


A hand holding a lit cigarette against a backdrop of green hills and a blue sky with white clouds. The hand is in the foreground, holding the cigarette between the fingers. The background shows rolling green hills under a bright blue sky with scattered white clouds. A small, dark structure is visible in the distance on the hills.

# 29% of the active leisure travel audience

Source: Cultivar Strategies &  
MMGY Travel Intelligence



A hand holding a lit cannabis joint against a scenic background of green hills and a blue sky with white clouds.

Of that  
sector,  
nearly a  
third are  
canna-  
curious

Source: Cultivar Strategies &  
MMGY Travel Intelligence

# Amsterdam Coffeeshops

2017

Estimated 150 coffeeshop locations

2022

8 coffeeshops remain open















23

SATURDAY, OCTOBER 23, 2021 AT 9 PM – 10:30 PM EDT

## Puff, Pass & Paint Saint Louis at The Cola Lounge!

St. Louis, MO



"Hospitality has been one of the biggest missing pieces of the industry for a long time. Cannabis is one of the biggest tourism draws to Denver. You can buy it on every corner, but you literally can't smoke it anywhere. Can't smoke in your hotel, can't smoke in your car, can't smoke in a park. This is going to be one of the solid pieces to move the industry forward and progress what it really can be."

- Dewayne Benjamin to the Denver Post - December 17th, 2021

# Wine

## Robert Mondavi Winery - 1966

The first major winery to open in Napa since Prohibition.

## Growth Sparked

More wineries open. Reputation of the region becomes legendary.

## Consumers Followed

California wine sales hit \$40B in 2020.





# Craft Beer

## Carter Homebrewing Law - 1978

Allowed for small amounts of beer and wine to be made at home.

## Deregulation Bill - 1979

Made it easier to start new breweries.

## Craft Breweries Widespread Growth

The number of breweries grew from 89 in 1979 to 9000+ in 2021.



# Craft Distilleries

## Early 2000's

Only 24 craft distilleries in production in America

## Post-9/11 Changes to A.T.F.

As of 2020 there were nearly 2000 craft distilleries in the U.S.

## Kentucky

Bourbon production increased 360% and is valued at \$8.6B





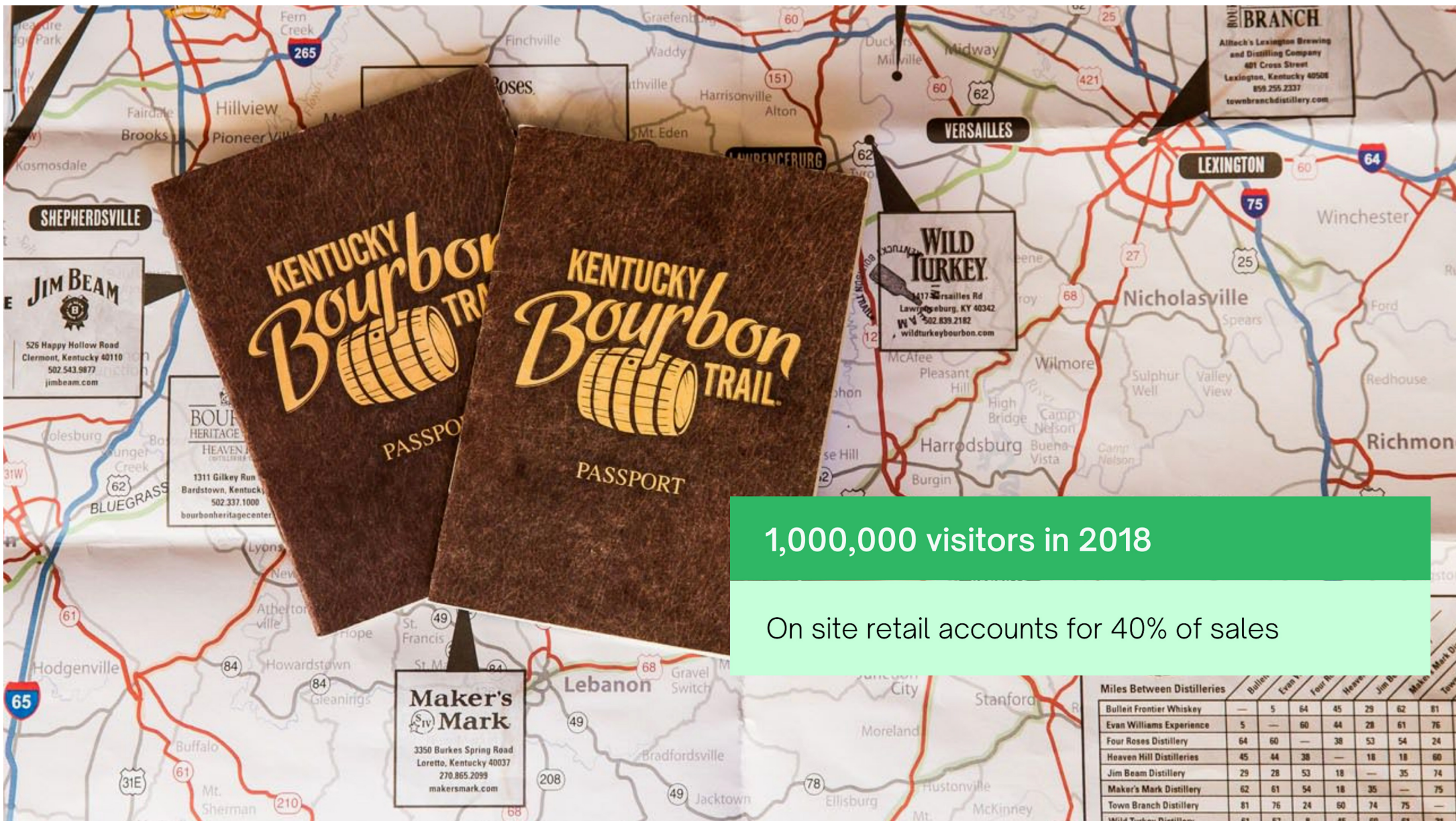


165,000 visitors in 2018

90% were from out-of-state.











# Department of Cannabis Control

CALIFORNIA

11

5,715 licensed  
distributors,  
growers &  
retailers - 2019

12,169 licensed  
distributors,  
growers &  
retailers - 2022





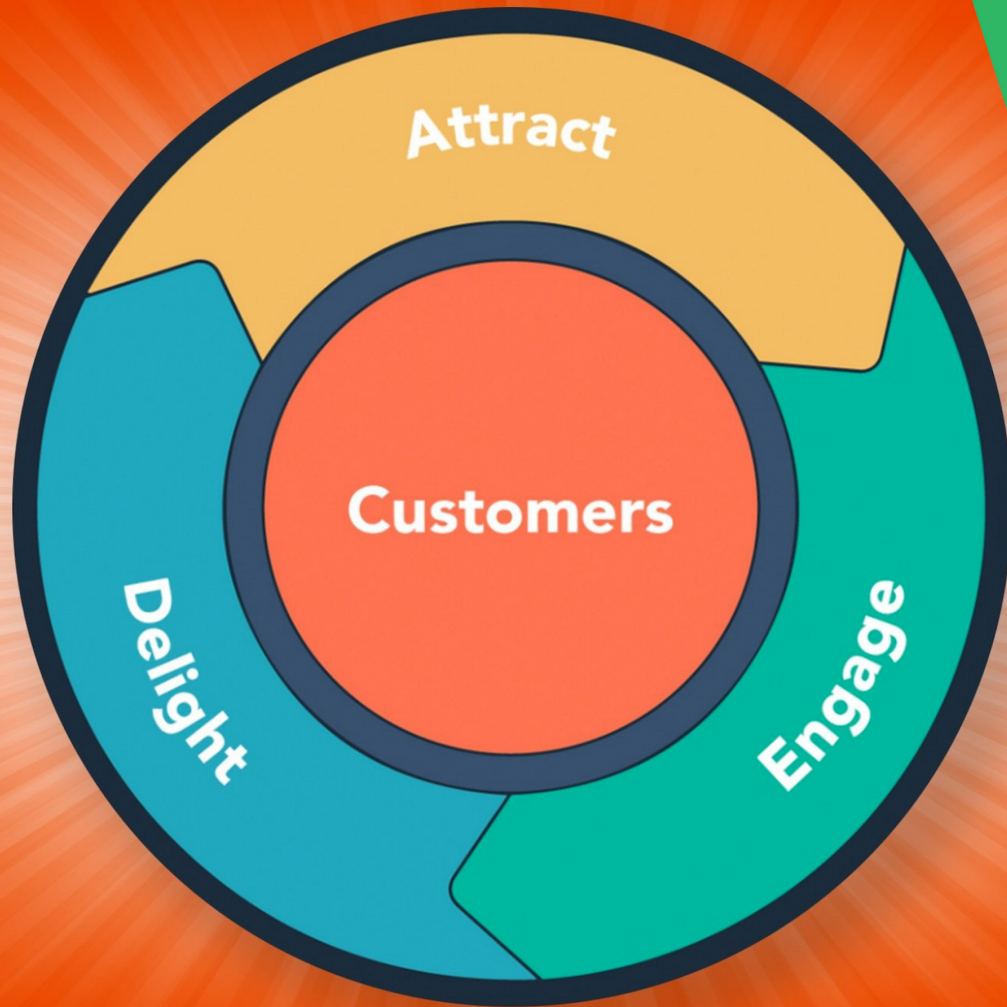
California Tours in The Emerald Triangle

Arizona's first  
cannabis friendly  
boutique hotel

Clarendon Hotel

The image shows the exterior of the Clarendon Hotel at night. A large, illuminated sign in a white script font reads "Clarendon Hotel". The sign is positioned in front of a glass entrance area that is brightly lit with blue light. A large palm tree stands to the right of the entrance. The foreground features a wooden fence and some desert landscaping, including cacti and small plants. The overall scene is a nighttime view of a modern, boutique-style hotel.





# HubSpot Flywheel

Our goals as marketers should be to attract, engage and delight.