



# Good Times: Marijuana, Winery, & Brewery Travelers

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ANNA BLOUNT  
GWTTRA  
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# WHO WE ARE

Established in 1978 as a  
market research  
consultancy

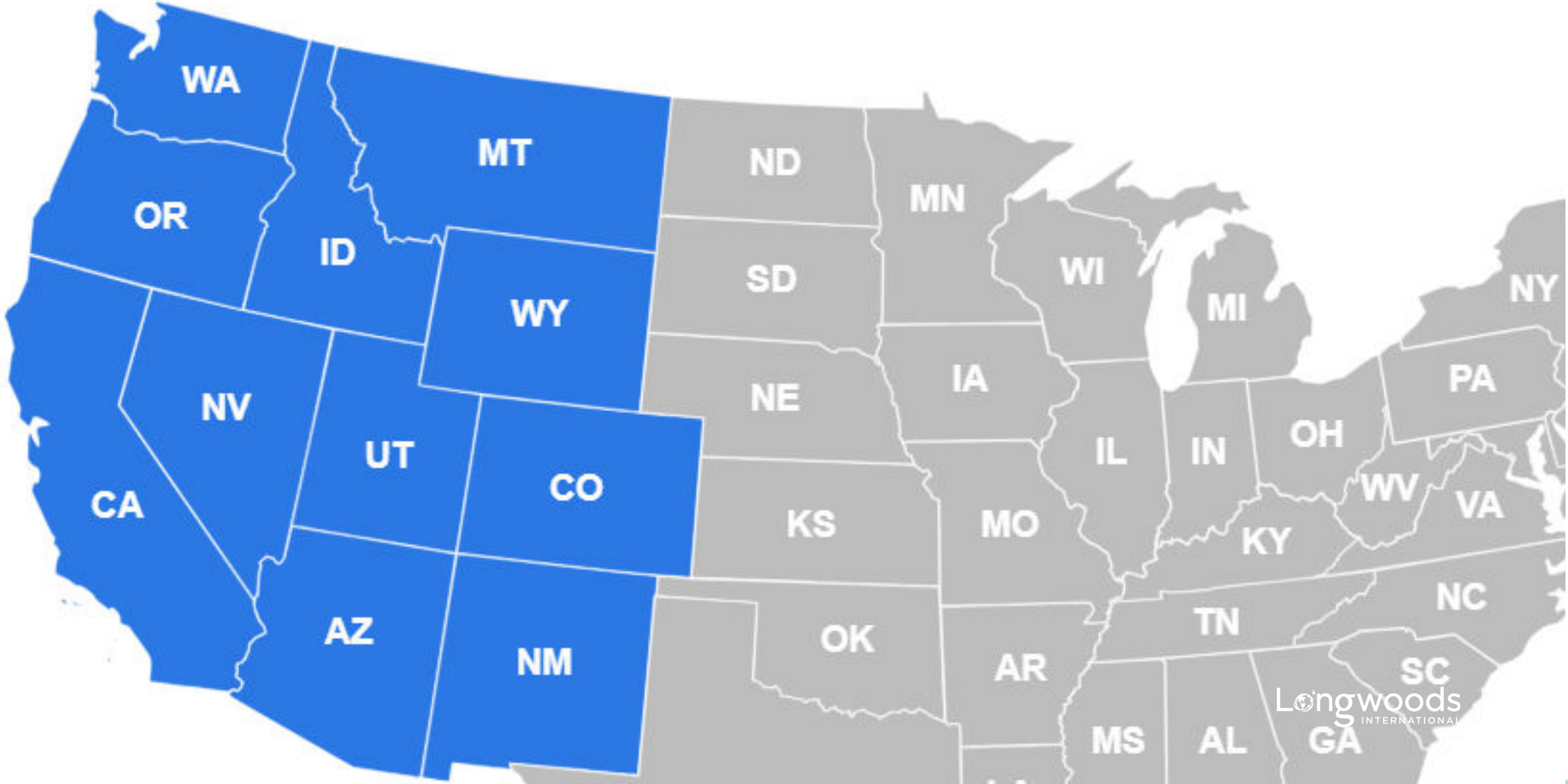
Headquartered in  
Columbus, OH and  
Toronto, ON

Focused in  
tourism since  
1985

Working with over 175  
Destinations and  
Brands

The logo for Longwoods International. The word "Longwoods" is in a blue, sans-serif font, with a small globe icon integrated into the letter "o". Below it, the word "INTERNATIONAL" is written in a smaller, green, all-caps, sans-serif font.

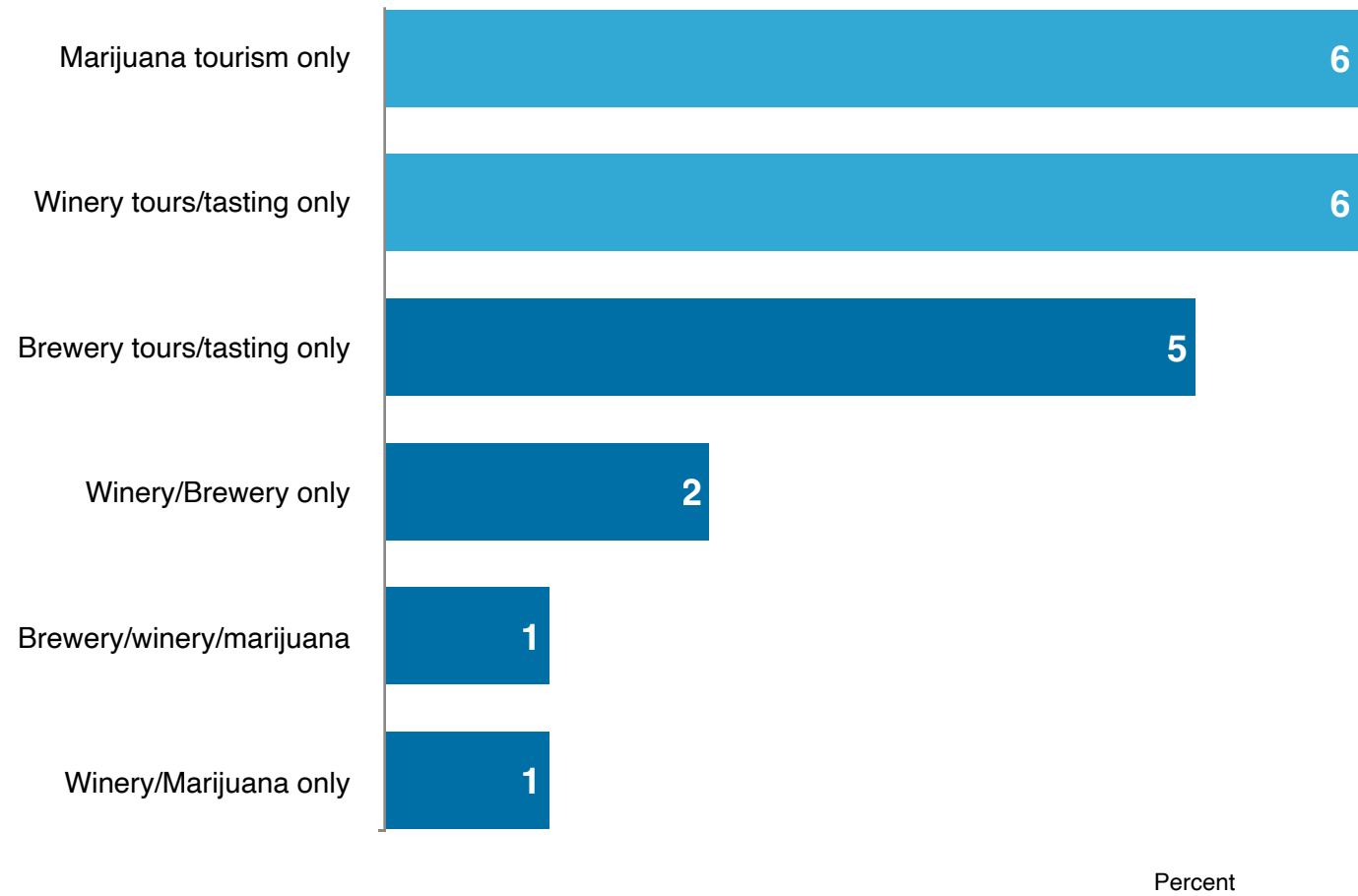
Methodology: States Included



# Methodology: 2022 Longwoods Travel USA®

- Largest and longest-running domestic trip tracking study in the U.S., representative of all leisure and business trips taken by Americans within the country.
- Fielded quarterly.
- **46,716** overnight trips to Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.
- Provides comprehensive visitor data for DMOs, everything from the number of visitors, where they came from, how much they spent, primary purpose of their trip, length of stay, planning, booking, etc.

# Marijuana, Winery, and Brewery Traveler.





**Marijuana  
Tourism Only**



**Winery Tours/  
Tasting Only**



Longwoods  
INTERNATIONAL

**Brewery Tours/  
Tasting Only**

# Good Times Visitation Share



35%

**Marijuana tourism  
only**

34%

**Winery tours/tasting  
only**

31%

**Brewery tours/  
tasting only**

	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
VFR	<b>36%</b>	32%	32%
Marketable Leisure	55%	<b>61%</b>	<b>59%</b>
Business	9%	8%	8%





## Mean Length of Trip

	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
Total Nights Away (Mean)	4.0 nights	<b>4.2 nights</b>	<b>4.3 nights</b>

# Top Five Activities on Trip

Marijuana tourism only		Winery tours/ tasting only		Brewery tours/ tasting only	
	Shopping 29%		Winery/brewery/ distillery tour 29%		Winery/brewery/ distillery tour 24%
	Sightseeing 23%		Shopping 28%		Shopping 27%
	Bar/nightclub Attending 22%		Sightseeing 23%		Sightseeing 22%
	Celebration Attending 18%		Bar/nightclub Attending 19%		Bar/nightclub Attending 25%
	Casino 25%		Celebration Attending 18%		Celebration Attending 18%

Accommodations	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
Hotel	41%	49%	46%
Resort hotel	15%	17%	16%
Motel	20%	16%	17%
Home of friends /relatives	14%	11%	14%
Rented home/ condo/apartment	9%	8%	10%

## Didn't Plan Anything in Advance of Trip

Marijuana  
tourism only

Winery tours/  
tasting only

Brewery tours/  
tasting only

Did not plan  
anything in  
advance

17%

7%

6%





## Very Satisfied with Overall Trip Experience

Overall Trip Experience	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
Very Satisfied	70%	74%	75%

## Very Satisfied – Trip Aspects

Very  
Satisfied

Marijuana  
tourism only

Winery tours/  
tasting only

Brewery tours/  
tasting only

Quality of food

54%

**59%**

**58%**

Friendliness of  
people

49%

**55%**

**55%**

Safety/  
security

46%

**53%**

**52%**



Age	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
18-24	17%	12%	11%
25-34	34%	25%	27%
35-44	27%	26%	28%
45-54	14%	16%	16%
55+	8%	22%	17%
Mean Age	36.2	42.3	40.7

Annual Household Income	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
< \$49.9K	<b>50%</b>	26%	27%
\$50 - \$74.9K	18%	17%	17%
\$75 - \$99.9K	12%	17%	18%
\$100 - \$149.9K	14%	<b>27%</b>	<b>25%</b>
\$150K +	6%	<b>12%</b>	<b>12%</b>
Mean Income			
	<b>\$64.7K</b>	<b>\$93.3K</b>	<b>\$92.0K</b>



Educational Attainment	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
Post-Graduate	15%	<b>28%</b>	<b>25%</b>
College Graduate	30%	<b>42%</b>	<b>44%</b>
Some college	<b>25%</b>	14%	16%
High school or less	<b>30%</b>	16%	16%

## Race/Hispanic Background

Race	Marijuana tourism only	Winery tours/ tasting only	Brewery tours/ tasting only
White	67%	<b>76%</b>	<b>80%</b>
African American	<b>21%</b>	13%	10%
Other	<b>19%</b>	15%	14%
Hispanic Background	<b>24%</b>	19%	19%





# Thank You!

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