

JOHN'S DECISION

After a series of heated email exchanges John and Andrea eventually came to an agreement that his business would be listed on the DATO website after all of the marijuana related content was removed. John realized that this decision was bigger than just the website listing. If the scenic tours, brewery tours, and airport transportation services were more profitable, should John consider abandoning cannabis tours altogether and put all of his resources into his other services? If it was worth it for him to remove the marijuana content from his website in order to get a listing through DATO, was he even in the cannabis tour business anymore?

It seemed like an easy decision but on second thought, he had been the first cannabis tour business to operate in Durango. He also thought that as more and more people got used to the idea of legal marijuana, the stigma of it being dangerous and anti-family might fade. Furthermore, more states were considering legalizing recreational marijuana. This trend could eventually lead to federal legalization, which could also change how people viewed marijuana use. He was not sure he wanted to give up his “first in the market” position just yet.

Clearly, the next step for John was an important one. Should he continue to operate the cannabis side of his business or simply stick to brewery tours, regional scenic tours, and airport pickup services?