

Could a Smoke-Free Policy Affect Tourism?

Lessons Learned from a Survey of Jazz Fest Attendees

December 2012

Introduction

- Louisiana’s \$9.5 billion tourism industry is an essential part of the state’s economy, representing more than \$214.8 million in local taxes and employment for 1 out of every 12 residents.
- New Orleans accounts for 60% of the state’s revenue from tourism. Annual festivals such as Mardi Gras and Jazz Fest largely contribute to this revenue stream.
- Business owners expressed concern that the Louisiana **Smoke-Free Air Act (SFAA)** passed in 2007 would negatively impact tourism in Louisiana.
- This analysis addresses these concerns by analyzing data collected from surveys of out-of-state tourists at Jazz Fest 2012.

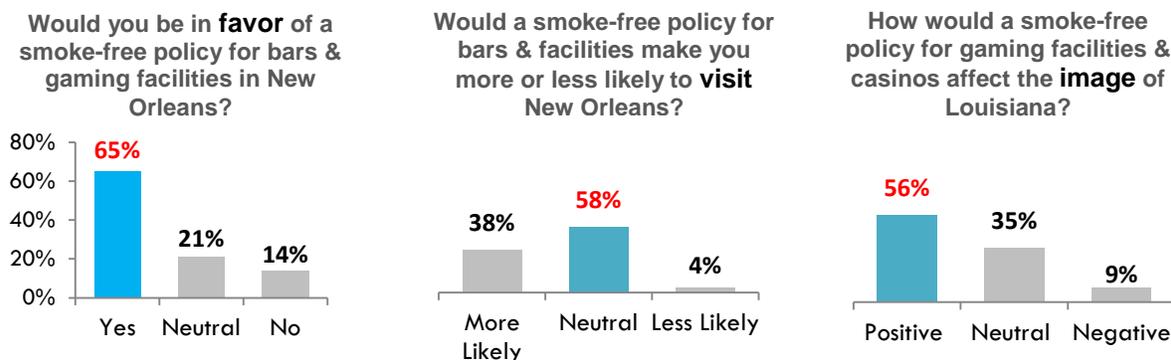
Methodology

- Surveys were conducted at Jazz Fest in New Orleans from April 27, 2012 to April 29, 2012.
- LPHI employees were based at 3 locations around the Jazz Fest entrances and intercepted every fifth person that passed.
- Only out-of-state tourists were asked to complete the full survey, which included questions about their perceptions of smoke-free policy and their attitudes toward smoke-free legislation in Louisiana and at home.

The Sample

- 404 out-of-state tourists were approached at Jazz Fest to complete the survey. Approximately 70% agreed to participate.
- 91% of the sample reported the intention to visit a bar or club while in New Orleans, making the sample a reliable representation of tourists likely to be impacted by expansion of the **SFAA** to include bars, nightclubs, and casinos.
- The sample accurately reflected national smoking rates: 74% never smoked, 8% smoked every day and 18% smoked occasionally.

Results



Conclusions

- Survey results indicate that implementing a smoke-free policy in bars, nightclubs, and casinos **would not** have a negative effect on tourism in New Orleans.
- The majority of tourists (65%) support a smoke-free policy in New Orleans. Moreover, the majority of smokers in the sample
- (68%) supported a smoke-free policy in New Orleans (*data not shown*).