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GY Travel  
Intelligence

# The California Cannabis Traveler

PROPRIETARY DATA





# Overview

MMGY TRAVEL INTELLIGENCE AND CANNABIS TOURISM CONSULTANT BRIAN APPEGARTH CONDUCTED THIS FIRST-EVER COMPREHENSIVE NATIONAL SURVEY OF U.S. LEISURE TRAVELERS' UNDERSTANDING OF, AND INTEREST IN, RECREATIONAL CANNABIS-RELATED PRODUCTS, EXPERIENCES, AND SERVICES WHEN ON VACATION.



# Methodology

Random sample of 1,501 respondents representing the U.S. adult population participated in this online survey between March 3-10, 2020. Respondents were screened as follows:

- 21 years of age or older
- Annual household income of at least \$50,000
- Active overnight leisure travelers
- Interested in participating in at least one cannabis related activity on a vacation

Error interval of statistical estimates (n=1,501) is +/- 2.5% at 95% confidence



# Market Size

ADULTS INTERESTED IN CANNABIS-RELATED EXPERIENCES ON VACATION REPRESENT AN ESTIMATED 18% OF ALL AMERICAN ADULTS AND 29% OF ALL ACTIVE LEISURE TRAVELERS.

A21+, HHI \$50K+, ACTIVE LEISURE TRAVELERS

62%

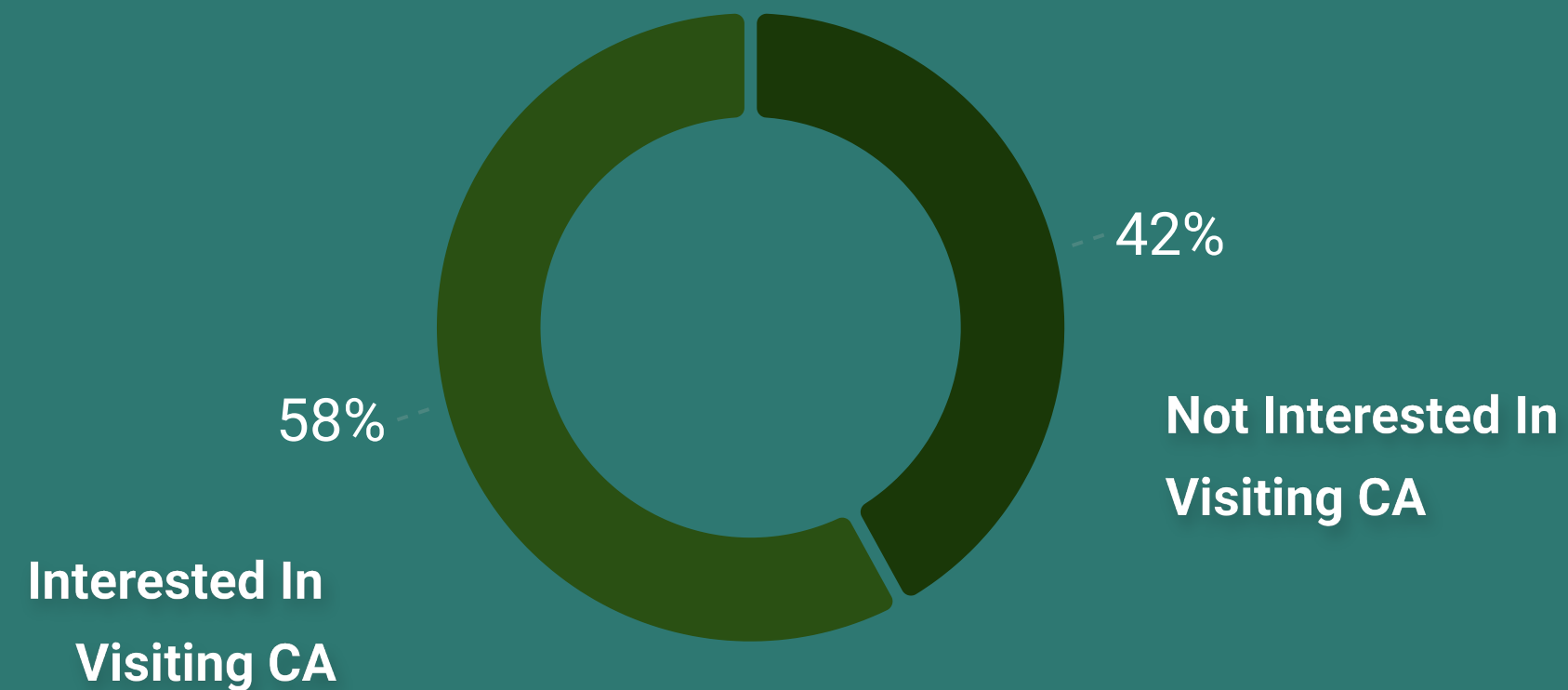
LEISURE TRAVELERS INTERESTED IN CANNABIS-RELATED EXPERIENCES ON VACATION

18%



# Interested In Visiting CA

Six out of ten adults interested in cannabis-related experiences on vacation are also interested in visiting CA during the next two years.





# Target Market Profile

● % Interested In Visiting CA ● % All Respondents

Boomers

36%

40%

Millenials

31%

26%



# Household Income

	% Interested In Visiting CA	% All Respondents
Mean	\$142,900	\$132,600
Median	\$110,700	\$107,500





# Ever Used Cannabis

69%

% INTERESTED  
VISITING CALIFORNIA

65%

% OF ALL  
RESPONDENTS

Nearly 3/4 of those interested visiting CA have used cannabis while more than half of all respondents have already consumed it.



# Unaware Recreational Use Is Legal In California

33%

% Interested In  
Visiting CA

36%

% All  
Respondents



# Have Traveled To A Destination Where Recreational Use Is Legal To Participate In A Cannabis-Related Experience

42%

% Interested Visiting California

31%

% Of All Respondents



WILLING TO TRAVEL >200 MILES TO  
PARTICIPATE IN A CANNABIS-RELATED  
EXPERIENCE IN A DESTINATION WHERE  
RECREATIONAL USE IS LEGAL

25%

% INTERESTED IN VISITING CA

18%

% ALL RESPONDENTS





# Attitudes Toward Cannabis

01

THINK LEGALIZATION FOR  
RECREATIONAL USE IS A  
GOOD THING



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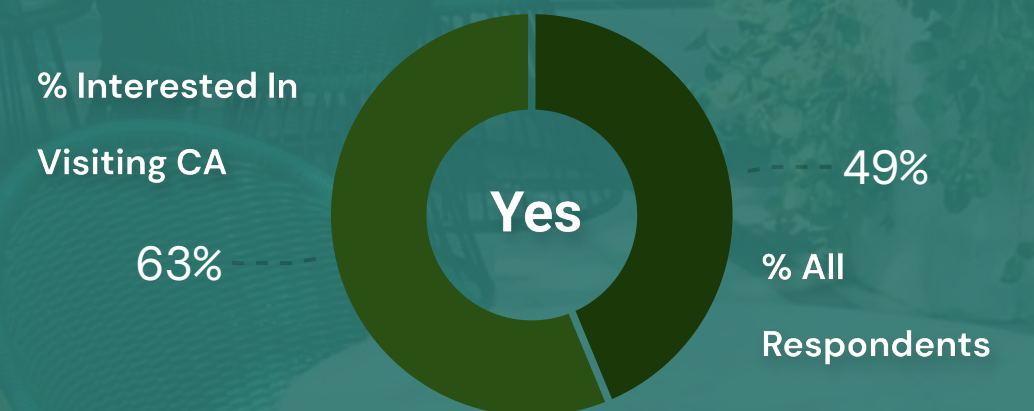
02

AGREE THE OPTION TO  
PURCHASE/CONSUME  
CANNABIS ENHANCES THE  
APPEAL OF THE DESTINATION  
FOR A VACATION



03

AGREE DESTINATIONS IN  
WHICH RECREATIONAL USE IS  
LEGAL SHOULD PROMOTE THIS  
FACT IN THEIR ADVERTISING

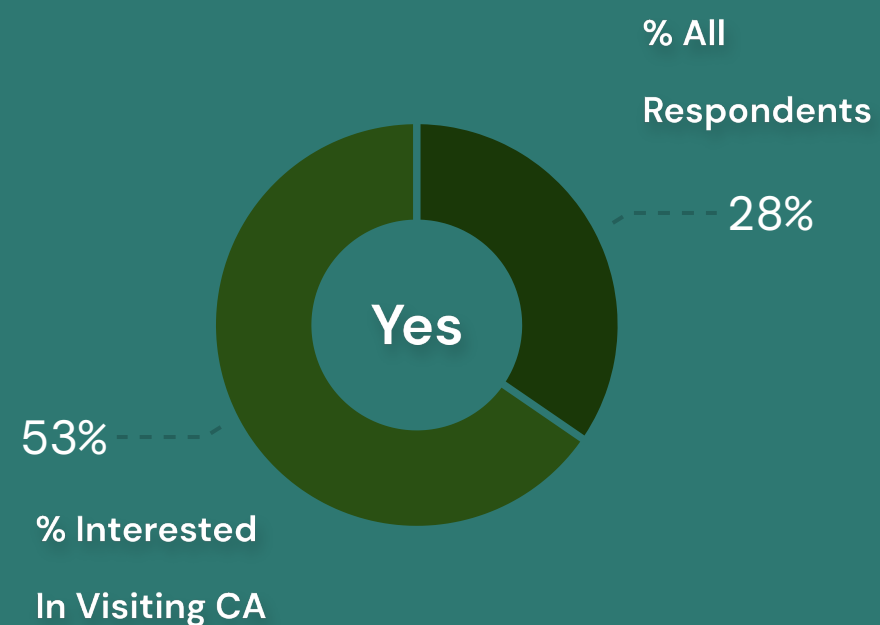


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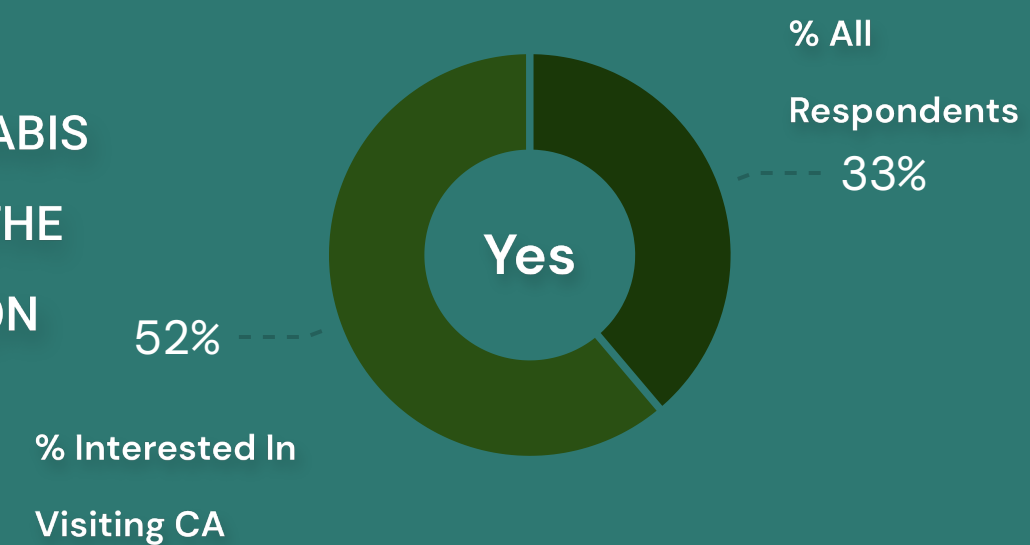
04

AGREE DESTINATIONS IN WHICH  
RECREATIONAL USE IS LEGAL  
MAY STILL PROMOTE  
THEMSELVES CREDIBLY AS  
“FAMILY FRIENDLY”



05

AGREE THE OPTION TO  
PURCHASE/CONSUME CANNABIS  
ENHANCES THE APPEAL OF THE  
DESTINATION FOR A VACATION





# The Market Opportunity

48%

% Interested Visiting California

68%

% Of All Respondents

Are More Interested In Visiting Destinations Where  
Recreational Use Is Legal Than Those Where It Is Not.



# Interested In When On Vacation

81% Want To Smoke Different  
Varieties of Cannabis

43% Want To Try  
An Infused Edible

52% Want To Visit a  
Dispensary

81% Want To  
Learn More About  
Health Benefits

% INTERESTED IN VISITING CA

20% Want To Smoke Different  
Varieties of Cannabis

37% Want To Try  
An Infused Edible

43% Want To Visit a  
Dispensary

81% Want To  
Learn More About  
Health Benefits

% OF ALL RESPONDENTS



# Recovery Opportunities For Cannabis-Serving Destinations

01

## Essential

Cannabis is essential and arguably recession proof. A coordinated and well-developed cannabis strategy may offer an additional funding source for destinations, assist in recovery, and support ongoing stability in times of crisis.

02

## Differentiator

Cannabis is positioned as a new and exciting experience for many. Cannabis as a new and curious travel niche offers a fun element of surprise and delight, making it unique when compared to other destination experiences and attractions.

03

## Supplemental

Cannabis is an effects-based product and enhances experiences and activities if consumed mindfully. Cannabis is capable of driving economic spend throughout a destination across multiple businesses. For example, some cannabis products serve as appetite stimulants that drive subsequent spends at restaurants.



# Self Describe As



— % Interested In Visiting CA  
— % Of All Respondents





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**The leading cannabis-related solutions provider  
for travel destinations.**