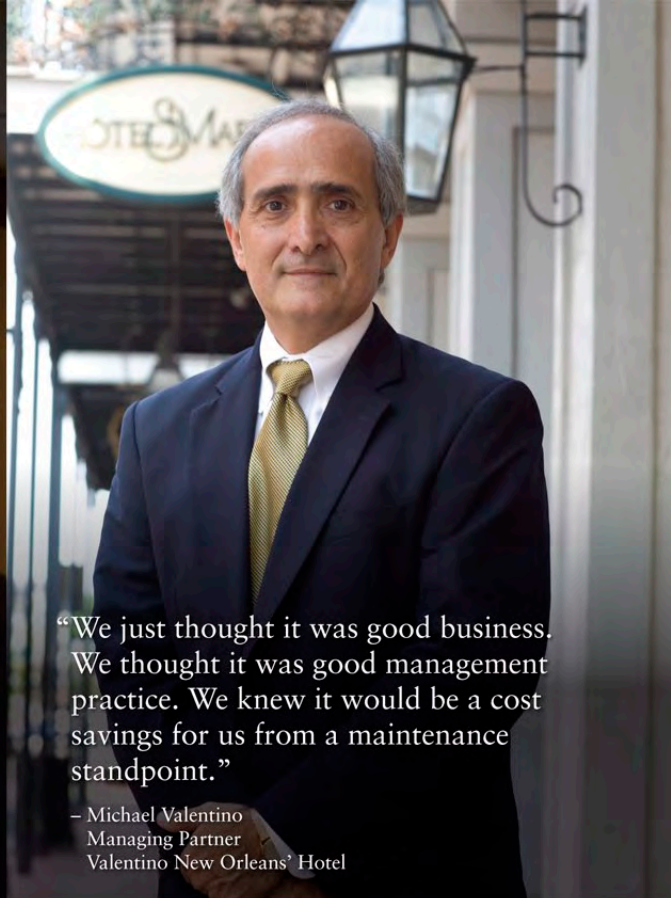


“The biggest concerns Marriott had about going smoke-free were the potential of economic loss, but in general, the feedback has been overwhelmingly positive. We have not seen any economic loss as a result of this policy.”

— Steve Lampa,  
SVP Operations  
Marriott, Inc.



“We just thought it was good business. We thought it was good management practice. We knew it would be a cost savings for us from a maintenance standpoint.”

— Michael Valentino  
Managing Partner  
Valentino New Orleans Hotel



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Support for this pamphlet was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.



**Smoke-free hotels**  
*good for health*  
*good for business*



“Westin is proud to have been the first hotel brand to go smoke-free. This is one time when we are pleased that the competition quickly follows our lead.”

– Sue Brush  
SVP  
Westin Hotels and Resorts

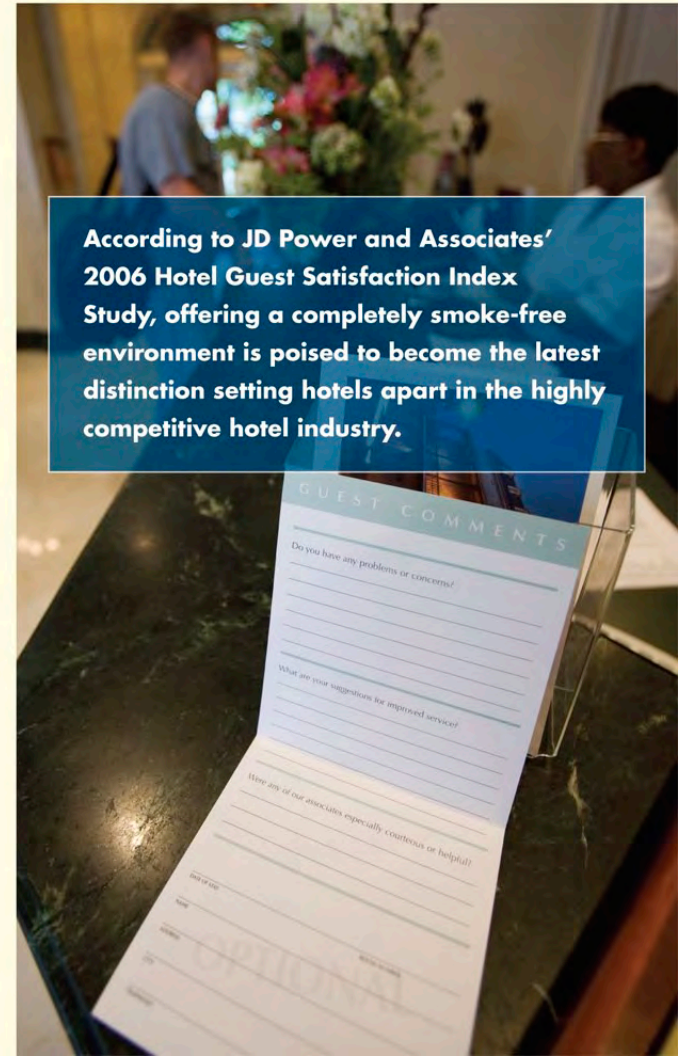
## Going smoke-free is a big change that can make big improvements to the health of your patrons, your employees – and your business.

Marriott, Westin, Comfort Suites, and many other boutique and independent hotels have already gone smoke-free with Sheraton soon to follow, citing reduced operating costs, simplified room assignments, increased customer satisfaction, and most importantly the improved health of guests and employees.

Secondhand smoke kills more than 50,000 non-smokers each year. It contains more than 4,000 chemicals, including at least 69 known to cause cancer. To protect their customers and employees, more businesses are going smoke-free.

**In fact, more than half of the U.S. population is now covered. Americans are now protected by comprehensive smoke-free laws in that include restaurants, bars and other businesses.**

**Economic studies show that smoke-free laws have not hurt sales or profits, and in fact, sales often increase after businesses go smoke-free.**



**According to JD Power and Associates' 2006 Hotel Guest Satisfaction Index Study, offering a completely smoke-free environment is poised to become the latest distinction setting hotels apart in the highly competitive hotel industry.**