

Non-Smokers' Rights Association Smoking and Health Action Foundation

December 2007

Clean Air: The New Tourism Amenity

Update (New!)

When the Non-Smokers' Rights Association began tracking the smoke-free tourism trend earlier this year, the focus was just on hotels and other types of temporary guest accommodations. However, since that time the introduction of smoking-restricted cruises has gained media attention, and the smoke-free policies of car rental companies have also come to our attention. As a result, the parameters of this resource have expanded and the document can be considered not only a compendium of smoke-free hotels but also a discussion paper on smoke-free tourism in Canada and abroad.

On November 20, 2007 in a move that angered tobacco control advocates, Marriott (a smoke-free hotel chain) hosted *Cigar Aficionado* magazine's "Big Smoke" at the Marriott Marquis in Times Square, New York City. The sold-out event, billed as "a celebration of the pleasures of a fine cigar," attracted 3,000 cigar devotees who were given 25 cigars each and encouraged to smoke on the premises.¹ Tobacco control advocates gathered outside the hotel during the early part of the event and handed out dust masks and leaflets to hotel guests alerting them that a significant amount of smoking would be going on that evening.

Marriott officials defended their decision to host the event at the smoke-free hotel, stating that the contract for the event pre-dated their smoke-free policy. Marriott further claimed that they were taking all reasonable steps to minimize the impact of second-hand smoke (SHS) on other guests, including cutting off the event room from the air recycling system and performing a deep cleaning after the event. Without knowing how much time elapsed between announcing their intention to go smoke-free, their policy going into effect, and the signing of their contract with *Cigar Aficionado*, it is difficult to comment on the company's decision to go ahead and host the event. Judging by the majority of readers' comments posted on the *Washington Post* website, however, perhaps *Cigar Aficionado* should look into having its "Big Smoke" party next year on a deserted south sea island.

¹ Rosenwald MS. Cigar party to be exception to hotel's smoke-free rule. *Washington Post*, October 22, 2007. www.washingtonpost.com/wp-dyn/content/article/2007/10/21/AR2007102101032.html. Accessed December 10, 2007.

Hotels and Temporary Guest Accommodations

A Social Norm Change

With the smoke-free social norm change in full swing, Canadians are breathing easier in workplaces and public places, and are starting to demand smoke-free private environments too. This demand has not gone unnoticed by the hotel industry. With the Canadian adult smoking rate at an all-time low of 19%, the appetite for smoking rooms is simply not what it was in decades past. To keep up with customer demand, hoteliers have been offering fewer and fewer smoking rooms over the years, and some hotels are now completely smoke-free, including both guest rooms and interior common areas. Prospective hotel guests preferring smoke-free accommodations can search online using a relatively new website, www.freshstay.com. FreshStay bills itself as the largest directory of 100% smoke-free hotels in the world and claims to be dedicated to improving indoor air quality for “Frequent Breathers” everywhere. Unfortunately, the listings for Canadian smoke-free accommodations currently remain sparse.

Smoke-free Hotels

For the purposes of this document, the word hotel will be used to describe any type of temporary guest accommodation, including motels, inns, bed and breakfasts, and any other similar facility. In Canada, there are three avenues leading to smoke-free hotels: by way of provincial legislation, municipal bylaw or voluntary policy.

1. Provincial Legislation

There are currently three provinces with smoke-free legislation that significantly affects the provision of temporary guest accommodations: Quebec, New Brunswick and Manitoba.

The *Quebec Tobacco Act*, which came into force on May 31, 2006, states:

6. “The operator of a tourist accommodation establishment or an outfitting operation may identify rooms where smoking is permitted. The standards and requirements set out in the second paragraph of section 5 apply to such rooms.

5(2) ...However, the number of rooms where smoking is permitted may not exceed 40% of the rooms available for all the clientele. Furthermore, the rooms where smoking is permitted must be grouped together so as to provide maximum protection to non-smokers given the total floor space, use and ventilation of the place.”

In other words, 60% of the rooms in any type of guest accommodation in Quebec must be smoke-free, and these rooms must be contiguous. For small establishments such as bed and breakfasts with just one or two rooms, this means they must be completely smoke-free. It is also possible that for some larger hotels, the requirement to regroup smoking rooms may have proved to be too complicated and/or expensive, making it easier to go completely smoke-free.

Section 5 of the New Brunswick *Smoke-free Places Act*, which came into force on October 1st, 2004, states in part:

5. “A registered guest, and his or her invited guests, may smoke in a guest room of a hotel, motel, inn or bed and breakfast facility, but only if the guest room ...
d) has a separate ventilation system.”

Transitional Provision

6. “The requirement for a separate ventilation system under section 5 applies only to rooms that are constructed or substantially renovated after this section comes into force.”

Time will tell if this provision requiring separate ventilation for the smoking guest rooms of new and “substantially renovated” hotels proves to be an unacceptable burden. It may well be that the legislation provides an added incentive to become 100% smoke-free instead.

In a similar vein, section 3(2) of Manitoba's *Non-Smokers Health Protection Act (Various Acts Amended)*, which also came into force October 1st, 2004, states in part that:

3(2). “A registered guest, and his or her invited guests, may smoke in a guest room of a hotel, motel, inn or bed-and-breakfast facility, but only if the guest room ...
(d) has a separate ventilation system.

3(3). “The requirement for a separate ventilation system under subsection (2) applies only to rooms that are constructed or substantially renovated after this section comes into force.”

Again, it is unclear at this time whether the requirement for separate ventilation of smoking rooms is proving to be too burdensome and is providing the incentive for new and newly renovated hotels to go smoke-free.

2. Municipal Smoke-free Bylaws

To date, there are two Canadian municipalities with smoke-free bylaws that require hotels, motels, inns, bed and breakfasts and other rooms for temporary accommodation to be 100% smoke-free: Huron County, Ontario and Canmore, Alberta.

County of Huron, Ontario

Since September 2004 the County of Huron smoke-free bylaw No. 21, 2003 has required that all rental accommodation be smoke-free. Huron County was the first municipality to include hotels, and there are currently just fewer than 100 establishments within the catchment area that must conform.² The wording of the bylaw, in part, is as follows:

Section 1.13 “*Workplace*’ means any indoor area or part thereof in which one or more employees work, including any other indoor area utilized by employees and includes a public

² Linda Stobo, Public Health Supervisor, Huron County. Personal communication February 19, 2007.

transit vehicle and any other conveyance in which an employee works and which is provided by the employer.”

Section 2.1 *“Except as provided in Section 2.2, 2.3 and 2.4 no person shall smoke in any workplace within Huron County whether or not a No Smoking sign is posted.”*

Section 2.2 *“The prohibition set out in subsection 2.1 does not apply to any part of a workplace that is used as a private residence. For the purposes of this bylaw private residence does not include rooms used for temporary accommodation such as hotel/motel rooms, bed and breakfast rooms and similar facilities.”*

Huron County's public health unit reports that hoteliers were included in the community consultation phase of the bylaw development. Feedback from hoteliers was used to help craft the bylaw as well as educational materials for bylaw implementation. Information packages sent out to all hoteliers prior to the implementation date included such things as fact sheets, posters, smoke-free stickers and decals. Hoteliers were generally supportive of the idea, as long as the rules were the same for all temporary guest accommodations. Once the bylaw passed, all establishments had to clean their facilities to remove evidence of smoking prior to accepting new guests. Interestingly, the health unit also reports that when the *Smoke-free Ontario Act* came into force on May 31, 2006, some of the municipality's hoteliers were concerned about having to go back to offering smoking rooms and were relieved to hear that the bylaw would remain in effect!³

Canmore, Alberta

As of October 2006, all of the hotel rooms in Canmore have been smoke-free thanks to their municipal smoke-free bylaw 23-2006. This bylaw, which does not explicitly ban smoking from guest rooms like the Huron County bylaw, nevertheless includes temporary guest accommodation. The wording, in part, is as follows:

Section 2.16(3) *“The following areas are deemed public places for the purposes of this bylaw:
d) Workplaces”*

Section 2.23 *“Workplace means any enclosed area of a building or structure in which an Employee works ...*

b)... if an employee works in any portion of a building, the entire building shall be deemed to be a workplace...”

However, the bylaw does permit smoking in designated smoking areas (DSAs), which must be physically separate from the rest of the building and separately ventilated, in addition to the requirement noted below:

Section 7.4 *“the designated smoking area must adhere to the following conditions:
b) where the designated smoking area is located inside a building:*

³ Linda Stobo, Public Health Supervisor, Huron County. Personal communication January 12, 2007.

ii) the area must not be an area which an employee must use or travel through for the purposes of work.”

What this essentially means is that all guest rooms in Canmore must be smoke-free, because employees such as maids and room service attendants must enter them to perform their duties. However, the bylaw has a loophole whereby, in theory, if an employer so desired a DSA could be set up inside a hotel for employee use only. Canmore Bylaw Services reports that such a scenario would be surprising, as the intent of the bylaw was, among other things, to create 100% smoke-free hotels.

Unfortunately, the decision to include hotels in the smoke-free bylaw was made quickly, and the hospitality industry was not included in any sort of meaningful consultation, nor was any support provided to hoteliers prior to implementation. As a result, Canmore was under pressure to revoke this section of the bylaw. Nonetheless, the bylaw weathered the storm and smoking continues to be prohibited in hotel rooms.

3. The Voluntary Trend Towards Smoke-free Hotels

A 100% smoke-free hotel represents a win-win-win situation. Hotel employees are protected from SHS on the job, the hotel can save money while positioning itself as an industry leader in customer care, and non-smoking guests no longer have reason to complain about rooms that smell of smoke. Over the years, many hotels have been quietly reducing the number of smoking guest rooms available in response to decreasing customer demand. Marriott Hotels and Resorts, which went smoke-free in October 2006, reports that 90% of its guest rooms were already smoke-free prior to the transition.⁴ The company's website also states that demand for non-smoking rooms continues to rise following new information from the U.S. Surgeon General on the health effects of exposure to SHS.

Employee Protection

There is no known safe level of exposure to SHS. The toxic constituents of SHS do not simply dissipate into thin air after someone has been smoking. Small respirable particles fall out of the air and land on surfaces, are absorbed by materials like bedding, drapes, carpets and towels, then later off-gas back into the air. Harmful chemicals can remain in the indoor environment for weeks, months, and even years after smoking has taken place.⁵ Research indicates that there is a dose-response relationship between exposure to SHS and its effect on health. This means that the more SHS a person is exposed to and the longer he or she is exposed, the greater the health risk. Second-hand smoke commonly causes headaches, itchy and watery eyes, nausea, coughing and throat irritation. For people with pre-existing health problems such as asthma, angina or emphysema, exposure to SHS is particularly problematic. A large body of peer-reviewed, reputable scientific research demonstrates that longer-term exposure to SHS is a cause of coronary heart disease and lung cancer, among other things. In addition, previously secret research conducted by tobacco company Philip Morris on rats using aged SHS (30 minutes old)

⁴ Marriott Hotels and Resorts. A breath of fresh air--Marriott goes 100% smoke-free in North America. <https://marriott.com/marriott.mi?page=smokefree>. Accessed February 16, 2007.

⁵ Singer, BC. Personal communication November 3, 2004.

demonstrates that stale smoke is actually more toxic than “fresh” cigarette smoke.⁶ For maids who must regularly change the bed linens and clean in smoking rooms, the health risks from SHS exposure is not insignificant.

Moreover, SHS can drift from room to room through the ventilation system, cracks and gaps around sinks, countertops, windows, doors, floors, walls, and ceilings, and through electrical outlets, cable or phone jacks and ceiling fixtures. Even employees who are not required to enter guest rooms designated for smoking are still being exposed to SHS on the job, albeit indirectly. Drifting smoke can cause irritation of the eyes, nose, throat, and respiratory system, and employees may complain of headaches, dizziness and nausea. A 100% smoke-free hotel eliminates SHS exposure for maids and cleaning staff in smoking rooms, while also eliminating the problem of drifting SHS for all hotel employees and guests.

Competitive Differentiation

Westin Hotels and Resorts was the first large chain to go 100% smoke-free, in all of its 77 properties in Canada, the United States and the Caribbean, in January 2006. The number is now over 82, and includes smoke-free properties in Scotland, Australia and Fiji. According to its own customer data and industry research, Westin reports that:

- 92% of guests request a non-smoking room and do not smoke in any part of the hotel during their stay
- 88% of guests think businesses need to take steps to provide customers with healthier environments, and 86% feel that creating non-smoking environments is an important step to that end
- 81% of customers hate when they stay in a non-smoking room and it smells like smoke.⁷

The Westin Hotel’s smoke-free policy is an important element of their new brand positioning around the concept of renewal:

“Westin didn't discover fresh air, but we're proud to be the first to offer it to our guests... Westin Hotel and Resorts offers our guests the services, products and amenities that rejuvenate, renew and restore their mind, body and spirit... Westin's new brand positioning is centred around renewal... Our smoke-free policy is based on feedback from our guests, industry research and customer data.”⁸

⁶ Schick S, Glantz SA. Sidestream cigarette smoke toxicity increases with aging and exposure duration. *Tobacco Control* 2006; 15:424-29.

⁷ Westin Hotels and Resorts. breathe. www.starwoodhotels.com/promotions/promo_landing.html?category=WI_BREATHE&EM=VTY_WI_breathe. Accessed February 19, 2007.

⁸ Westin Hotels and Resorts. breathe. www.starwoodhotels.com/promotions/promo_landing.html?category=WI_BREATHE&EM=VTY_WI_breathe. Accessed February 19, 2007.

To celebrate their six-month smoke-free milestone, “breathing lights” art installations are on display in hotel lobbies across North America. According to Westin, the projections count the number of fresh breaths taken by each Westin guest each day.⁹

A recent hotel guest satisfaction survey by J.D. Power and Associates found that 79% of guests prefer a smoke-free environment that extends beyond their own room.¹⁰ The survey was based on responses from over 42,000 guests who stayed in a North American hotel between January and June, 2006. J.D. Power and Associates notes that, “*Offering a completely smoke-free environment is poised to become the latest differentiator in the competitive hotel industry.*”

Pacrim Hospitality, a Canadian company providing management, operational and consulting services to accommodation businesses, concurs. Pacrim encourages all of its new and newly renovated properties to become smoke-free and believes that it is not just a smart business move, but the way of the future. As one of its executives notes, “*we'd rather lead than follow.*”¹¹ Indeed, it appears that for hotels willing to exercise leadership, a smoke-free environment will provide a competitive advantage.

Of added benefit to hotels that choose to go smoke-free are future cost savings. Smoke-free hotels do not require as much cleaning and maintenance as those that permit smoking, nor do they require repair of burned furnishings. Money is saved on cleaning carpets, curtains, linens, walls, furniture and air conditioning units. Other benefits include a reduced risk of fire, fewer complaints from non-smoking guests, and potential new business from health organizations and medical professional groups. Unfortunately, at this time it does not appear that smoke-free hotel policies translate into reduced insurance costs for those in the guest accommodation industry.

Reduced Customer Complaints

For hotels that continue to permit smoking indoors, complaints from non-smokers about the smell are all too common and stem from:

- Non-smoking guests getting placed in smoking rooms during periods of maximum occupancy
- Drifting second-hand smoke that travels from smoking rooms to non-smoking rooms and into elevators, corridors and lounges, etc. and
- Bed sheets and towels that are used interchangeably between smoking and non-smoking rooms and despite frequent washings, still smell of second-hand smoke.

⁹ Westin Hotels and Resorts. Westin hotels celebrate six smoke-free months with “breathing lights” art installations in lobbies. Press release August 8, 2006. www.starwoodhotels.com/westin/about/news/news_release_detail.html?obj_id=0900c7b9806198cb. Accessed December 11, 2007.

¹⁰ J.D. Power and Associates, “No smoking” at hotels could be the latest marketing strategy, as a vast majority of travellers prefer a smoke-free hotel environment. Press release July 25 2006. www.jdpower.com/corporate/news/releases/index.asp. Accessed February 16, 2007.

¹¹ Hearst, I. Pacrim Hospitality. Personal communication February 26, 2007.

Bill Marriott, Chairman and CEO of Marriott International, states on his blog that prior to going smoke-free, Marriott Hotels had more customer complaints about SHS than they had requests for smoking rooms. Since making the decision to ban smoking, customer complaints about SHS have dropped and guest satisfaction ratings have jumped very, very high in the "Room Smells Fresh and Clean" category.¹² A quick tally of customer comments on Bill Marriott's blog reveals that positive responses to the smoke-free policy outweigh negative ones by a ratio of 4 to 1.¹³ Moreover, the blog's comments reveal that both smokers and non-smokers applaud the decision. Clearly, from the Marriott's perspective, implementing a smoke-free policy was a smart business decision as well as a smart move from an occupational health and safety perspective.

Enforcement

1. Municipal Bylaws

For the municipality of Huron County, the enforcement of smoke-free hotels was initially undertaken by bylaw enforcement officers, similar to the enforcement of smoke-free bars and restaurants. Under the bylaw, the onus is on proprietors (not guests) to uphold the law, so that is where surveillance was mostly focused in the beginning. To ensure hotelier compliance, the public health unit reported that initially bylaw enforcement officers phoned around to hotels trying to book smoking rooms and actually checked in to physically inspect the premises. Within the first 6 months of the bylaw coming into force, public health met with every hotelier to discuss their issues and concerns. Hoteliers were given assistance to draft waivers using wording from the bylaw for guests to sign upon check-in. The agreements indicate that for guests who choose to violate the non-smoking requirement, a cleaning fee of \$100-\$250 would be added to their bill, and charges could also be laid on the occupant under the bylaw.¹⁴

In response to proprietors' concerns regarding their own possible prosecution, the public health unit implemented a plan and documentation policy to help hospitality staff track offences on their properties. If cleaning staff notice evidence of smoking in a room, management is contacted to decide upon a course of action. For guests who have already checked out, a cleaning fee is added to their bill. For guests who are still present, management approaches them to discuss the problem and then determines the next step. For continued violations, hotel staff call bylaw enforcement. Huron County reports that the vast majority of cases result in a cleaning fee only and that they have never had to prosecute.¹⁵

The enforcement situation in Canmore is less clear, as the bylaw is newer and hoteliers are reportedly not pleased with the law. The Non-Smokers' Rights Association continues to monitor the situation in Canmore.

¹² Marriott, B. Marriott on the move. Not blowing any smoke. www.blogs.marriott.com/default.asp?item=482866. Accessed February 19, 2007.

¹³ Marriott, B. Marriott on the move. Not blowing any smoke. www.blogs.marriott.com/default.asp?item=482866. Accessed February 19, 2007.

¹⁴ Linda Stobo, Public Health Supervisor, Huron County. Personal communication February 19, 2007.

¹⁵ *ibid*

2. Voluntary Transition to Smoke-free

For those hotels that have voluntarily chosen to go smoke-free, enforcement of their policies involves indicating to guests upon reservation and reminding them upon arrival that a smoke-free policy is in effect. Some hotels require guests to sign a waiver indicating that they have read and understand the policy, including the fact that a cleaning fee will be charged if smoking is detected in the room.

Marriott Hotels and Resorts states that their smoke-free policy is part of their “Quality Assurance” process and that housekeepers are taught to look out for signs of smoking in the hotel. Guests who choose to ignore the policy and smoke anyway will be charged a “room recovery fee” of \$250 to cover the extensive cost of restoring the room to a smoke-free condition.¹⁶

Support for Smokers

The Westin Hotels and Resorts Chain has information for smokers posted on its website, including tips for quitting and a link to the American Lung Association's website. In addition, guests can buy a “Breathe Free” talisman necklace online, with all proceeds going to the American Legacy Foundation. Westin commissioned the jewellery to celebrate its smoke-free commitment and further its renewal branding. The designer is quoted as saying,

“Breathing is at the center of many healthy practices, such as meditation, and is a natural expression of our life and health. I've quit smoking successfully myself. It is all about supporting yourself and incorporating mindful actions—rituals—into your life.”¹⁷

In November 2006 Marriott introduced a comprehensive smoking cessation program for employees and their dependents who participate in a medical plan. In addition, Marriott properties provide outside smoking areas, although they must be at least 25 feet from hotel entrances.

Cruise Lines (New!)

Cruise ships are essentially floating hotels. Prior to the spring of 2006, smoking was not necessarily a big issue for many cruise lines, although one industry executive has indicated that guest complaints regarding SHS had been increasing in recent years. However, the fire aboard Carnival Cruise Lines' *Star Princess* in March 2006 that killed one, injured 11 and destroyed 79 cabins served as a wake-up call. Since British investigators concluded that the likely cause of the deadly fire was a smoldering cigarette, many cruise lines have put into effect various smoke-free

¹⁶ Marriott Hotels and Resorts. A breath of fresh air—Marriott goes 100% smoke-free in North America. <https://marriott.com/marriott.mi?page=smokefree>. Accessed February 16, 2007.

¹⁷ green lodging news. Westin teams with jewellery designer to support smoke-free living. September 21, 2006. www.greenlodgingnews.com/Content.aspx?id=494. Accessed February 19, 2006.

policies.¹⁸ The day of the fire aboard *Star Princess*, Oceania Cruises, which already had a policy in place prohibiting smoking in all of its cabins, announced a zero-tolerance policy.¹⁹ According to Cruise Critic, an online newsletter, Oceania's policy is the most restrictive of all cruise lines.²⁰ The Oceania website states that smoking is only permitted in outside designated smoking areas on 3 decks. Smoking is prohibited in all guest suites and staterooms, verandas, restaurants, public areas, the casino and all other areas of the ship. The company warns that, "*guests choosing to disregard this policy will be disembarked at the next port of call and may also be subject to additional fees ...*"²¹

Other companies, such as Regent Seven Seas Cruises, have also recently strengthened their non-smoking policies. Regent's website states that in light of continuing legislative changes in smoking policies around the world, coupled with the risk of fire and concern for the health and comfort of its guests, smoking is prohibited in all staterooms, suites and balconies fleet-wide, effective December 2007.²² Like Oceania's policy, under Regent's policy guests caught violating the policy will be asked to leave the ship at their own expense, without refund or credit for the unused portion of their cruise.²³ Regent has reportedly sustained \$3 million worth of lost bookings due to its tighter smoking regulations. While the company's president cited the fire hazard as one reason for making the changes, he also indicated that the company is simply responding to complaints and guest preferences for more smoke-free environments.²⁴

Surprisingly, despite the devastating fire on *Star Princess*, Carnival Cruise Lines continues to permit smoking aboard its fleet of 22 ships. Smoking is permitted everywhere on board, including staterooms and cabins, except for dining areas, a select group of lounge areas, the libraries and promenades. However, the company's public relations department advises that the smoking policy is a work in progress and is subject to change based on a number of factors, including guest preferences.²⁵

There is only one 100% smoke-free cruise ship in the United States. According to Americans for Non-Smokers' Rights, the M/S Mount Washington, which operates in New Hampshire's Lakes Region, offers daily scenic cruises and dinner dance cruises on Lake Winnepesaukee.²⁶ Other smoke-free cruises have been tried in the past but they no longer exist. According to Cruise Critic, Renaissance Cruises once operated an entirely smoke-free line. Carnival Cruise Line's

¹⁸ CBC News. One dead, 11 hurt as fire rages through Caribbean cruise ship. March 23, 2006.

www.cbc.ca/world/story/2006/03/23/shipfire-060323.html. Accessed December 10, 2007.

¹⁹ Sloan, G. Cruise smoking bans clouded by complaints. USA Today. September 6, 2007.

www.usatoday.com/travel/news/2007-09-06-cruise-smoking-bans_N.htm. Accessed December 10, 2007.

²⁰ Cruise Critic. Cruise line smoking policies. www.cruisecritic.com/features/articles.cfm?ID=225. Accessed December 10, 2007.

²¹ Oceania Cruises. Terms and conditions. www.oceaniacruises.com/T_MainContentPage.aspx?pageuid=3c9edb37-c49f-4074-9be6-584a9d210663. Accessed December 10, 2007.

²² Regent Seven Seas Cruises. Smoking policy.

www.rssc.com/about/newsdetail.jsp?newsorigin=news&newsid=RSSCSmokingPolicy. Accessed December 10, 2007.

²³ *ibid*

²⁴ Sloan, G. Cruise smoking bans clouded by complaints. USA Today. September 6, 2007.

www.usatoday.com/travel/news/2007-09-06-cruise-smoking-bans_N.htm. Accessed December 10, 2007.

²⁵ Carnival Cruise Lines. Vance Gulliksen, Personal communication December 11, 2007.

²⁶ Americans for Non-Smokers' Rights. www.no-smoke.org/learnmore.php?id=189. Accessed December 10, 2007.

Paradise, which started out as a smoke-free vessel and stayed that way for 6 years, now allows smoking.²⁷ The cruise industry's official trade association claims that the lack of smoke-free cruising is due to an issue of not being able to fill ships if smoking is prohibited.²⁸ However, others surmise that non-smokers perhaps lead a more conservative lifestyle than that of smokers, and this hits the cruise lines in their biggest profit centres—liquor sales and gambling.²⁹ For more information on company smoke-free policies aboard cruise ships, visit Cruise Critic online at www.cruise critic.com.

Car Rental Companies (New!)

Although car rental companies have generally not publicized their smoke-free policies to the same degree as some hotels, smoking in rental vehicles is typically not welcomed. Due to the soft interior furnishings and the small, enclosed space of a vehicle, SHS toxins tend to concentrate quite quickly. These can then later off-gas, not only leaving a bad smell in the car but also exposing future occupants to SHS. James Repace, a former senior scientist with the U.S. Environmental Protection Agency and world-renowned expert on SHS, has concluded that SHS can persist for months, depending upon the sorbency of the surfaces.³⁰ Sorbency refers to how likely one substance will take up or hold another, either by *absorption* (one substance permeates another) or by *adsorption* (gas molecules stick to a solid surface). Second-hand smoke constituents decay over time after smoking has stopped, but they can persist for months or even years where a considerable amount of smoking has occurred.

Some car rental companies state that they do not permit smoking in any of their vehicles. For example, Avis, Hertz, Thrifty, Budget and Enterprise report that their entire fleets of rental vehicles are smoke-free.³¹ Only Discount Car and Truck Rentals reported that it had no policy in place regarding smoking in its vehicles. Some companies, such as Hertz, have their policy included in the terms and conditions of the contract that customers sign. All of the companies report using stickers or key tags to remind people not to smoke inside the vehicles. However, every company contacted with a policy emphasized that they cannot control customers' behaviour to prevent them from smoking in the vehicles. A company will typically perform a deep cleaning of the vehicle, including shampooing, if the smell is particularly bad. Only Enterprise charges a fee to customers who breach the policy—\$100 to cover “detailing.” Avis, Hertz, Thrifty and Budget report that they rarely pass the extra cost of cleaning onto the customers who breach their smoke-free policies. Interestingly, an employee at Hertz in Ottawa insisted that the prohibition of smoking in their rental vehicles was actually a provision of Ottawa's smoke-free public places bylaw and that their vehicles are considered public places in the same way as taxis. This is simply not the case. Either the employee was genuinely mistaken, or the company is using this tactic to distance itself from a policy that some of its customers might find unpalatable.

²⁷ Cruise Critic. Cruise line smoking policies. www.cruise critic.com/features/articles.cfm?ID=225. Accessed December 10, 2007.

²⁸ *ibid*

²⁹ SmokeFreeCruise.org. Surprising failure: non-smoking cruises. www.smokefreecruise.org. Accessed December 10, 2007.

³⁰ Repace, J. Personal communication November 2, 2004.

³¹ Personal communications with customer service representatives December 11, 2007.

Conclusion

Demand for 100% smoke-free hotels, cruises and rental cars has been steadily increasing in recent years, and companies are starting to respond in Canada and beyond. The move to 100% smoke-free status is primarily a prudent business decision, but also has significant health benefits for hotel and ship employees. Hotel chains such as the Westin and the Marriott that have gone smoke-free report fewer complaints and lots of compliments from their guests. Even for hoteliers who were mandated to become 100% smoke-free via a bylaw in Huron County, the change has been mostly positive. No doubt other municipalities and perhaps even entire provinces and territories will be watching the experiences of Huron County and Canmore, and may as a result consider including temporary guest accommodations in future legislation. Whether by voluntary policy or by way of legislation, fresh air in hotel rooms, on cruise ships and in rental vehicles is definitely the new hospitality amenity and the way of the future.

Listing of 100% Smoke-free Canadian Hotels

The following list is by no means comprehensive. If you are aware of a smoke-free hotel in your jurisdiction, please contact us at ottawa@nsra-adnf.ca or 613.230.4211 and we will endeavour to add it to the list.

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
British Columbia			
	Wickaninnish Inn 800.333.4604	Tofino	Upon opening in 1996
	Ramada Limited 888.389.5888	Downtown Vancouver	November 2005
	The Listel Hotel 800.663.5491	Vancouver	January 1, 2003
	Blue Horizon Hotel 800.663.1333	Vancouver	February 1, 2006
	Quality Inn at False Creek 604.682.0229	Vancouver	January 1, 2007
	The Coast Victoria Harbourside Hotel and Marina 604.682.7982	Victoria	2006
	Best Western Inn at Kelowna 250.860.1212	Kelowna	January 1, 2007
	Casa Loma Lakeshore Resort 800.771.5253	Kelowna	2000
	New Horizon Motel 888.859.0159	Christina Lake	2005
	Palliser Lodge 250.439.5470	Kicking Horse	December 2006
	Summerland Waterfront Resort Hotel 250.494.8180	Summerland	January 2005
	Swan Lake Culinary Spa and Resort 250.541.0566	Vernon	Summer 2007
	Lakeside Illahee Inn and Nature Park 250.260.7896	Vernon	Upon opening in 1993

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
Alberta			
	Mountain Park Lodges: The Amethyst Lobstick Lodge The Marmot Pocahontas Cabins Chateau Jasper 888.852.7737	Jasper	November 2005
	Banff Park Lodge Resort Hotel & Conference Centre 800.661.9266	Banff	2004
	Delta Banff Royal Canadian Lodge 403.762.3307	Banff	Upon opening in 2000
	Banff Lodging Company: The Fox All-Suite Hotel Banff Caribou Lodge & Spa Banff Ptarmigan Inn Hidden Ridge Resort Inns of Banff Swiss Village The Driftwood Inn Rundle Manor The Arrow Motel 1.800.563.8764	Banff	2004
	Brewster's Mountain Lodge 403.762.2900	Banff	Upon opening in 1996
	Mount Royal Hotel 403.762.3331	Banff	2004
	The Juniper 866.551.2281	Banff	Upon opening in 2004
	Decore Hotels: Castle Mountain Chalets Tonquin Inn Maligne Lodge 877.762.2281	Banff Jasper Jasper	2005
	Metterra Hotel on Whyte 866.465.8150	Edmonton	May 2006

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
<i>Alberta cont'd</i>	Varscona Hotel on Whyte 888.515.3355	Edmonton	May 2005
	All hotels and temporary guest accommodations that fall within the geographic boundaries of the Town of Canmore	Canmore <i>Smoking Control Bylaw</i> 23-2006	Sept. 5, 2006
Saskatchewan			
	Pilgrim Inn 877.355.5002	Caronport	Upon opening in 2000
	Lakeview Lodge Motel 306.854.4444	Elbow	2003
	Manitou Nu Inn 877.343.5253	Watrous	1997
	Kay's Inn 306.946.2810	Watrous	Since 1970s
	Radisson Plaza Hotel Saskatchewan 306.522.7691	Regina	January 2006
Manitoba			
	Canad Inns: 7 hotels 1 hotel 1 hotel 888.332.2623	Winnipeg Portage la Prairie Brandon	December 1, 2006
Ontario			
	Four Points by Sheraton 613.544.4434	Kingston	September 2005
	Peachtree Inn 613.546.4411	Kingston	March 1, 2007
	Ambassador Conference Resort 613.548.3605	Kingston	January 2006
	Holiday Inn 613.549.8400	Kingston	2006
	Four Points by Sheraton 905.858.2424	Mississauga	2006
	Best Western 905.356.0551	Niagara Falls	2004

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
<i>Ontario cont'd</i>	Sheraton Fallsview Hotel and Conference Centre 800.618.9059	Niagara Falls	March 31, 2007
	Vintage Hotels: The Pillar and the Post The Prince of Wales 888.669.5566	Niagara-on-the-Lake	1999 2003
	The Willowdale Inn 877.877.6691	North York	2003
	Novotel Toronto Airport (New!) 416.637.7000	Toronto	Upon opening in 2005
	Super 8 Hotel 705.814.8888	Barrie	Upon opening in 2007
	Super 8 Hotel 888.561.7666	Chinatown Center Toronto	Upon opening in 2007
	Future Inns Hotel and Conference Centre (New!) 866.622.1505	Cambridge	Upon opening April 2007
	The Albion Hotel 519.565.2641	County of Huron Bylaw 21, 2003	September 4, 2004
	Bayfield River Cottage Colony and Marina 519.565.2632	County of Huron Bylaw 21, 2003	September 4, 2004
	Bayfield Village Inn 519.565.2443	County of Huron Bylaw 21, 2003	September 4, 2004
	Brentwood on the Beach 519.236.7137	County of Huron Bylaw 21, 2003	September 4, 2004
	Hessenland Country Inn 519.236.7707	County of Huron Bylaw 21, 2003	September 4, 2004
	Deer Park Lodge 519.482.9116	County of Huron Bylaw 21, 2003	September 4, 2004
	The Little Inn of Bayfield 519.565.2611	County of Huron Bylaw 21, 2003	September 4, 2004
	The Martha Ritz House 519.565.2325	County of Huron Bylaw 21, 2003	September 4, 2004
	The Red Pump 519.565.2576	County of Huron Bylaw 21, 2003	September 4, 2004

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
<i>Ontario cont'd</i>	The Robson Suites 519.660.9182	County of Huron Bylaw 21, 2003	September 4, 2004
	West Coast Inn 519.565.2450	County of Huron Bylaw 21, 2003	September 4, 2004
	Benmiller Inn 519.524.2191	County of Huron Bylaw 21, 2003	September 4, 2004
	The Blyth Inn 519.523.9381	County of Huron Bylaw 21, 2003	September 4, 2004
	The Parker House Motel 519.482.3469	County of Huron Bylaw 21, 2003	September 4, 2004
	Ranch House Inn 519.235.3141	County of Huron Bylaw 21, 2003	September 4, 2004
	The Bluffs Motel 519.524.7396	County of Huron Bylaw 21, 2003	September 4, 2004
	Cedar Lodge Motel 519.524.8379	County of Huron Bylaw 21, 2003	September 4, 2004
	Dunlop Motel 519.524.8781	County of Huron Bylaw 21, 2003	September 4, 2004
	Harmony Inn 519.524.7348	County of Huron Bylaw 21, 2003	September 4, 2004
	Hotel Bedford 519.524.7337	County of Huron Bylaw 21, 2003	September 4, 2004
	Inn at the Port 519.529.7986	County of Huron Bylaw 21, 2003	September 4, 2004
	Maple Leaf Motel 519.524.2302	County of Huron Bylaw 21, 2003	September 4, 2004
	Silver Birch Motel 519.524.8516	County of Huron Bylaw 21, 2003	September 4, 2004
	Bluewater Motel 519.238.2014	County of Huron Bylaw 21, 2003	September 4, 2004
	Pine Dale Motor Inn 519.238.2231	County of Huron Bylaw 21, 2003	September 4, 2004
	Oakwood Inn Resort, Golf & Spa 519.238.2324	County of Huron Bylaw 21, 2003	September 4, 2004
	Wingham Lindon Motel 519.357.1342	County of Huron Bylaw 21, 2003	September 4, 2004

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
<i>Ontario cont'd</i>	Bed and Breakfasts (65 listings) www.ontarioswestcoast.ca	County of Huron Bylaw 21, 2003	September 4, 2004
Quebec			
	Best Western Chateaufneuf 800.605.5115	Laval	May 31, 2006
	Times Hotel and Suites 888.902.4444	Quebec City	Upon opening in 2005
	Hotel Sepia 888.301.6837	Quebec City	January 2007
	Hotel Royal William 888.541.0405	Quebec City	September 2005
	Hotel Hippocampe 888.388.1521	Quebec City	2006
	Quality Suites 866.572.2700	Drummondville	Upon opening in 2004
	Groupe Germaine ALT Hotels 514.849.2050	Brossard	Upon opening in September 2007
	Chateau Mont-Sainte-Anne 866.900.5211	Mont Sainte-Anne	May 2006
	The Ice Hotel 877.505.0423	Sainte-Catherine-de- la-Jacques-Cartier	May 2006
	Hotel Le Dauphin 888.784.3888	Downtown Montreal	Upon opening in February 2007
	Auberge Le Baluchon 800.789.5968	Mauricie	July 1, 2005
	Le Creux du Vent 819.322.2280	Val-David	Upon opening in February 2005
	Auberge Chez Denis à Francois 418.937.2371	Iles-de-la-Madeleine	2004
	Auberge Lac Taureau (New!) 877.822.2623	Saint-Michel-des- Saints	June 2006
	Estrimont Suites and Spa (New!) 800.567.7320	Orford	June 2006
	Le Village Windigo (New!) 866.946.3446	Ferme-Neuve (Upper Laurentians)	2002

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
<i>Quebec cont'd</i>	Manoir du lac William (New!) 800.428.9188	St-Ferdinand	2005
	Lakeview Inn (New!) 800.661.6183	Ville de Lac-Brome, Knowlton	2005
	Auberge Champêtre Victorines du Lac (New!) 866.494.6904	Lac Mégantic (Eastern Townships)	1996
	Auberge des Peupliers 888.282.3743 (New!)	Cap-à-l'Aigle, La Malbaie	2005
	Auberge des Gallant Restaurant and Spa (New!) 800.641.4241	Ste-Marthe - Rigaud	2001
	Hostellerie Rive Gauche (New!) 888.608.6565	Beloeil	2005
	The Wakefield Mill Inn and Spa (New!) 888.567.1838	Wakefield	2001
	Auberge Montebello (New!) 877.423.0001	Montebello	2006
Nova Scotia			
	Holiday Inn Express 888.561.7666	Halifax	January 1, 2004
	Super 8 Hotel 888.561.7666	Halifax/Dartmouth	March 2007
	Super 8 Hotel 888.561.7666	Windsor	Summer 2007
New Brunswick			
	Holiday Inn Express 506.384.1050	Moncton	2005
	Future Inns (New!) 877.389.9600	Moncton	Upon opening in 2006
	Super 8 Motel 888.561.7666	Dieppe	May 1, 2006
	Super 8 Motel 888.561.7666	Campbellton	Spring 2007

<i>Province or Territory</i>	<i>Name of Accommodation</i>	<i>Location</i>	<i>Date 100% Smoke-free</i>
Pan-Canadian			
	Westin Chain: 82+ hotels in Canada, USA, Caribbean, Scotland, Australia & Fiji		January 2006
	Marriott Chain: More than 2,300 hotels in Canada and USA comprising nearly 400,000 guest rooms: Marriott, JW Marriott, The Ritz- Carlton, Renaissance, Courtyard, Residence Inn, SpringHill Suites, Fairfield Inn, TownePlace Suites, and Marriott ExecuStay brands		September 2006
	Howard Johnson Chain: 3,500 guest rooms across Canada		September 1, 2007