



BRIAN APPLGARTH

Award-Winning Travel Economy Innovator

Destination Development & Destination Marketing
Data-Driven Cannabis Tourism Strategies

California-Based

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ABOUT BRIAN

AWARD WINNING SPEAKER

Brian Applegarth is the founder of the Cannabis Travel Association International and the sole expert advisor on the first-ever 'cannabis travel audience' research in the United States. He is an award-winning innovator and speaker, known for inspiring audiences to think differently about modern day cannabis and hemp tourism opportunities. Brian leads the Cannabis & Hemp Task Force for Destinations International and the Cannabis & Hemp Council for the California Travel Association.

Brian is a dynamic cross-industry speaker that grounds his message in compelling data and real world case-studies. He explains how cannabis tourism today can stimulate visitor economy development by encouraging and enabling travel innovation, ultimately attracting talent while uplifting resident quality of life. His layered approach, global perspective, and award-winning work has established Brian as a travel industry and cannabis industry thought-leader. He is a sought after visitor economy consultant and advisor and a top rated speaker in his respective niche.

SPEECH TOPICS

- Cannabis & Hemp Travel and Tourism
- Destination Development
- Experience Economy Innovation
- Visitor Economy Strategies
- Destination Brand Stewardship
- Destination Marketing
- Well-being and Transformative Travel

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VIEW REEL



CAREER HIGHLIGHTS

Founder of the Cannabis Travel Association International

Sole advisor on the first-ever Cannabis Travel Audience research in the United States

Over 130 speaking engagements across industries and audiences

Destination Clients:

- San Francisco Travel
- Visit Oakland
- Visit Greater Palm Springs
- Travel Santa Ana
- Visit Mendocino County
- Visit Humboldt County
- Kootenay Rockies Tourism
- Hello Burlington
- Sonoma County Tourism

Advisor for the City of Desert Hot Springs

Advisor for Palm Springs Pride Festival

Creator of the first specialized training college curriculum for Cannabis Tourism

Co-Producer of The California State Fair Cannabis Awards and Exhibit

Creator of The Cannabis Trail, a nine-country cultural attraction in northern California

Founding Board Member of the International Federation of Cannabis & Hemp Associations

Certified Cannabis Sommelier

AWARDS & RECOGNITION

- 2023 Clio Award-Winner - Best Experience / Activation
- 2023 US Travel ESTO Award Top Three Finalist - Special Project Category
- 2023 International Association of Fairs & Expos Award 1st Place - Agricultural Exhibit
- 2022 Visit California Poppy Award Top Three Finalist - Best Cooperative Marketing Campaign
- 2022 International Association of Fairs & Expos Award 2nd Place - Agricultural Special Contest
- 2022 International Association of Fairs & Expos Award 2nd Place - New Division of Competition
- Top Eight LGBTQ+ Cannabis Industry Leader Recognition by The Advocate
- Quoted or Recognized in Forbes, New York Times, SF Chronicle, Washington Post, NPR, etc
- Multiple Film Festival Selections and Awards for short documentary film
- 'The Secret Story: How Cannabis was Re-Legalized in the United States'



SPEAKING ENGAGEMENTS

PRIOR TRAVEL INDUSTRY SPEAKING ENGAGEMENTS:

- UNWTO Rethinking Tourism Summit
- Destination International Advocacy Summit
- Redwood Coast Region Economic Summit
- Visit California Outlook Forum
- California Travel Association Annual Summit
- American Hotel and Lodging Association Resorts Conference
- California Hotel and Lodging Association Conferences
- San Francisco Travel Marketing Conference
- Travel and Tourism Research Association Conference
- and 120 others across industries



PRIOR CANNABIS INDUSTRY SPEAKING ENGAGEMENTS:

- Euroam Cannabis Business Conference
- OCannabiz Vancouver
- OCannabiz Toronto
- Cannfest, Prague, CZ
- Weed & Wine Symposium
- Cannabis Tourism Summit
- Cannabis Travel World Fair & Expo
- Emerald Cup Festival
- Cannabis Pride Festival
- and 120 others across industries



TESTIMONIALS



"Brian's expertise in thought leadership and his profound understanding of the cannabis and hemp industries' impact on the visitor economy have been invaluable. His guidance has empowered destination organizations worldwide to adeptly navigate the emergence of this new craft industry."

ANDREAS WEISSENBORN
DESTINATIONS INTERNATIONAL
VP RESEARCH & ADVOCACY



"...really well-received session at the CalTravel Summit. It was a popular draw and attendees rated it a strong 4.01 out of 5. I highly recommend Brian Applegarth as THE expert to go to for cannabis tourism matters. His knowledge, relationships, and insights are unparalleled, and he is a true professional who can always be counted on to do a great job."

BARB NEWTON
CALIFORNIA TRAVEL ASSOCIATION
PRESIDENT & CEO



"Brian's is a passionate speaker. He delivers information with a clear point of view, backed by solid data. He makes the modern day cannabis travel trend easy to understand for our team and stakeholders."

PETER GAMEZ
VISIT OAKLAND

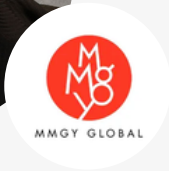


"Brian's unique expertise and strategic, data driven approach have been key to shaping the evolution of cannabis for Desert Hot springs. This is a crucial industry for our city and Brian's unmatched insight and knowledge has provided us with an extremely well-thought plan moving forward."

SEAN SMITH
CITY OF DESERT HOT SPRINGS ECONOMIC
DEVELOPMENT DIRECTOR



TESTIMONIALS



"Brian is one of the most knowledgeable and articulate sources of insight on emerging trends in cannabis-related travel. Destinations interested in defining and navigating market development opportunities in this space will benefit significantly from his expertise."

PETER YESAWICH
MMGY GLOBAL
FOUNDER



"Brian is the preeminent voice on cannabis tourism. His reputation, deep knowledge of cannabis, and strategic approach to developing a strong business case, were all critical for our organization to move more meaningfully into cannabis tourism marketing."

TODD O'LEARY
SONOMA COUNTY TOURISM
VP MARKETING



"I could not imagine developing a cannabis tourism program for our destination without Applegarth Consultative Services. As we lead this initiative in our community, Brian is there to answer our questions and address our concerns."

WENDY HAAS
TRAVEL SANTA ANA
CEO



"Hello Burlington hired Brian and his team before recreational cannabis became legal in the state of Vermont. We knew it was coming, but we did not know what to expect. They helped our board understand the opportunities, the risks, the myths, and the realities in a way that allowed us to proactively develop a cannabis tourism strategy that worked for our destination.."

JEFF LAWSON
HELLO BURLINGTON
DIRECTOR



TESTIMONIALS



"Our team has worked with Brian since 2020...we launched the nation's first destination cannabis program with Brian's assistance. Our stakeholders were able to grasp the value of canna-tourism and had confidence in our approach because we had a well-spoken, fact-based pro involved...that was Brian."

TODD AARONSON
VISIT MODESTO
CEO



"MMGY Travel Intelligence has collaborated with Brian Applegarth for several years. Brian's expertise has been invaluable. His knowledge of rapidly-evolving policies and trends ensures that our data are up-to-date and actionable for destinations."

CHRIS DAVIDSON
MMGY TRAVEL INTELLIGENCE
EVP



"We were fortunate to have Brian come speak at the recent Wine & Weed Symposium. We have asked him to join our advisory board!"

SAMANTHA STEPHEY
WINE INDUSTRY NETWORK



"Brian has shown his commitment to creating and maintaining a culturally accurate portrayal of cannabis in California. He is also a dynamic speaker."

AMANDA REIMAN
FOUNDER OF PERSONAL PLANTS



AUDIENCE STATS

Audiences that will find value:

- Destination Organizations
- Economic Development Departments
- Travel Industry Stakeholders
- Cannabis Industry Stakeholders
- Visitor Economy Businesses



9.6k+

LINKED IN
FOLLOWERS

[@brian-applegarth](#)



8.2k+

LINKED IN
CONNECTIONS



2.8k+

NEWSLETTER
SUBSCRIBERS

Cannabis Travel Weekly



8k+

INSTAGRAM
FOLLOWERS

Across (4) Channels

25-65
AGES

**130+ SPEAKING ENGAGEMENTS ACROSS INDUSTRIES,
7 INTERNATIONAL ENGAGEMENTS
A TOTAL IN-PERSON AUDIENCE OF 6,400+ ATTENDEES**



BOOKING

Thank you for considering
Brian Applegarth as a featured speaker.



CONTACT INFORMATION:

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