

Public Places: Shopping and Office Malls; Entertainment and Sports Facilities; Travel, Cruises, Country Clubs; Bars, Clubs, Casinos

Why

In most public places, most people are nonsmokers. Cigarette litter is a problem in places where people come and go. Cigarette-caused fires are a concern where large numbers of people are present. In many public places, people stay only a short time so the inconvenience of not being able to smoke is minimal. These are all reasons proprietors and managers of public places have instituted smokefree policies.

Another reason is to keep up with the competition. Shopping and office malls, entertainment and sports facilities, the travel industry, even traditionally smoke-filled places like bars and bingo parlors are becoming smokefree.

Shopping and Office Malls

Smokefree malls and office complexes are becoming the norm. In late 1994, half of the nation's 1,800 enclosed regional malls were estimated to be smokefree by Mark Schoifet, spokesperson for the 25,000-member International Council of Shopping Centers. All 70 malls operated by the Maryland-based Rouse Co. are smokefree. More than half of the

Philadelphia-area malls are smokefree, as are many malls in Michigan.

Most New Jersey malls went smokefree in 1993-94. The Mall at Short Hills is New Jersey's largest, with Neiman-Marcus and Saks Fifth Avenue among its five department stores. General Manager Craig Perry reported, about the inauguration of its smokefree policy in April 1994, "The reaction has been phenomenal. About 95 percent of the complaints we received about this property used to come from people who wanted this to be a no smoking facility."

Even in the heart of tobacco-growing country, malls are adhering to, even touting, their smokefree policies. Mall St. Matthews in Louisville, with more than 50 stores, adopted a smokefree policy in late 1994. Despite organized protests from the National Smokers Alliance, the mall management maintained its policy. Several northern Virginia malls, including Tysons Corner and Potomac Mills, have prominently featured their smokefree environments in their advertising.

Carnegie Center Associates manages three million square feet of office space in New Jersey, mostly in one to five-story office parks. Bernie McNamee, Director of Property Management, estimates 10,000 to 15,000 people are housed in its buildings,



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which have been smokefree indoors, including cafeterias, since 1994. Carnegie Center Associates also defines where smoking is allowed outdoors (in designated areas near loading docks) so people don't have to enter buildings through a cloud of smoke. In New York City, the Mendik Company, which owns and manages 12 million square feet of commercial office space, was among the supporters that urged the City Council to prohibit all smoking in any part of a commercial office building.

Entertainment and Sports Facilities

Entertainment and sports facilities are well along the way to smokefree status. The Shubert Organization, which owns more than 20 theaters, the sites for live performances in Boston, New York, Philadelphia, Washington, D.C., and Los Angeles, has made all its theaters smokefree. The Universal Amphitheater in Universal City, California is smokefree, as well as the Great Western Forum, the 18,000-seat concert and sports facility in Inglewood. Two famous outdoor amphitheaters, the Greek, in Los Angeles, and the Hollywood Bowl, are smokefree in their seating areas.

Dozens of professional sports stadiums are smokefree including domed stadiums in Atlanta, Houston, Montreal, Minneapolis, Seattle, and Toronto, and outdoor stadiums in Philadelphia, San Diego, Baltimore, Detroit, and Oakland. All major league ballparks offer smokefree seating, except for the Milwaukee Brewers. More than 50 college football facilities are smokefree, including Stanford, Penn State, Ohio State, Texas A & M, Virginia Tech, Kentucky, Louisiana State University, and

West Point. In August 1994, the NCAA banned all tobacco use during all practices and games. The 1996 summer Olympics in Atlanta were smokefree.

The New Jersey Sports and Exposition Authority, which manages the Meadowlands race track and arena and Giants Stadium, is making all its facilities smokefree. Speaking of its decision, Robert E. Mulcahy III, President and CEO, said, "We pride ourselves at the Sports Authority on being responsive to the needs of the sports and entertainment marketplace and on being fan-friendly." Michael Rowe, Executive Vice President, said, "We listened to the voices of our fans."

Travel, Cruises, Country Clubs

Federico Pena, the U.S. Secretary of Transportation, reported in summer 1996 that 80 percent of flights between the United States and other countries were smokefree. Airlines are also responding to the International Civil Aviation Organization, which passed a resolution in 1992 asking all member states to have smokefree international flights by 1996. (Almost all United States domestic flights are required by federal law to be smokefree.)

Delta Airlines was the first United States carrier to make all flights smokefree, worldwide (January 1, 1995). In full-page advertisements celebrating the first anniversary of its policy, Delta's headline read, "With all our flights smokefree, flying Delta can be habit-forming." Apparently, other airlines agree. Northwest, the first United States carrier to voluntarily make all domestic flights



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smokefree, has joined Delta, with all flights worldwide smokefree, as have Virgin, USAir, Air Canada, and Air New Zealand.

Airline passengers can expect to land at smokefree airports. A July 1994 survey by the American Cancer Society, American Heart Association, and American Lung Association found that most public areas in most United States airports were smokefree. The study reported that 83 percent of airports reported their concourses and walkways were smokefree, up from 54 percent in 1992. Eight large airports, including Los Angeles, Chicago, and Dallas/Fort Worth, were totally smokefree at the time of that study. In January 1996, a new study by the three organizations found that one-third of 59 airports responding to the survey were totally smokefree, a 22 percent increase since the earlier survey. One reason airports were eliminating smoking areas was cost. Air exchanges of 60 cubic feet per minute in smoking areas (compared to 15 cubic feet per minute in nonsmoking areas) are expensive.

Other carriers are going smokefree, too. Amtrak eliminated smoking on most of its trains in 1993. Greyhound, the only bus company with nationwide service, eliminated smoking on buses several years ago, in response to Department of Transportation regulations, and made its offices and some terminals smokefree. Avis, Budget, Hertz, National, and Thrifty all offer smokefree rental cars; National will guarantee a smokefree car for persons with respiratory disability. Hertz sets aside 80 percent of its fleet as nonsmoking. Avis began offering nonsmoking cars several years ago at the urging of its owner-employees.

Even in the more leisurely travel/entertainment world of cruise lines, smokefree is becoming the norm. In 1992, Majesty Cruise Lines advertised as the only cruise line with smokefree restaurants. But since then, American Hawaii, Carnival, Cebu, and Princess, among others, have instituted smokefree dining rooms, and Princess has also made its main show lounge smokefree. Publicity for these policies has come from an unlikely source — Benson & Hedges cigarettes. Its April 1, 1996 ad in *Newsweek*, in its series showing people smoking on window ledges, etc., showed passengers smoking in lifeboats, with copy announcing that the dining rooms on most cruise ships are smokefree.

Cruise lines also offer nonsmoking guest rooms, as do 86 percent of hotels surveyed by the American Hotel and Motel Association. The Texas Hotel and Motel Association sees a continuing increase in nonsmoking accommodations and Executive Vice President Don Hansen reports that 50 to 60 percent of Texas' quarter-million hotel rooms are smokefree. The Hilton hotels find demand for nonsmoking rooms ranges from 50 to 80 percent. Crowne Plaza, Embassy Suites, Hampton Inns, and Homewood Suites have set a minimum of 75 percent of their rooms as nonsmoking.

Some hotels do more. In the early 1980s, Lyndon Sanders opened the Non-Smokers' Inn, Dallas, then widely regarded as the first totally smokefree hotel. Others have followed. The Southwest Inn, an "authentic Santa Fe style country inn" in Sedona, opened in September 1994 with a nonsmoking policy. Bed and breakfasts and historic hotels are

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usually smokefree. One New Jersey bed and breakfast association requires members to be smokefree.

Failure to provide sufficient smokefree accommodations is a problem not only for the hospitality industry, but for the communities where it does business. Miami lost out on a convention of the National Conference of Bankruptcy Judges when its local hoteliers did not guarantee that at least 50 percent, and preferably 75 percent, of the 1,500 rooms needed by the organization would be nonsmoking. The judges decided, early in 1996, to take their \$1.4 million in business to San Diego instead.

Country clubs are establishing nonsmoking policies. Marsh Landing Country Club in Ponte Vedra Beach, Florida is Jacksonville's most expensive non-equity country club and golf course (membership is \$20,000 plus as much as \$2,500 annual dues). The club made all indoor facilities smokefree in June 1994. Assistant manager Sally Hall, interviewed a year later about their decision, listed among their reasons responding to the trend in other organizations and public places plus reducing the problem of cigarette burns in upholstery. Hall reported the new policy produced "fewer objections than we might have expected." One couple that objected to the policy is now dealing with another tobacco-related problem: The wife, a smoker, is in chemotherapy because she has cancer.

Bars, Clubs, Casinos

In early 1992, Alan Truscott, the bridge columnist of the *New York Times*, reported that nearly all American bridge clubs and tournaments ban smoking in playing areas.

In New Jersey, the Laughing Bean comedy club and coffee house in Red Bank is smokefree as is The Common Ground Cafe, a coffee house with live entertainment, in Summit. There's smokefree bingo at St. Mary's in Nutley and Temple Shaari Emeth in Manalapan. The Sands casino in Atlantic City highlights its entirely smokefree second level in its advertising.

There are dozens of smokefree bowling centers, billiard parlors, coffee houses with live music, comedy clubs, and dance halls in southern California, listed in the *Breathing Easy Entertainment Guide* published by the American Lung Association of Los Angeles County. In Washington Township, New Jersey, Oakwood Lanes initiated smokefree Thursday nights in 1993. "Bowling is an old sport, but that doesn't mean we can't think modern," said owner Robert Plenge.

Bars and taverns are going smokefree. Petrock's Bar and Grille, next to Petrock's Liquor Store, looks like many bars, with high stools around the counter, lots of dark wood, and display advertisements for various drinks. It's easy to see the ads because the air is smokefree. The bar and restaurant, in rural Belle Mead, New Jersey, grew naturally from the family liquor store when Mrs. Petrock began serving sandwiches, and it's been smokefree for years.

In Washington, several dozen bars and taverns in Tacoma, Port Townsend, Olympia, Seattle, Yakima, Milton, and elsewhere are smokefree. One tavern owner reported a 40 percent increase in business when he made his bar smokefree. When San Francisco's first smokefree bar opened in 1992, the owner advertised for



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bartenders, emphasizing that it would be a smokefree environment. There were more than 600 applicants for jobs.

More than 100 local jurisdictions in eight states require bars to be smokefree. Ordinances apply to free-standing bars and/or bars attached to restaurants. California passed a statewide ban on smoking in free-standing bars, effective January 1998. Bars are finding that mandated smokefree policies work well. One of the first cities to enact a smokefree bar ordinance was San Luis Obispo, California. The law "had no measurable impact on bar sales as measured by sales tax revenues" according to the Taylor Consulting Group, an independent consulting organization which issued its report in January 1993.

Workplaces and Public Places lists for more information.)

How

The experiences of these diverse public places demonstrate that virtually any public place can implement a smokefree policy. It's important to give advance notice, provide adequate information, and represent the policy as a plus not a minus. Make it clear that it's smoking that's not allowed; people who smoke are welcome. Virgin Atlantic's ad in the *New York Times*, April 5, 1995, had only two sentences of text on a full page of white space: "Starting May 1st, all Virgin Atlantic flights between the U.S. and London will be smokefree. It's probably the most sincere way to tell our smoking passengers that we'd like to keep them around."

(Please see the Restaurants and Outdoor Settings sections and the Smokefree