

A pineapple with its green crown sits in a field of vibrant green grass. The background is a clear blue sky with soft, white clouds. A white rectangular box with a dark teal border is centered over the image, containing the conference title and dates.

THE HOSPITALITY LAW CONFERENCE

April 24 - 26, 2017 • Houston, Texas

Thank You For (Not) Smoking: Legal Considerations for the On-Premise Consumption of Marijuana in the Hospitality Industry

2017 HOSPITALITY
LAW CONFERENCE

APRIL 24 - 26



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- Advises companies in heavily-regulated industries on licensing and compliance matters
- Helps conduct legal risk assessments for novel business models





Goals

- Brief History of Marijuana Legalization
- Implications for Hospitality Industry
- Marijuana Tourism
- Public vs. Private Consumption
- Best Practices
- Emerging Issues



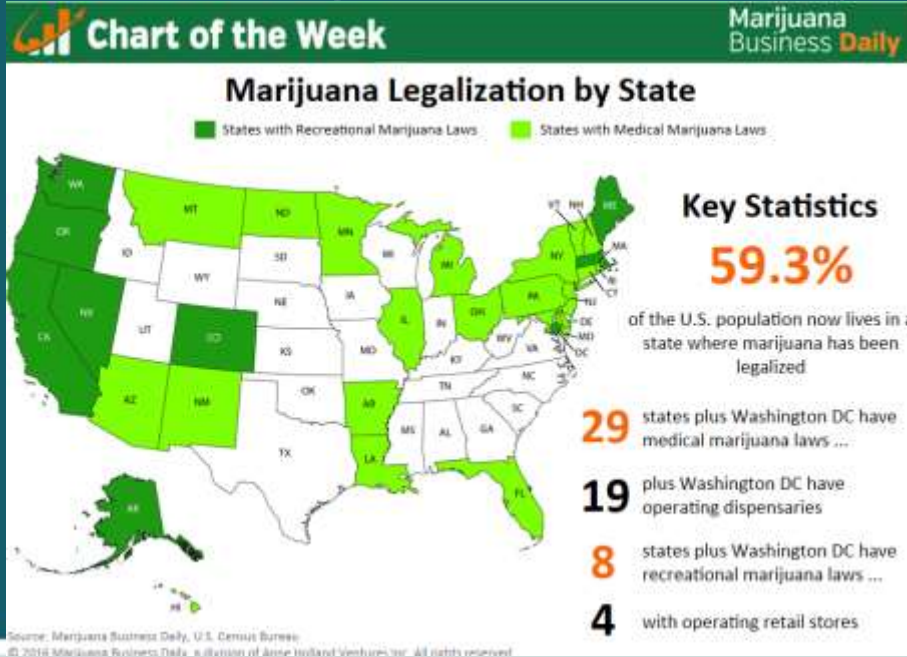
2016 Election Results



After the 2016 General Election, 7 states voted to legalize marijuana either for medical or recreational purposes.



Legalized Marijuana Landscape



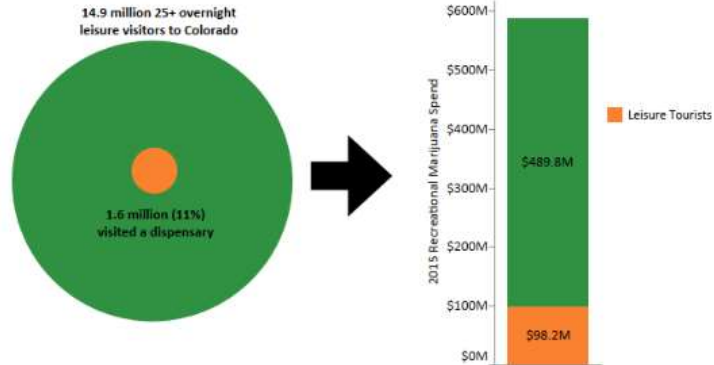
- 8 states have legalized marijuana for recreational use.
- 63 million people (20% of the U.S. population) live in one of these adult-use states.

Marijuana Tourism

Chart of the Week

Marijuana
Business Daily

Snapshot of Tourist Spending on Recreational Marijuana in Colorado: 2015



Source: Marijuana Business Daily, Longwoods International, Strategic Marketing & Research Insights (SMARI)
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A niche hospitality industry trend, known as marijuana tourism or “cannatourism,” has developed as consuming marijuana for recreational purposes has become a significant motivating factor to visit states that have legalized adult-use cannabis.

“[W]e are on the brink of a major new travel movement . . . Get ready for the era of marijuana—and marijuana tourism.”

– Arthur Frommer



The Question of Public vs. Private Use



Public Use of Marijuana

GOOD TO KNOW

KNOW BEFORE YOU GO

A GUIDE TO RETAIL MARIJUANA IN COLORADO



TIPS FOR
TOURISTS



FOLLOW THESE CUES
ON WHERE TO USE



LEARN
THE LAWS

PUBLIC SPACE IS
NOT THE PLACE



Clean Indoor Air Acts

- Typical law prohibits indoor smoking
- Definition of “smoking” or “vaping” as applied to marijuana
- Exemptions (designated smoking rooms in hotels/motels, private clubs, casinos)



Alternative Methods Of Consumption



Best Practices

- Ensure policies for marijuana-friendly accommodations are in compliance with applicable laws, regulations, and ordinances
- Communicate new policies to staff and advertise these policies to guests
- Educate staff to provide recommendations to guests about the local cannabis marketplace and industry



Additional Considerations



Delivery Services



Labor & Employment Law



Dram Shop Liability

Thank you!

Questions?

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