

Canadian Preferences for Cannabis Tourism in Canada

**New Heights
Cannabis**
DEVELOP | BUILD | NETWORK



Cannabis Tourism Research Study

In association with

**UNIVERSITY
of GUELPH**

GORDON S.
LANG
SCHOOL of BUSINESS AND ECONOMICS

Led by Susan Dupej, PhD

Study Goals & Objectives

- 1 Pinpoint demand, expectations and motivations
- 2 Define target market segments
- 3 Identify actionable insights

Sampling Method

- Survey collection via convenience sampling
- 19 years of age or older

Data Collection

- Distribution channels
- Data collection: August 18 to December 31, 2021

Sample Sizes

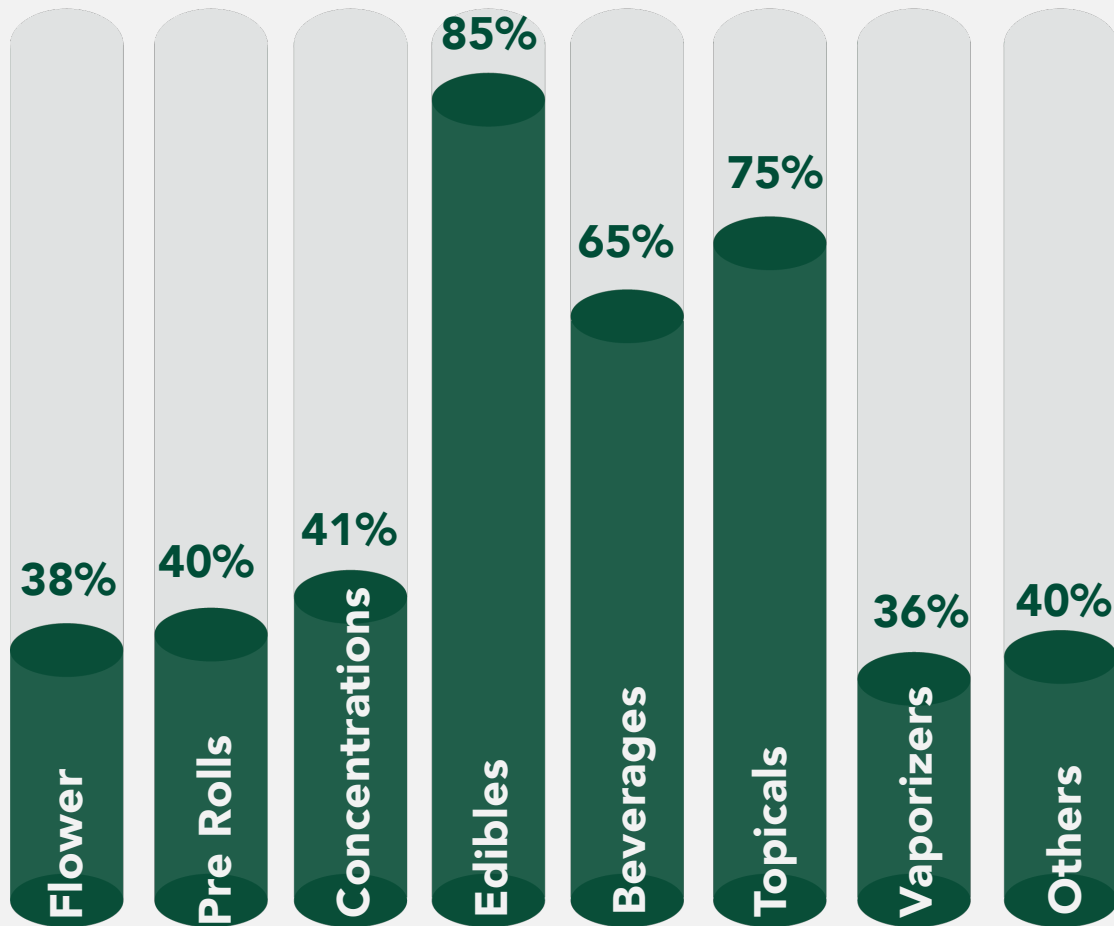
- Analysis based on 700 responses

Confidence Levels

- Margin of error for $n = 700$ is $\pm 4\%$ at the 95% confidence level

Methods & Data Collection

Results

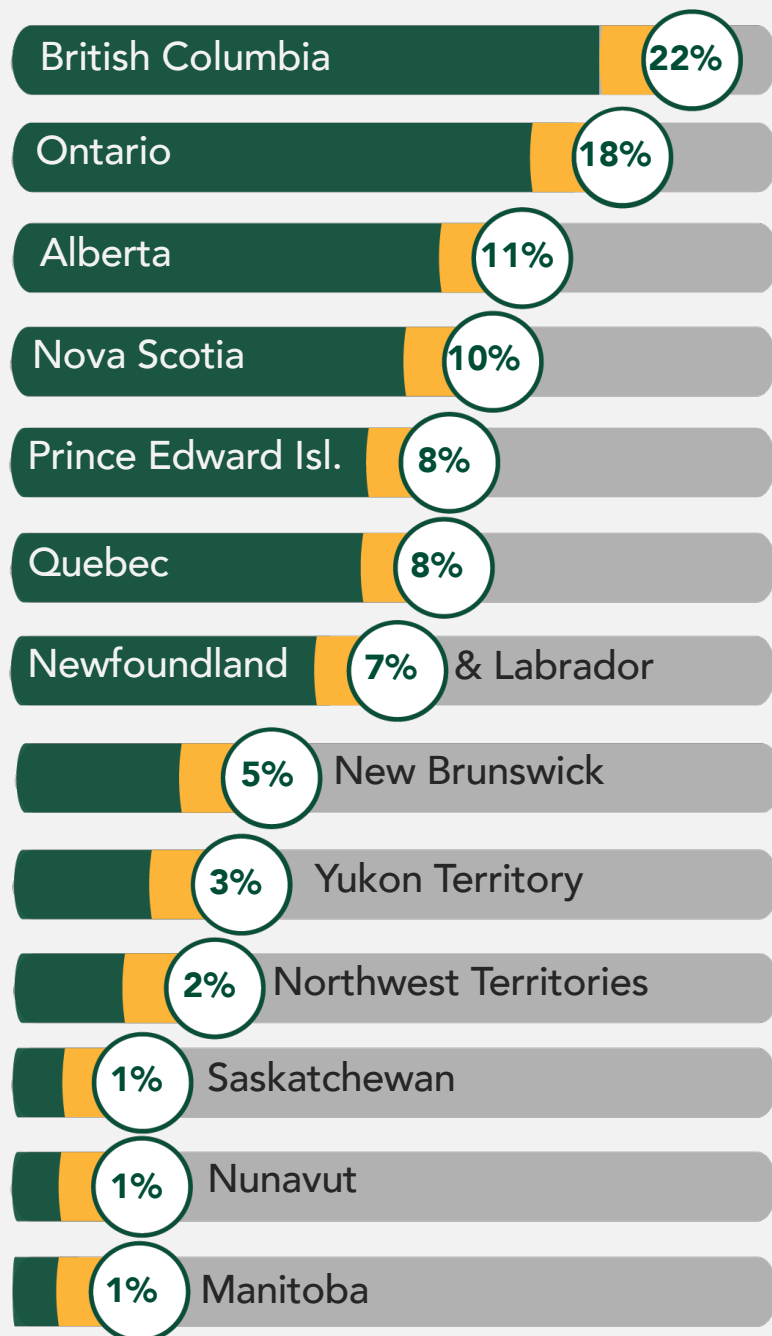


Canna-Curious
Most Desirable Method
Of Consumption
Non-Consumers are
Willing to Try

Activity	%	Activity	%
Retreat/Getaway	67	Comedy Show	50
Cannabis-Friendly Accommodations	61	Nature Hike	47
Infused Dining Experience	57	Purchase from 'Farmgate'	47
Cannabis Festival	56	'Puff' n Paint' Class	45
Infused Spa Treatment	54	Cannabis Tour Bus	35
Weed & Wine Tour	53	Yoga Class	33
Concert	52	Visit a Retail Store	32
Farm/Facility Tour	51	Corporate Event	20
Consume in Lounge	50	Golf	14

Traveler Interest Cannabis Tourism Related Activities

A retreat/getaway, cannabis friendly accommodations and an infused dining experience are the top three cannabis tourism related activities of interest.

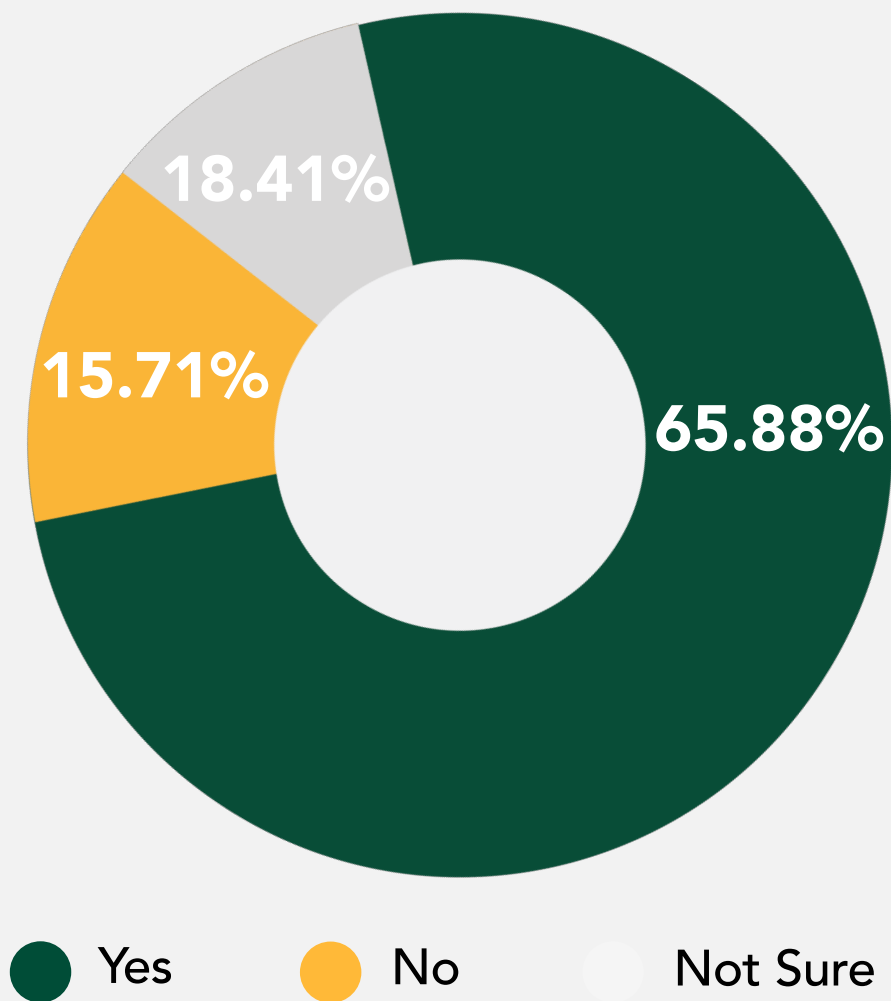


Travel Interest Most Desired Canadian Cannabis Tourism Destination

British Columbia, Ontario and Alberta are the most desired Canadian cannabis tourism destinations.

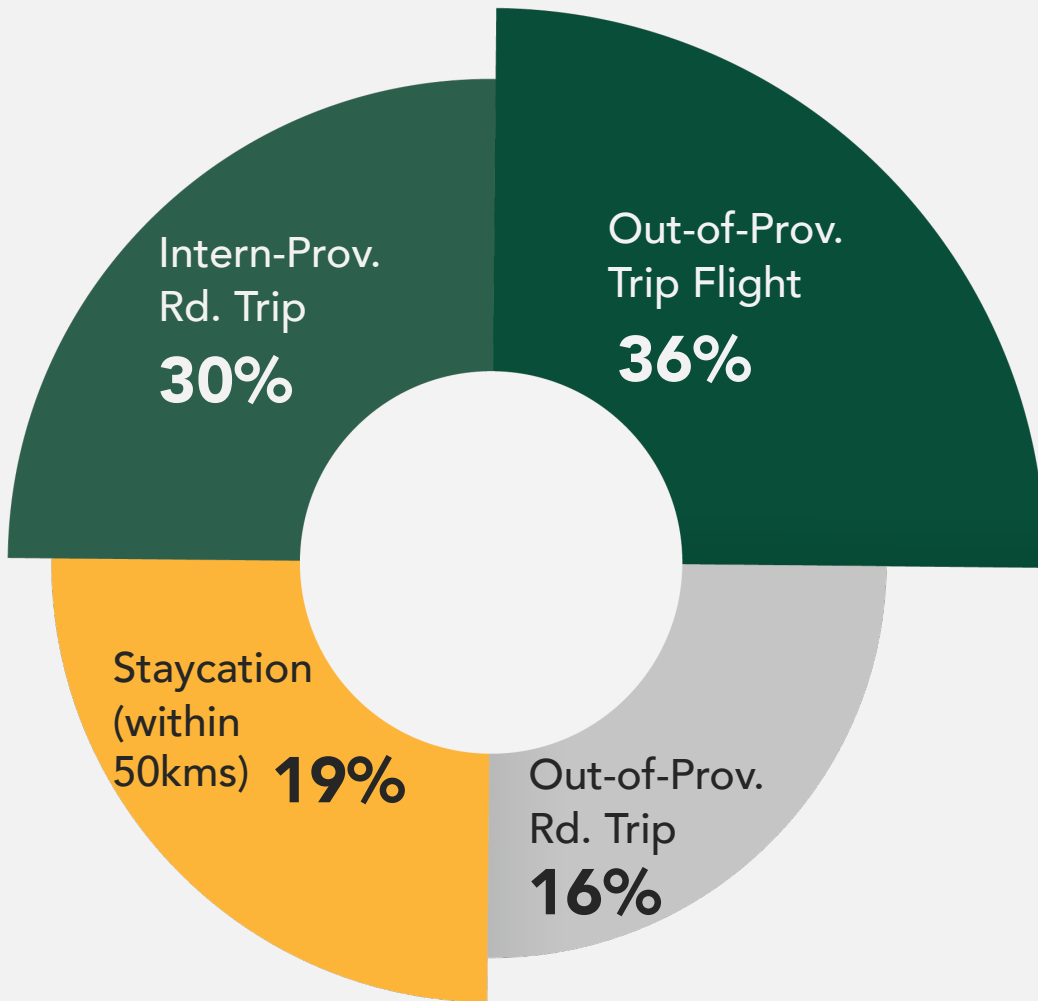


"Absolute Interest" Infused Food & Beverage, & On-Premise Consumption



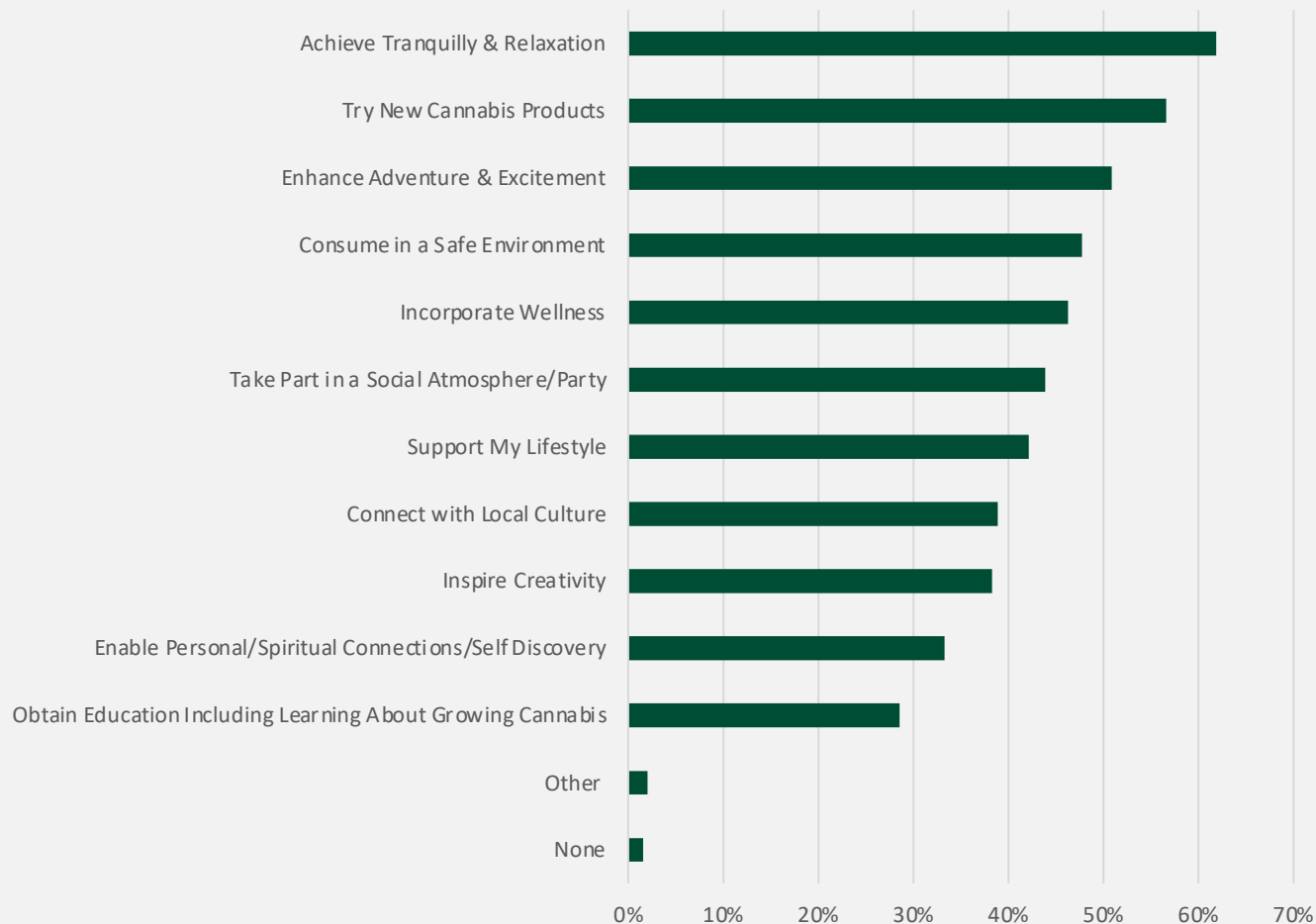
Travel Interest Licensed Establishments

65.88% of respondents would feel more comfortable consuming and learning about cannabis if were served to them in a licensed establishment like a bar, restaurant, café or lounge.



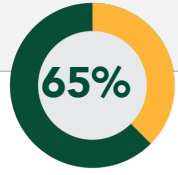
Traveler Preference

Distances Canadians are Willing to Travel for a Cannabis Tourism Experience in Canada

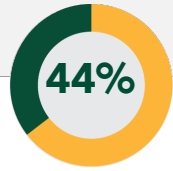


Traveler Preference

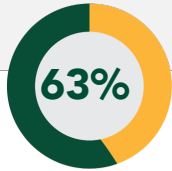
Reasons for Incorporating Cannabis into a Tourism Experience



of respondents
**STRONGLY
AGREE** that
cannabis is less
harmful than
alcohol.



of respondents
**STRONGLY
AGREE** that
tourism positively
impacts the
image of
cannabis.



of respondents
**STRONGLY
AGREE** that
stigma does not
make them
reluctant to
consume
cannabis.

Views on Legalization & Tourism

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