



***Seventeen**
~~Six~~ **Months**
— after —
Implementation
of **Smoke-Free**
Ordinance

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Presenter Disclosures

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Support

- AAP Richmond Center
 - Flight Attendant Medical Research Institute
 - The Truth Initiative
- Office of Tobacco Control, MSDH
- American Cancer Society Cancer Action Network

Background

- More than 7,000 chemicals and 70 carcinogenic compounds in secondhand cigarette smoke
- 24 states permit commercial casino gambling
 - 9 of these states prohibit smoking indoors at these casinos

Casinos That Opened After Implementation Of A State-Wide Smoke-Free Law

- Maine, 2005
- Maryland, 2008
- Massachusetts, 2011
- New York, 2004
- Ohio, 2009

Casinos That Were Legislated To Become Smoke-Free

- Delaware, 2002
- Illinois, 2008
- Colorado, 2008
- South Dakota, 2010

Delaware

- Revenue prior and post of the clean air act found no evidence of reduced total revenue or average revenue per machine.
 - Mandell, Tobacco Control 2005
- Analyses using the same data but using different approaches for controlling for heteroscedasticity and seasonality found that revenue decreased.
 - Pakko, Tobacco Control 2006

Illinois

- Illinois gambling revenue decreased after the law, while neighboring states experienced smaller reductions
 - Garrett & Pakko, 2010
- No evidence of migration to competing nearby states
 - Harris, Tobacco Control, 2012
- Illinois smoke-free variable did not affect model prediction of gaming revenue in Missouri
 - Walker, Growth and Change, 2013



As of 22 April 2015

WELCOME TO THE
BEST **SMOKE FREE**
CASINO IN
THE SOUTH!

THANK YOU FOR NOT SMOKING



THIS INCLUDES E-CIGARETTES

CITY OF NEW ORLEANS ORDINANCE NO. 26201

OUTDOOR SMOKING LOUNGES ARE
LOCATED AT THE SOUTH PETERS ST. &
CONVENTION CENTER BLVD. ENTRANCES.

COME OUT AND PLAY.

Harrah's
NEW ORLEANS

Methods

- Data
 - The Louisiana State Gaming Control Board releases monthly Gross Gaming Revenue (GGR)
 - Adjusted for inflation using CPI
- Outcomes
 - Annual GGR
 - Year over Year GGR Comparisons

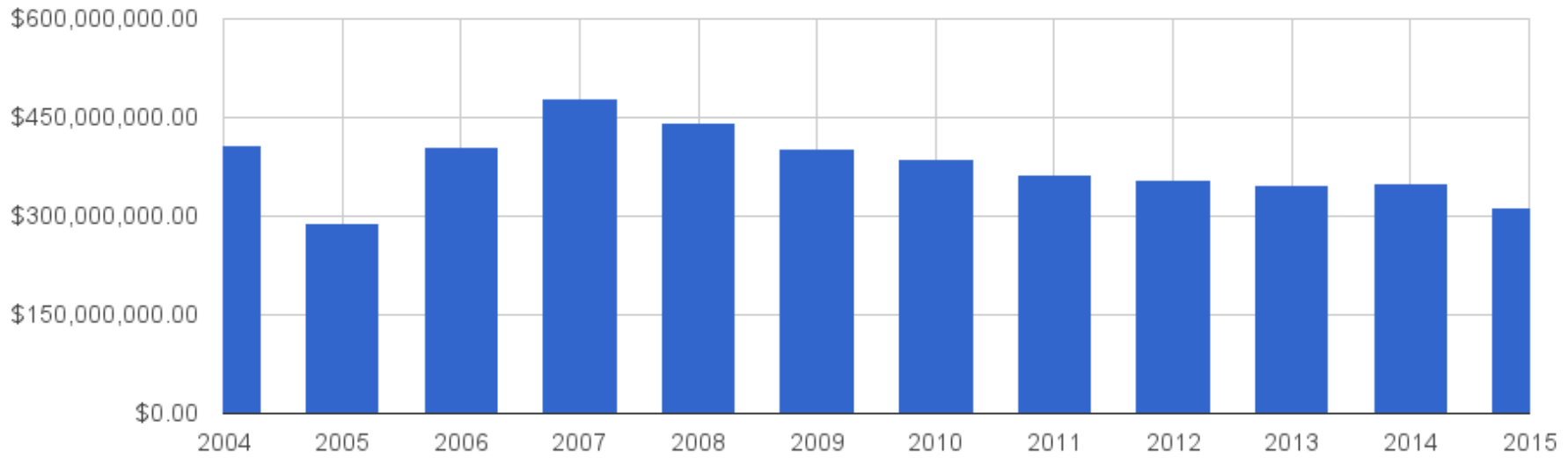
Harrah's New Orleans before the smoke-free ordinance

Annual Gross Gaming Revenue for Harrah's New Orleans



Harrah's New Orleans had been declining revenue years before smoke-free ordinance

Annual Gross Gaming Revenue for Harrah's New Orleans



Harrah's New Orleans after the smoke-free ordinance

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69°  

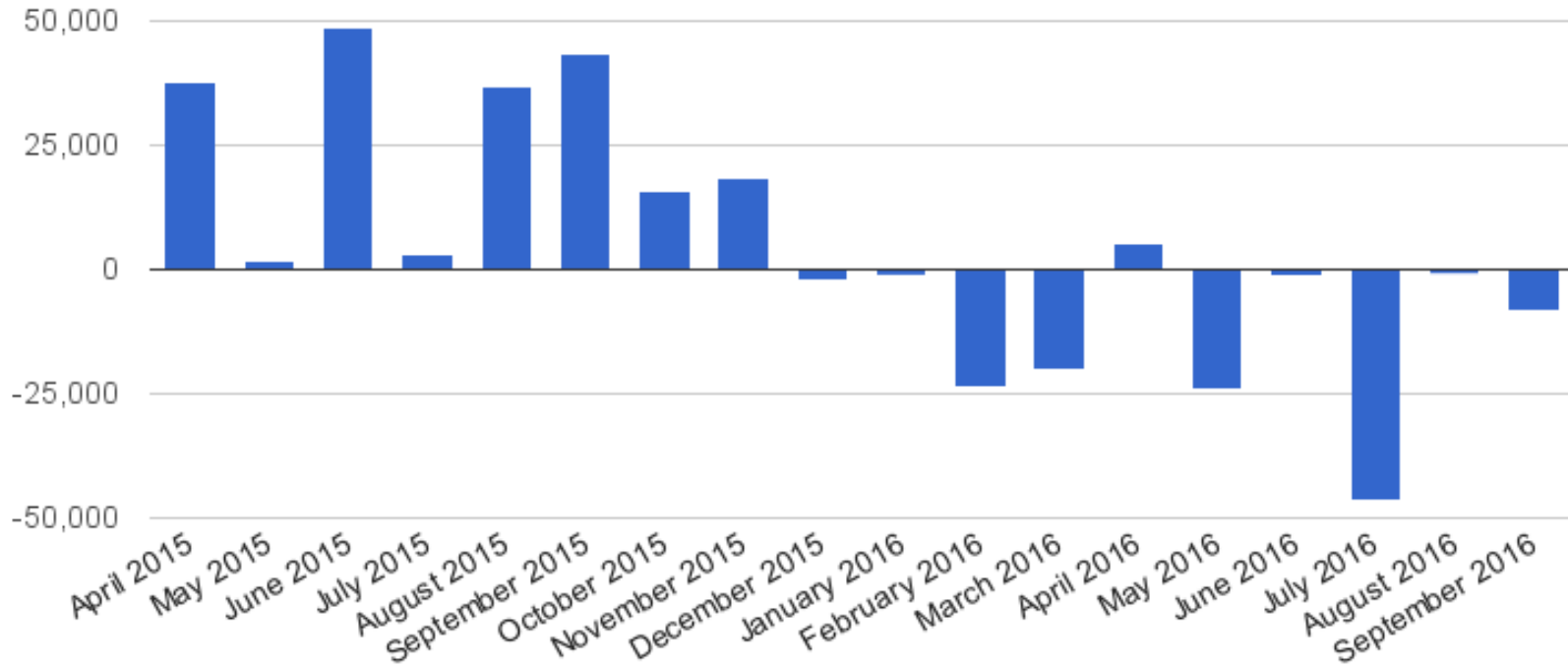
Harrah's New Orleans revenues down again, official blames smoking ban as gamblers flock to riverboat casinos to puff and play



Casino officials blame smoking ban

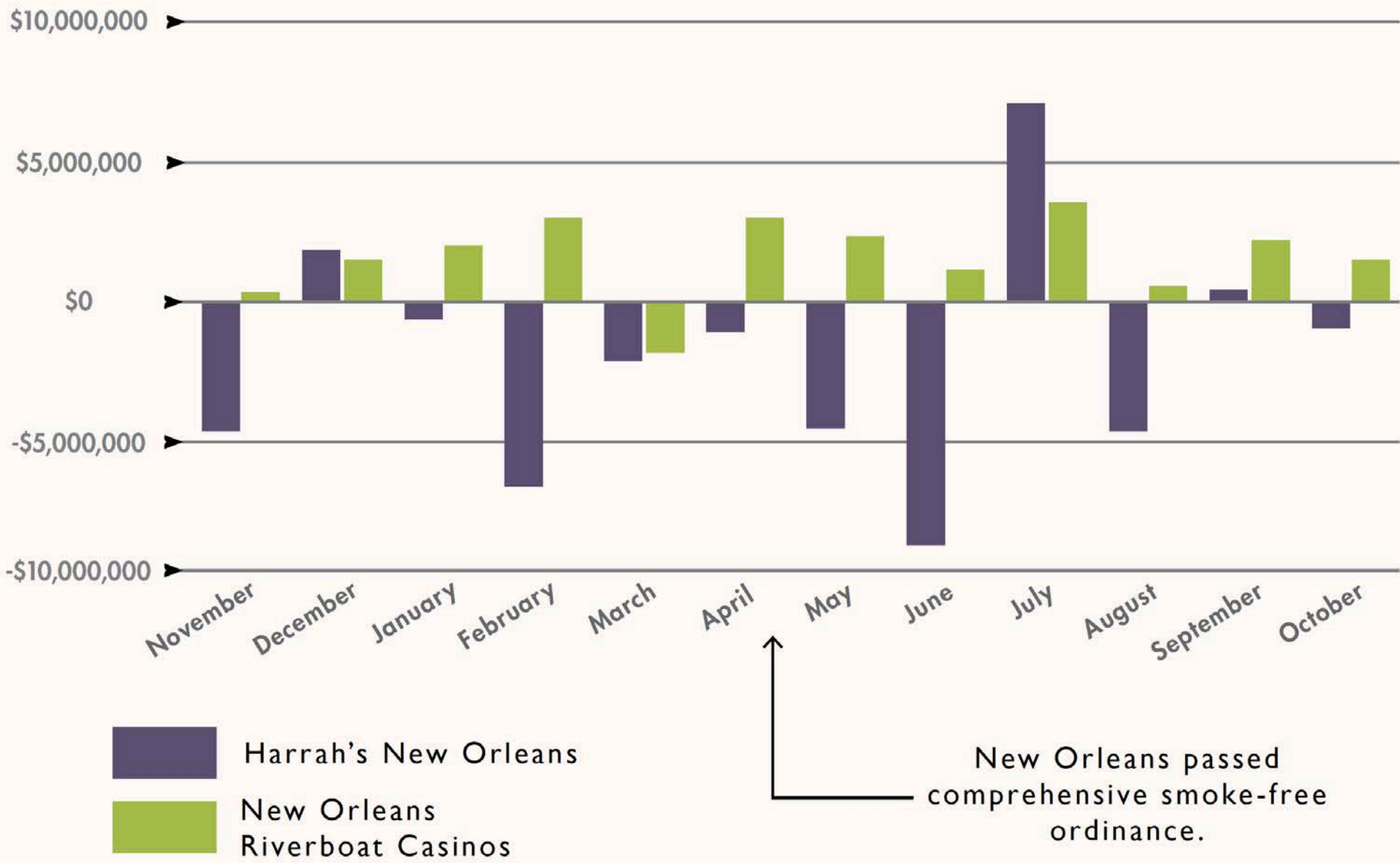
By Marsha Shuler mshuler@theadvocate.com AUG 19, 2015 - 12:41 PM (0)

New Orleans Riverboat Casinos: Year Over Year Admissions



The First Six Months

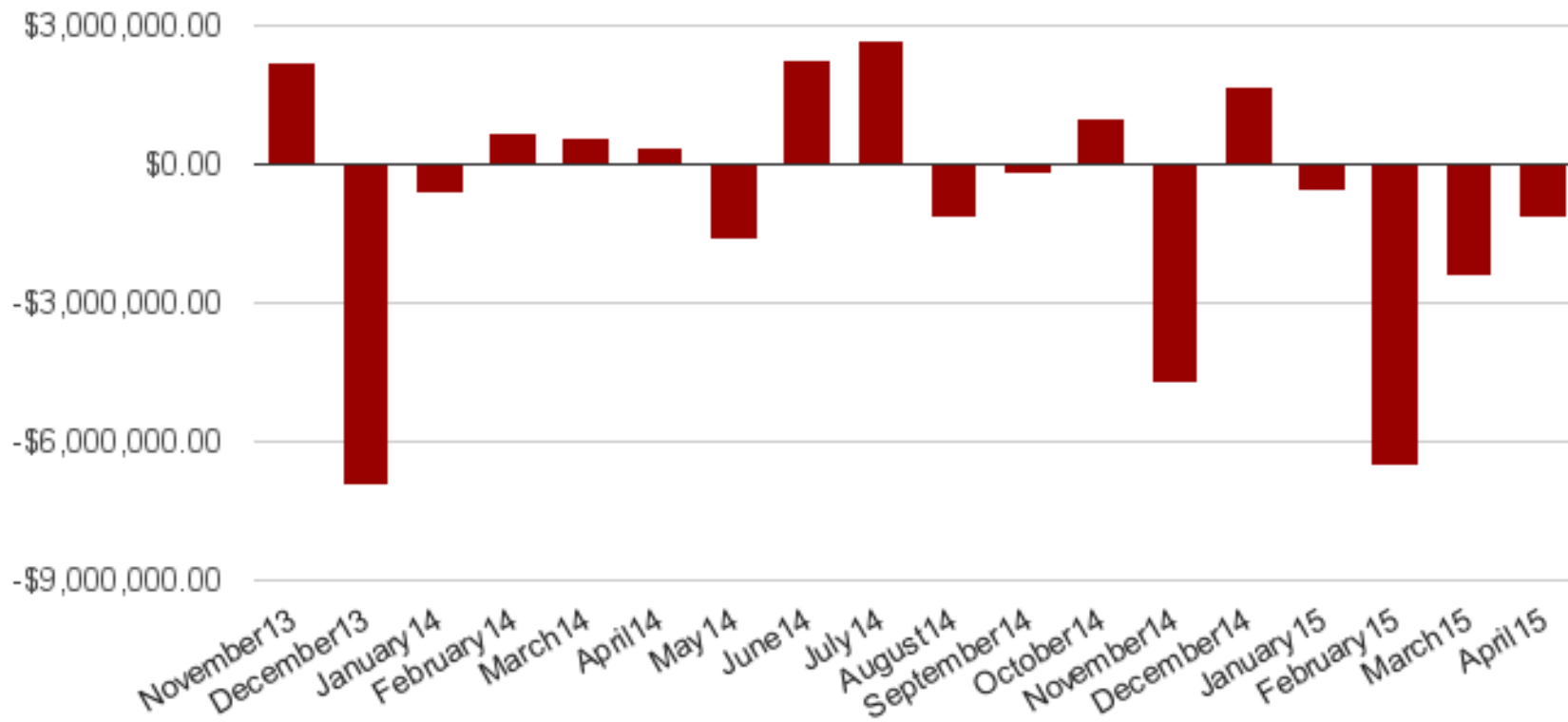
Year Over Year Gaming Revenue Changes at Harrah's New Orleans and New Orleans Riverboat Casinos



After 17 Months

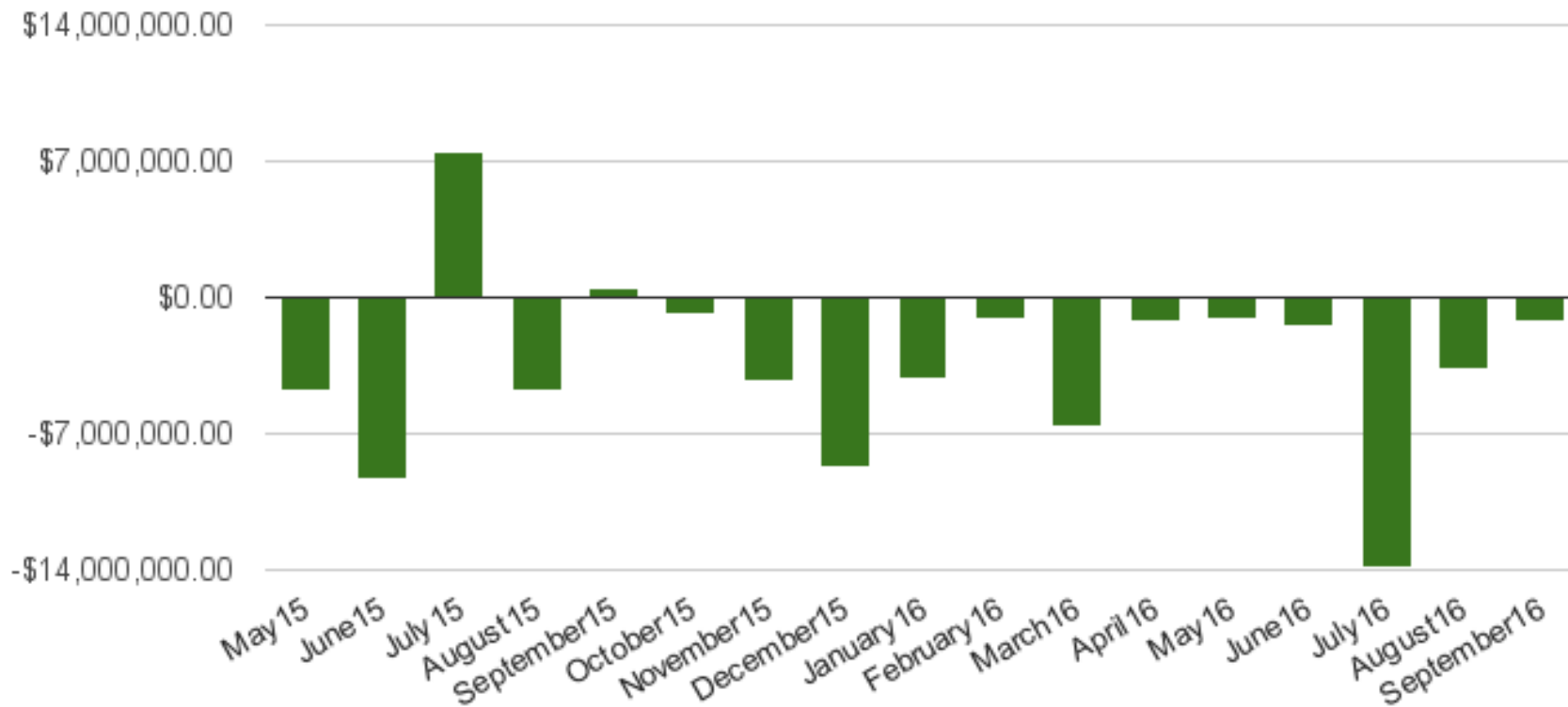
Harrah's New Orleans

Year over Year Revenue Before Ordinance

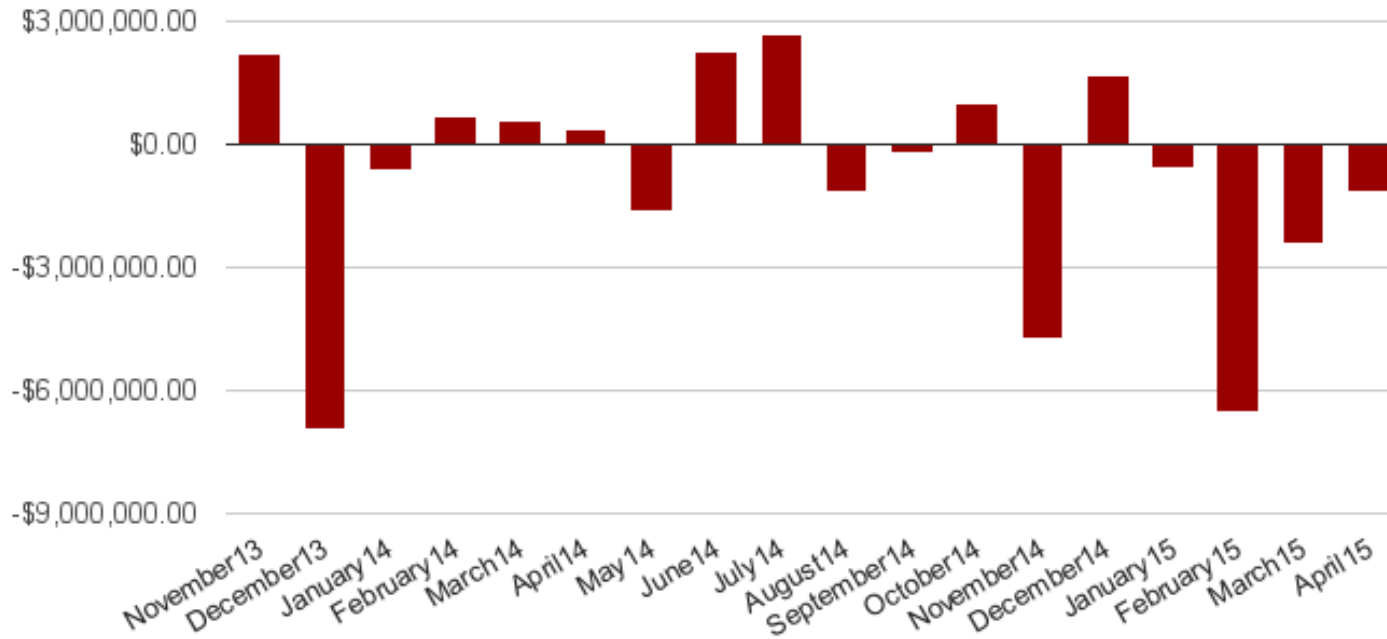


Harrah's New Orleans

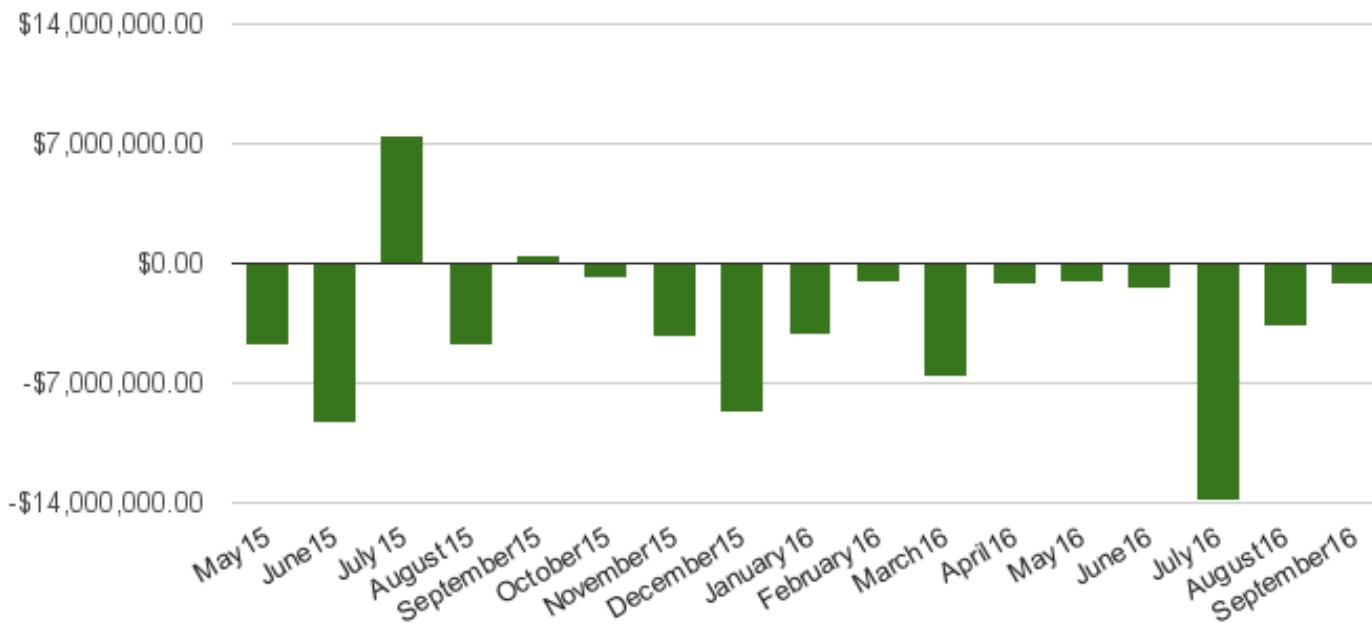
Year Over Year Revenue After Ordinance



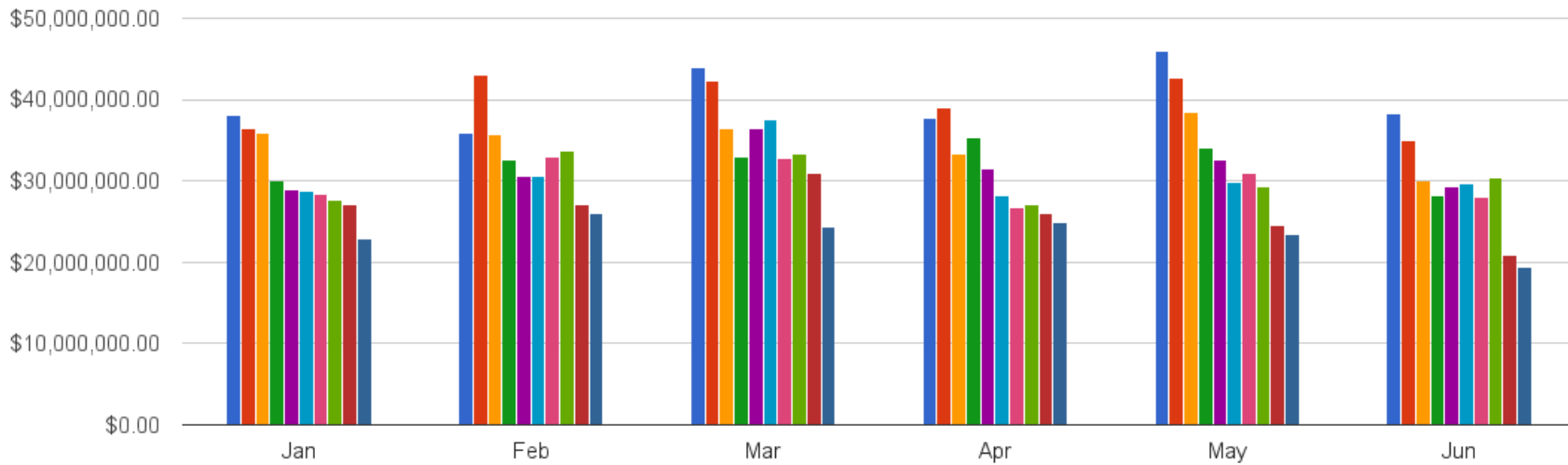
Year over Year Revenue Before Ordinance



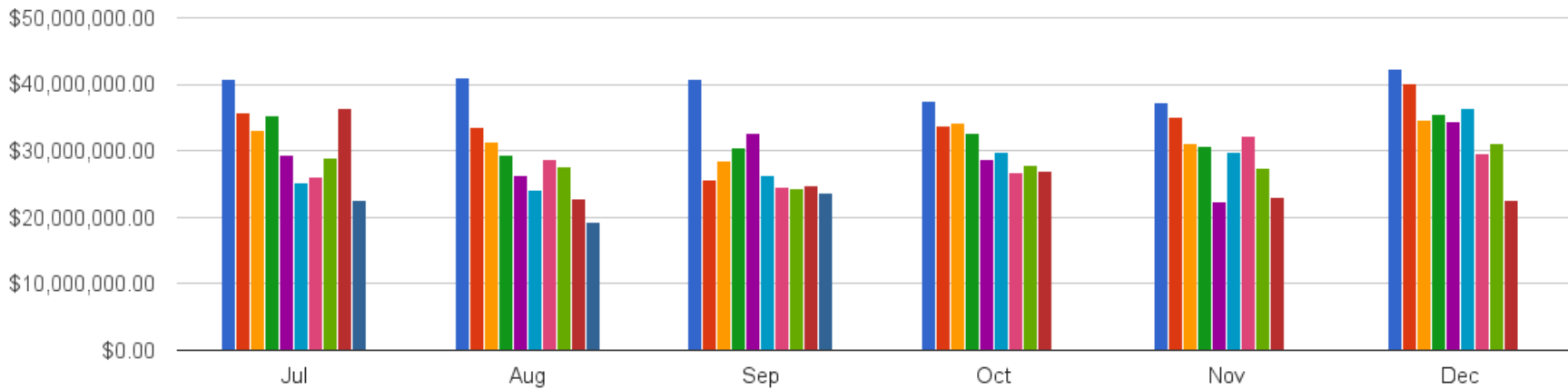
Year Over Year Revenue After Ordinance



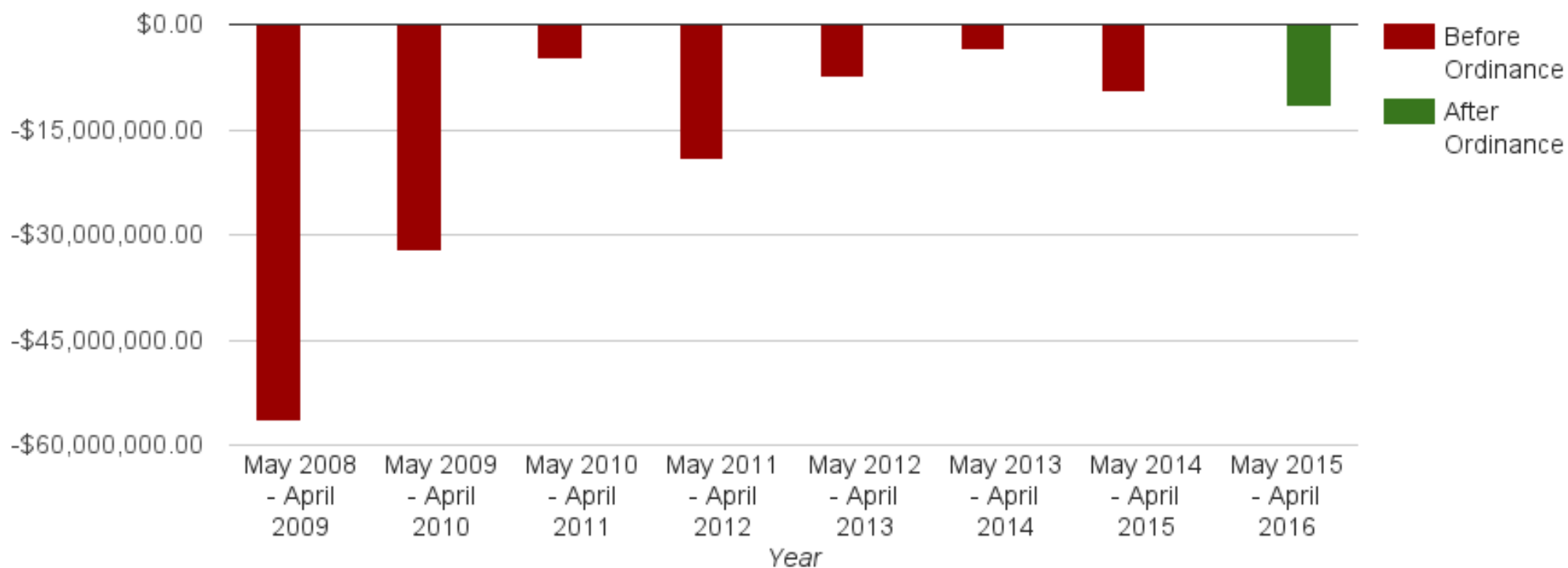
Gross Gaming Revenue, 2007-2016



Gross Gaming Revenue, 2007-2016



Decrease in GGR from the previous 12 months, Harrah's New Orleans



Limitations

- Conclusive findings from quasi-experimental studies about the economic impact of smoke-free laws on casinos are difficult to achieve given the numerous extraneous factors affecting this industry
 - Simultaneous economic events with smoke-free law
 - Weather
 - Market saturation
 - Economy

Conclusions

- No compelling evidence that Harrah's New Orleans was adversely affected by smoke-free laws.
- The casino has experienced decreasing year over year GGR and annual GGR since the recession, and has continued this trend following implementation of the smoke-free ordinance.

Questions?

*Minh-Tri 1st Place
winner, FAMRI/
AAP/Richmond
Center Art Contest
2010*

