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BRAND BUILDERS

Why branding needs to inspire travellers

DATA DILEMMA

How to use data to boost revenue

PLUS
THE 2019
FRANCHISE
REPORT

HIGH SPIRITS

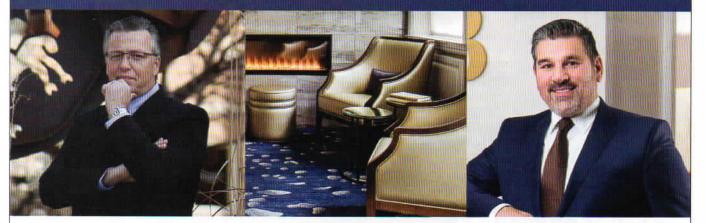
SPIRIT RIDGE RESORT IN THE OKANAGAN VALLEY IS THE NEWEST MEMBER OF THE UNBOUND COLLECTION BY HYATT

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