

July 2022

Travel in 2022 - Canada

"It is no surprise that the travel and tourism sector has been among the most negatively affected by the COVID-19 pandemic, however 2022 appears to be a big step on the road to recovery. Canadians are excited to get back out there, with many planning on taking the trip of ...

June 2022

Marketing to Gen Z - Canada

"Gen Z now represents the young adult market in Canada and will continue to grow in size and purchasing power in the years ahead. In many ways, they are similar to past generations – but their differences have important implications for the consumer market.

Specifically, their media habits, usage of ...