NORTH AMERICA’S MARIJUANA TOURISM

CHARACTERISTICS OF THE TARGET MARKET

WHAT IS MARIJUANA TOURISM?
“A marijuana tourist is one who travels—in whole or in part—for the purpose of marijuana consumption.” (King, 2017, p. 2)

**Characteristics**

**DEMOGRAPHICS**

- Of the target market

**4 TYPES OF TOURISTS**

The consumer habits of marijuana tourists can be categorized into 4 different types of tourists:

1. **Frequent Consumers**
2. **First Timers**
3. **People Celebrating Retirement**
4. **Potential Cannabis Entrepreneurs**

**CONSUMER HABITS**

- Of the target market

**4 Types of Users**

The consumption habits of marijuana tourists can be categorized into 4 different types of users:

1. **Initiators & Light Users**: Experiencing or consuming small doses on an infrequent basis.
2. **Regular Users**: Consuming moderate to large doses on a more frequent basis.
3. **Heavy Users**: Consuming enough marijuana to meet clinical or dependency needs.
4. **Quitters**: May have current or recent use and identify as marijuana users but have stopped using.

**METHODS OF CONSUMPTION**

The occasional consumption of marijuana has 4 preferred methods of consumption:

- **12%** Smoke
- **20%** Edibles
- **13%** Hash
- **55%** Topicals

**REASONS TO TRAVEL**

- Of the target market

**4 Types of Motivations**

The motivations behind traveling for the purpose of marijuana use are categorized into 4 different motivations:

1. **Experiential**
   - Freedom from social constraints from work and family
   - Ministry of cannabis usage and the opportunity to consume during vacation
2. **Pleasure Orientation**
   - Compliment of fun seeking while on vacation
   - Curious about cannabis as recreational product during vacation
3. **Quest for Authenticity**
   - Curious about cannabis as a matter of belonging to cannabis culture
4. **Purchasing**
   - Traveling to purchase marijuana from a foreign country
   - Most for practical reasons

**ISSUES IN TRAVEL**

- For the target market

**Issue #1**

Purchasing marijuana in the state of Colorado through an out-of-state tour.

**Issue #2**

I O U N C E

Even though marijuana is legal, it is still prohibited to consume on public transport.

**Issue #3**

The goal is to transport marijuana on any other related product containing residue over state borders.

**Issue #4**

Most hotels do not allow smoking marijuana on the premises.

**Issue #5**

Legal states such as Washington, Colorado, and California’s tourism office do not advertise marijuana.

**What’s marijuana tourism?**

**There are a variety of benefits associated with marijuana tourism that coincide with the legalization of marijuana:***

1. Since 2014, 18,000 new jobs have been created since the legalization of marijuana.
2. There has been a decline in the number of criminal justice activity.
3. There has been an increase in tourism and related jobs.
4. Generates a multi-billion dollar revenue to the legalized regions.

**BENEFITS**

- For the target market

**WHAT’S NEXT?**

- For the target market

Marijuana tourism in North America was only introduced four years ago to the state of Colorado. However, the state should serve as a benchmark for other regions that want to follow in their footsteps. Scholarly research on marijuana tourism needs to be undertaken in a variety of subtopics.

**ABSTRACT**

The recreational use of marijuana and travelling for the consumption of marijuana continues to be a growing phenomenon within the North American society. Yet, the market for this industry has been slowly researched in consideration of if it already being a multi-billion dollar industry.