

The UpCreek Solutions/MMGY Global *Portrait Of Cannabis Tourism™*

OVERVIEW

This will be the first comprehensive national survey of U.S. leisure travelers' knowledge of, and interest in, the recreational use of cannabis and related products on vacation. It will include an in-depth examination of:

AWARENESS, AVAILABILITY AND APPEAL OF CANNABIS

- » Awareness of U.S. states and foreign countries in which recreational use is legal
- » Awareness of restrictions associated with purchase and recreational use
- » Awareness and appeal of various forms of recreational use
- » Appeal of recreational use in vacation destination selection
- » Appeal of recreational use in vacation activity planning
- » Expectations with respect to quality, cost and availability

AWARENESS, AVAILABILITY AND APPEAL OF CBD (CANNABIDIOL)

- » Awareness and understanding of CBD
- » Awareness and appeal of various forms of recreational use
- » Appeal of recreational use in vacation destination selection
- » Appeal of recreational use in vacation activity planning
- » Expectations with respect to quality, cost and availability

BEHAVIORAL ANALYSES

- » Leisure travel habits/preferences/intentions
- » Future destination preferences
- » Future vacation type preferences
- » Vacation planning/booking/sharing habits
- » Lodging/airline/car rental/cruise brand patronage and preferences
- » Media habits
- » Social values
- » Previous/current consumption of cannabis/CBD
- » Previous/current consumption of alcoholic beverages
- » Demographic profile

METHODOLOGY

Nationally representative online survey of U.S. adults who are active leisure travelers (taken at least one trip >75 miles from home that required overnight accommodations during the past 12 months):

- » n=1,500
- » Adults (21+ YOA)
- » Annual household income >\$50,000

AUTHORS

UpCreek Solutions, MMGY Travel Intelligence

SPONSORSHIP

Four (4) sponsorships are available to qualified partners who will receive the following in exchange for their financial support:

- » Full report delivered via email in PDF format
- » Placement of a proprietary module of questions in the survey instrument, the results of which will be released only to the sponsor and may be used to conduct additional data analyses of the master database
- » Publicity rights to the results of the proprietary questions
- » One (1) live presentation of the survey results conducted by representatives of the two authors
- » Right of first refusal to sponsor the next iteration of the survey subject to the prevailing terms and conditions

PRICE

\$20,000 per sponsor