

## 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





# Sharing the Responsibility

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

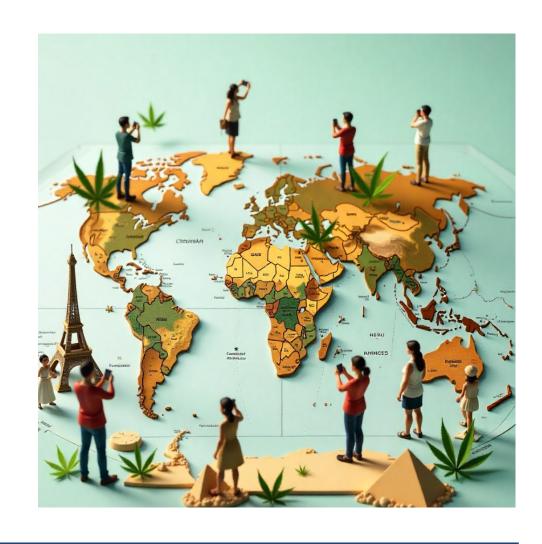
Shared value: builds public trust and legitimacy, reduces risk, and improves regulations for a sustainable industry.





## 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. 19<sup>th</sup>, 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/4Hcbpqg28dq1BzXx8





Ministry of Agriculture, Food and Rural Affairs



