



# FRENCH LICK RESORT®

FRENCH LICK & WEST BADEN · INDIANA

## FRENCH LICK CASINO COMMITS TO SMOKE-FREE INDOOR POLICY

**FRENCH LICK, Indiana (August 19, 2021)** — French Lick Casino is clearing the air when it comes to a new smoke-free policy.

The casino floor is now a smoke-free space, although guests who wish to smoke can still do so in a covered outdoor smoking area. Inside the casino, the smoke-free policy applies to cigarettes, cigars, smokeless tobacco, vaping and e-cigarettes.

“Our mission has always been providing a safe, clean and friendly gaming experience, and a smoke-free atmosphere is key to delivering that,” said Tim Carpenter, French Lick’s Director of Casino Marketing. “We’re proud to be smoke-free for the comfort and health of all our casino guests, and for the well-being of our casino staff.”

French Lick Casino had previously flipped its smoking and non-smoking gaming rooms so guests could enter the casino to a smoke-free atmosphere. Then came COVID-19 considerations, combined with ongoing guest feedback, to create a new nonsmoking footprint.

“It corresponded with what our guests were telling us,” Carpenter said. “We listened to our guests, and a lot of the previous complaints were they had to walk through a smoking section in order to get to the non-smoking section.”

Since the change?

“We’ve heard a lot of positives,” Carpenter said. “Our guests are telling us it’s a cleaner atmosphere and you don’t go home smelling like smoke.”

For guests still wanting to smoke, a new outdoor patio is available right outside the casino floor. There are no checkpoints when coming and going, and the patio is a covered area that includes tables and chairs, a few TVs, and a fire pit to enjoy during cool-weather months.

Even with the smoke cleared indoors, “our air quality is still important and we are exchanging the air at a high rate and constantly monitoring and improving it,” Carpenter said. An additional ventilation unit is currently being installed.

That is among several changes and upgrades that have come to the casino floor over the past few years. A new sportsbook and TV viewing lounge were added in 2019, followed by a redesign to the casino floor with additional room between gaming units for a more spacious, comfortable feel. For guests eager to

enjoy a reimagined gaming experience to go along with everything else French Lick Resort has to offer, a smoke-free environment is a breath of fresh air.

“We are a different place, being a family-friendly resort instead of a standalone casino,” Carpenter said. “Guests look to us for a premium gaming experience, and the choice to be smoke-free is a key part of that.”

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#### **ABOUT FRENCH LICK RESORT**

French Lick Resort is a \$600 million historic restoration and casino development project that includes West Baden Springs Hotel, French Lick Springs Hotel and French Lick Casino. This Midwest premier resort destination features 757 guest rooms and suites; a 51,000 square-foot, single-level casino; 45 holes of golf including the fully restored 1917-designed Donald Ross Course at French Lick and the 18-hole Pete Dye Course at French Lick; two full-service spas with a combined 36 treatment rooms; meeting and event space totaling 169,000 square feet; and an array of dining and entertainment options.

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