



Responsible Cannabis Tourism: A Summary of Social Benefits

**Building a Safe & Responsible
Cannabis Tourism Industry**

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Beyond the Billions

The global cannabis tourism market is expected to reach a value of \$25.7 billion by 2030*. Canada, as the first G7 country to federally legalize cannabis, is uniquely positioned to lead in this new form of special interest tourism by pioneering cannabis-friendly destinations in legal contexts.

Beyond its economic potential, cannabis tourism in Canada can deliver significant social benefits when guided by *responsible practices*.

[*https://www.globenewswire.com/news-release/2025/07/22/3119558/28124/en/Cannabis-Tourism-Strategic-Business-Report-2024-2030-Cannabis-Festivals-and-Events-Generating-Seasonal-Travel-Demand.html](https://www.globenewswire.com/news-release/2025/07/22/3119558/28124/en/Cannabis-Tourism-Strategic-Business-Report-2024-2030-Cannabis-Festivals-and-Events-Generating-Seasonal-Travel-Demand.html)



Sharing the Responsibility

Responsibility is a characteristic of *shared value* – a business strategy where companies generate profit while also creating benefits for society.

Shared value: builds public trust and legitimacy, reduces risk, and improves regulations for a sustainable industry.



The Social Benefits of Cannabis Tourism

1. Reduces Stigma Through Normalization
2. Protects Public Health and Safety
3. Strengthens Community Trust
4. Promotes Inclusivity and Respect for Diversity
5. Empowers Cultural and Social Connection
6. Advances Policy and Industry Legitimacy



Best Practices for Operators

- 1. Set Clear Standards & Expectations** - Clear rules for guests.
- 2. Safe Consumption Spaces** - Designated, monitored spaces with ventilation and disposal.
- 3. Consider Non-Consumers** - Respect for guests who don't consume.
- 4. Customize Experiences** - Personalized tours/activities.
- 5. Legal Compliance** - Follow all laws, permits, and licensing rules.
- 6. Self-Regulation** - Adopt voluntary industry standards beyond minimum law.
- 7. Education** - Provide accurate, accessible cannabis information to guests.
- 8. Advocacy & Alliances** - Engage policymakers and form tourism alliances.



You are Invited to Cannabis Agritourism Research Day!

The Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) and the University of Guelph are co-hosting a hybrid event:

Cannabis Agritourism Futures Forum: Insights and Actions from International Research

Wed. Nov. 19th, 12:30-4:30pm

This is a free educational event that provides an opportunity to:

- learn more about research advances in cannabis agritourism (including farmgate) in Canada and the United States;
- hear from a panel of international cannabis agritourism experts;
- network and share resources with stakeholders.

This is a half-day hybrid event, accommodating both an in-person and virtual audience.

The in-person event will be held at:

Delta Hotels by Marriott Guelph Conference Centre
50 Stone Rd. West, Guelph ON

Sign-Up here:

<https://forms.gle/4Hcbpqq28dq1BzXx8>



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