

Ad campaign is out of this world

Hey, aliens! Lexington, Kentucky, would be a good place to spend your next deep-space vacation.

This was the message that a group of Kentucky scientists, linguists and scholars recently beamed at the TRAPPIST-1 system, which lies 40 light-years from Earth and harbors multiple potentially habitable planets.

The missive represented the very first interstellar travel advertisement, according to the CVB behind the effort.

The Lexington Convention and Visitors Bureau partnered with the Cornett ad agency to devise a playful campaign with sci-fi flavor. The team used a modified infrared laser to deliver a specially coded message, which was approved by the U.S. Federal Aviation Administration.

“When the message reaches its destination in 2063, TRAPPIST-1 inhabitants will find a coded bitmap image with clues as to its origin and intent of the transmission. They’ll also see bucolic photos of the Horse Capital of the World, noting the wide-open spaces perfect for landing a spacecraft,” according to a press release.

“We are targeting the TRAPPIST-1 system because we might actually get an answer in somebody’s lifetime if there’s somebody there watching,” said astrobiologist and SETI (search for extraterrestrial

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Cannabis-friendly events are still largely behind closed doors in Colorado.

Photo: Jacqueline Collins

DMOs tread carefully into cannabis promotion

The Colorado Tourism Office has been quietly testing new ground for over a year, finally including cannabis content in its promotional material.

Recreational marijuana sales have been legal in Colorado for more than 10 years. There was a hesitancy to embrace the product’s ability to attract visitors, some say.

As recently as 2022, the official colorado.com tourism website didn’t include legal cannabis events on its list of things to do in Colorado, according to pot-friendly party bus owner Sarah Woodson, despite listing breweries, wine events and wineries, casinos and gaming activities, and agritourism.

But finally, Woodson says, the CTO reached out to her to talk about listing her mobile pot lounge once it was licensed. And after she received her state and Denver cannabis hospitality licenses last year, Woodson’s business, the Cannabis Experience, was indeed listed on the state’s tourism website.

Now, adults who are traveling to Colorado can learn more about her business, which operates cannabis-friendly tours around Denver dispensaries, street-art hot spots and popular taco joints.

Although the state site’s cannabis content is slight and not up-to-date, **Continued on page 2**

Cannabis museum is on Ohio.org tourism site

Medical and recreational use of marijuana became legal in Ohio after Issue 2 went into effect on Dec. 7, 2023, after a statewide vote.

The Cannabis Museum, at 16050 Canaanville Road, Athens, Ohio, aims to educate the community and influence change in attitudes.

It has a link on the official Ohio Tourism website, ohio.org.

Executive Director Kristyn Robinson and the museum’s staff spent years since 2018 working to open the museum. It opened in April 2023.

Since it opened, the Cannabis Museum **Continued on page 2**

DMOs tread carefully with cannabis

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three additional weed-friendly businesses (one of which is closed) are listed on the website, which also includes a page titled “Where Can Colorado Visitors Consume Marijuana?”

Cannabis hospitality and pot-friendly events are still largely private in Colorado, so they’re difficult for government-run offices to promote. Public cannabis consumption is banned across the state, and some local municipalities, such as Denver, view private cannabis consumption events as illegal public activities.

A state law creating a licensing system for pot-friendly venues and tour services was implemented in 2020, but fewer than eight licensed businesses are currently operating in Colorado, with virtually all of them located in the Denver area.

According to the Colorado Office of Economic Development & International Trade, which oversees

the CTO, “there has not been a specific policy shift” regarding cannabis, as OEDIT considers “both state and federal rules and regulations in regard to tobacco, alcohol and marijuana promotion” when planning promotions.

“However, we do include content on our site when cannabis is part of a larger event or activity,” says CTO spokesperson Hayes Norris.

Getting listed with the Colorado Tourism Office doesn't cost money, but it does require that business owners and organizations apply online and “verify you are part of the tourism industry,” according to the form.

According to research funded by the CTO, 6.2 percent of Colorado tourists said legal pot was one of the main reasons they visited the state in 2018, while over 15 percent of travelers said they planned to visit a dispensary during their visit.

— westword.com

An official State of Ohio site. [Here's how you know](#) ▼



The official Ohio tourism site links to the Cannabis Museum at <https://ohio.org/things-to-do/destinations/cannabis-museum>

Museum reaches out

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has been putting on events to support the community and draw some attention. It started with a tea party in April 2023. These tea parties have continued on the last Thursday of every month since then.

The museum has made appearances at several local festivals, such as the Pawpaw Festival, Athens Community Arts and Music Festival, Ohio Brew Week, and more.

Robinson wants the community to know “we are out here.”

Sources say it'll be about a year until people can actually purchase cannabis recreationally as the Division of Cannabis Control is still working to create a licensing process for sellers.

— athensnews.com

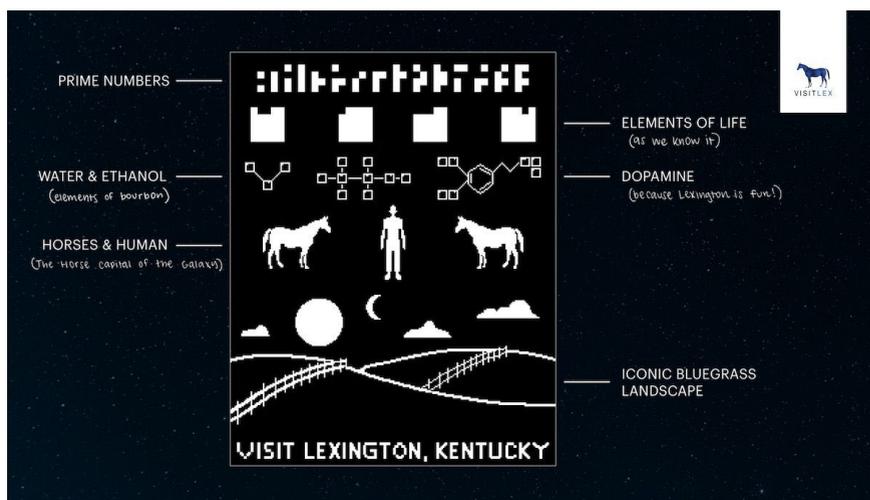


Photo: VisitLEX)

VisitLEX's coded bitmap image broadcast to the TRAPPIST-1 system.

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intelligence) scientist Robert Lodder.

“But the reason scientists have been interested in it lately is because of the large number of planets it has in what is considered to be the habitable zone.

So, there could be life there. Why not send a signal and see if they answer?”

The message was sent last month from Lexington's Kentucky Horse Park museum and event center, during a festive evening ceremony that drew a sign-waving crowd.

— space.com