

CANNABIS & HEMP TRAVEL

More than Data: Positive Vibes, Positive Impact

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POSITIVE VIBES



MODERN DAY CANNABIS TRAVEL REPRESENTS WELLNESS AND WELLBEING

The Endocannabinoid System

The Endocannabinoid system consists of two receptors, called CB1 and CB2.


These receptors are found on cell surfaces and impact various biological processes.

CB1

Located in the brain, central nervous system and many other parts of the body.

CB2

CB2 Present throughout the body, associated with our immune system.









CB1
CB1 receptors target: mood, anxiety, feeding, motor, and endocrine systems, short-term memory, pain perception, neuronal cells.

CB2
CB2 receptors are more broader than CB1 and influence most of the body.
Cell, Mitosis, Proliferation, Adipose Tissue, Bone, Heart, Muscle, Bone Marrow, Immune system, Respiratory tract, Skin, CB2, Cardiovascular System, Liver.


*CB1 receptors with CB1 and CB2 receptors for many effects still being studied.

CONSUMPTION

 <p>Flower</p> <p>The most common form and used for consumption in different ways through combustion or decarboxylation.</p>	 <p>Concentrates</p> <p>A more potent form of cannabis because of extraction methods that allow higher concentrations of cannabinoids and terpenes.</p>	 <p>Edibles</p> <p>Edibles are cannabis-infused foods or drinks made with cannabis oil or flower and can be found in candies, oils, & baked goods.</p>	 <p>Tinctures</p> <p>Tinctures are made by steeping cannabis and other botanical ingredients.</p>	 <p>Topicals</p> <p>Topicals are cannabis-infused products like creams, balms, sprays, transdermal patches, or other meant to be applied directly to the skin.</p>
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Broad Leaf



Narrow Leaf



PORTRAIT
OF

AMERICAN
TRAVELLERS®

Summer 2023

MMGY Travel Intelligence



CANNABIS TRAVEL AUDIENCE - 2023

A Look at the Cannabis Traveler

An active leisure traveler interested in participating in a cannabis-related activity while on vacation.

37%

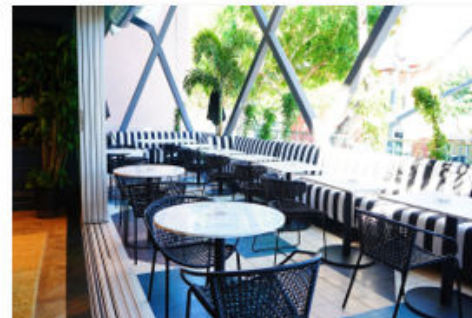
of Active Leisure Travelers

3.7

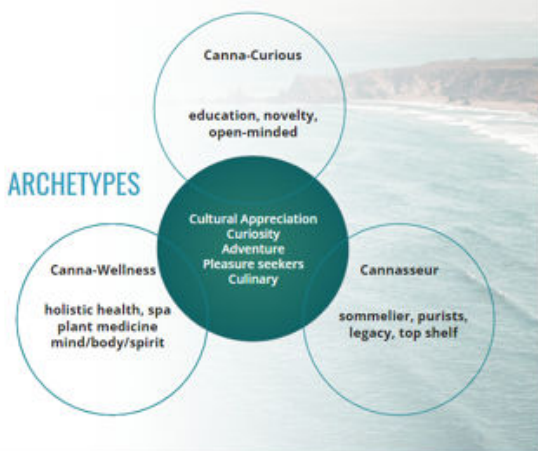
Number of leisure trips expect to take during the next 12 months

\$3,156

Average amount expect to spend on leisure trips during the next 12 months



ARCHETYPES



Nearly 6 in 10 of Gen Z and Millennial Travelers Say They Have An Interest in Participating in At Least One Cannabis-Related Activity on Vacation.



37%₂₀₂₂ **37%**₂₀₂₂

of travelers are interested in participating in at least one cannabis-related activity while on vacation.

(Activities are listed on the next page)

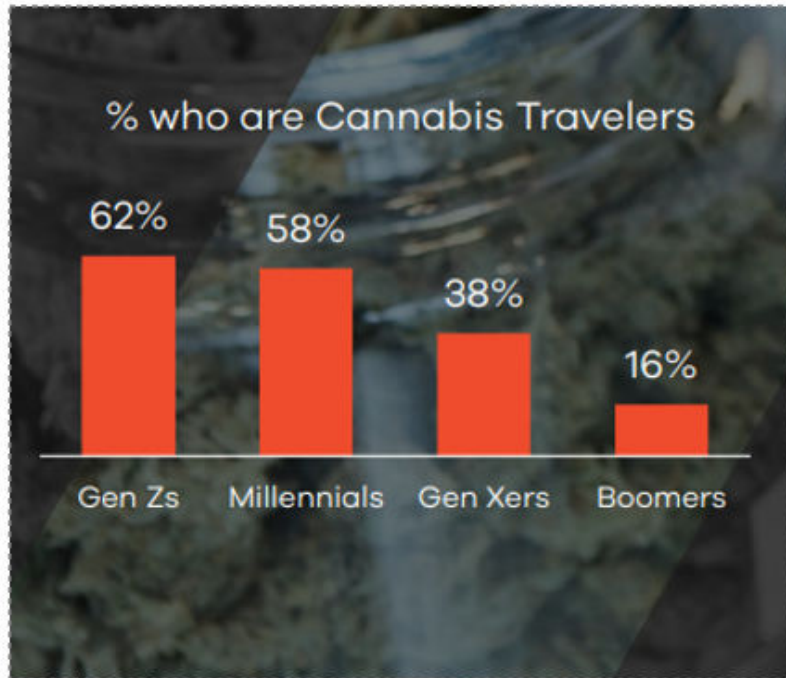
Gen Zs: **62%**
Millennials: **58%**
Gen Xers: 38%
Boomers: 16%

Have Kids: **55%**
Don't Have Kids: 30%
Less than \$100K: **42%**
More than \$100K: 32%



CANNABIS TRAVEL AUDIENCE - 2023

SUMMIT



Top Travel Motivators:

- To get away and unplug (85%)
- Explore nature and the outdoors (82%)
- Spend time with spouse/children (76%)

/ Significantly more likely than non-cannabis travelers to consider themselves to be "environmentally conscious" and an "outdoor adventurer."

MMGY Travel Intelligence



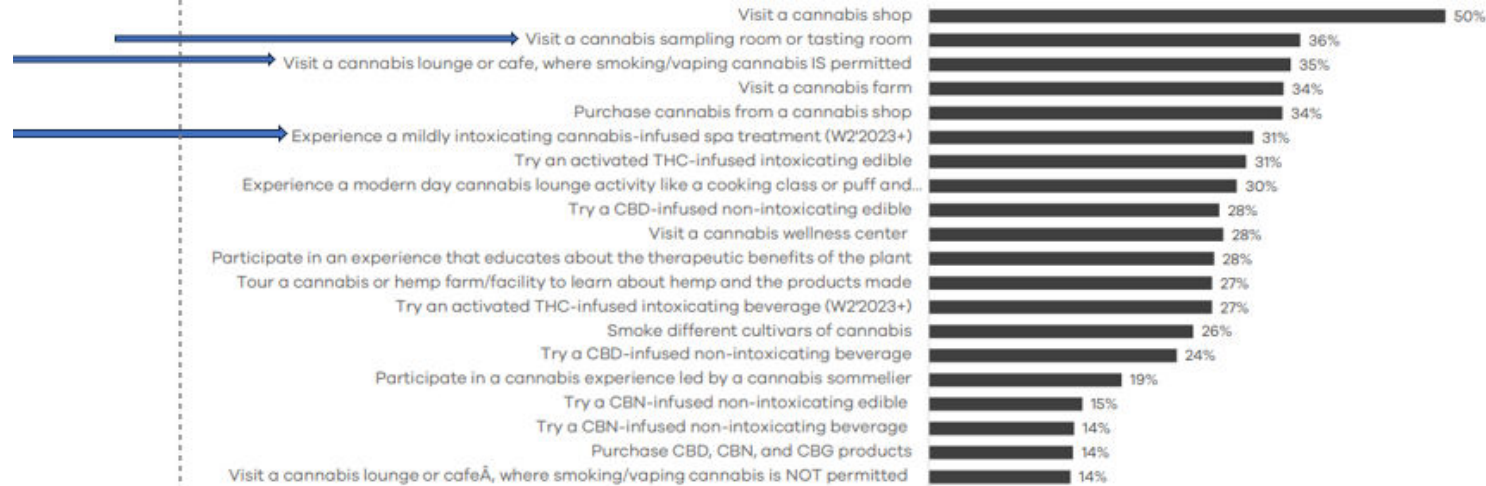
CANNABIS TRAVEL AUDIENCE - 2023

SUMMIT

Visiting a Cannabis Shop Is the Most Popular Cannabis Vacation Activity of Interest

Interested in Cannabis Activities

(Among the 37% of travelers who are interested in at least one activity)



One-third of Respondents Interested in Cannabis Experiences are Interested In Experiencing Mild to Medium Intoxicating Effects While on Vacation

Interested in Cannabis Experiences
(Among the 37% of travelers who are interested in at least one activity)

Interest in Effects	Active Leisure Travelers
Interest in feeling mild intoxicating cannabis effects while on vacation.	35%
Interest in feeling medium intoxicating cannabis effects while on vacation.	31%
Interest in experiencing cannabis effects that complement and enhance food experiences like fine-dining or sampling local signature dishes.	31%
Interest in experiencing cannabis effects that complement and enhance art experiences like mural walks, theater, and live music performances.	29%
Interest in feeling strong intoxicating cannabis effects while on vacation.	27%
Interest in experiencing cannabis effects that complement and enhance nature experiences like a hike in the redwoods or a day at the beach.	25%
I am only interested in non-intoxicating cannabis and hemp activities and experiences while on vacation.	23%
All of the above	12%



POSITIVE IMPACT



THIS 420,
CHOOSE EQUITY.
#THIS420CHOOSEEQUITY



ADVOCACY

CANNABIS STRATEGY AS A VEHICLE FOR EVOLVING THE ROLE OF A DESTINATION ORGANIZATION IN THE COMMUNITY



#3 - Better Integrate Tourism and Economic Development

SUMMIT

Tourism + Economic Development = A Data-Driven Visitor Economy Development Point of View

- LICENSING A NASCENT AND BURGEONING INDUSTRY; RETAIL AND CONSUMPTION SPACES
- ALTERED EFFECTS AND PUBLIC SAFETY
- CONTROLLED SUBSTANCES ELEMENT
- CUSTOMER/VISITOR SATISFACTION
- TRAVEL ECONOMY EDUCATION & SAFETY

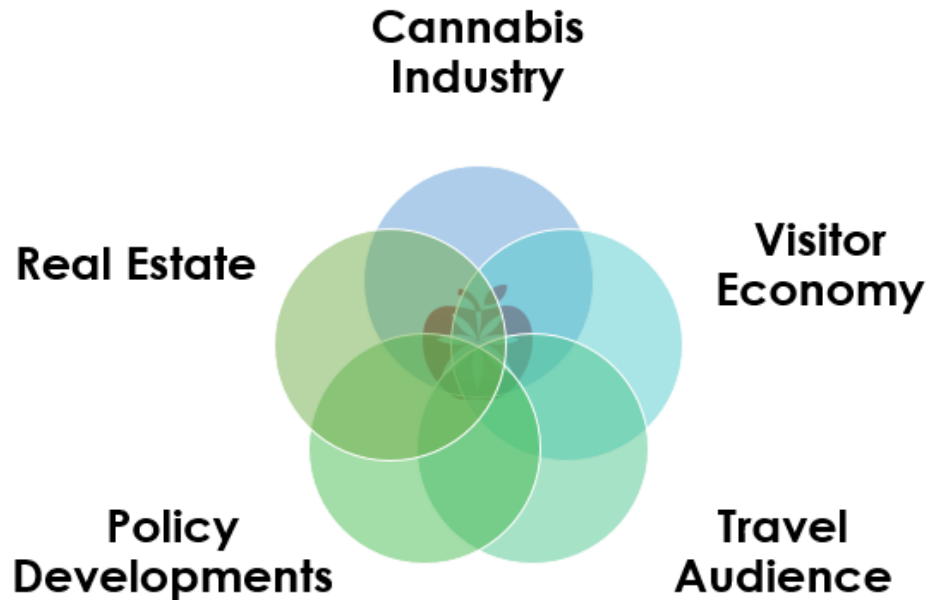
Aggregate data, take inventory, and develop cannabis stakeholders and experience outposts. Elevate on-brand travel products, services, and personalities. Uplift newsworthy and travel worthy cannabis experiences.

DESTINATION DEVELOPMENT and MARKETING, TARGET CANNABIS TRAVEL AUDIENCE PROFILE



#9 - Develop a Data-Driven Plan for a More Sustainable Visitor Economy

Recommend a data-driven strategies that informs sustainable destination development in the visitor economy.



#13 - Increase Support with Local Government Leadership to Influence Policy

SUMM

Invest in up-to-date data and information that outlines the existing and evolving local visitor economy landscape, and potential. Develop and communicate data-backed talking points to the local government strategically that point to key insights and why they are tailored to strengthen community alignment and inform visitor economy destination development.

- VISITOR ECONOMY ECONOMIC IMPACT
- THE DEVELOPMENT OF LOCAL INTELLECTUAL CAPITAL, UPLIFTING RESIDENTS AND PLACE
- NOTIFY STAKEHOLDER ON RECENT POLICY DEVELOPMENT AND WHY THEY MATTER



INTERSECTIONALITY

- WELLNESS / WELL-BEING
- SUSTAINABILITY
- DEIA



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