92% of older adults age 65+ and 90% of younger adults age 18-24 are nonsmokers. Older adults and millennials agree. A smokefree environment is one of the most important amenities casinos can offer.

Attracting and retaining customers is just one of the many benefits of smokefree casinos.

Creating a safe and healthy workplace can decrease turnover, reduce healthcare costs and display a commitment to being a responsible corporate citizen — which is important to millennials and older adults alike.

To learn more about the benefits of smokefree casinos, visit smokefreecasinos.org.