



LATeral Thinking

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As you prepare your costumes and carve your pumpkins, we thought we'd share some of our updates here at LAT (nothing ghoulish, mind!)

- China is the **fastest growing inbound tourism market** to North America. Have you planned your marketing strategy to capture the attention of over **3 million visitors**?
- We recently partnered with MotionPay to help make your business be more China-friendly by [accepting WeChat Pay and Alipay](#), Chinese travellers' **preferred methods** of payment.

- Muddled by millennial marketing? Zonked by Generation Z? Our millennial comms manager and Gen-Z intern came up with this [nifty infographic](#) to help you suss out their differences.

From the blog...

Rules surrounding French wording on signage, put in place in 2016, will have to be followed by all businesses by November 2019. [Read our post](#) to see if the regulations will affect your business.



Lastly, to get you in the spirit of **Halloween**, take a look at my latest [blog post](#) about Halloween across the world.

Trick or [treat!](#)

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