

Business Traveler



World View

Marketing and advertising CEO Mark Penn
on the future of travel and technology

► **CULTURE** Inside the billion-dollar art market + **ARCHITECTURE** Wooden towers reach the sky
+ **AVIATION** Who can achieve secret top-tier status on airlines? + **STYLE** Statement luggage for fall

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- Bernie



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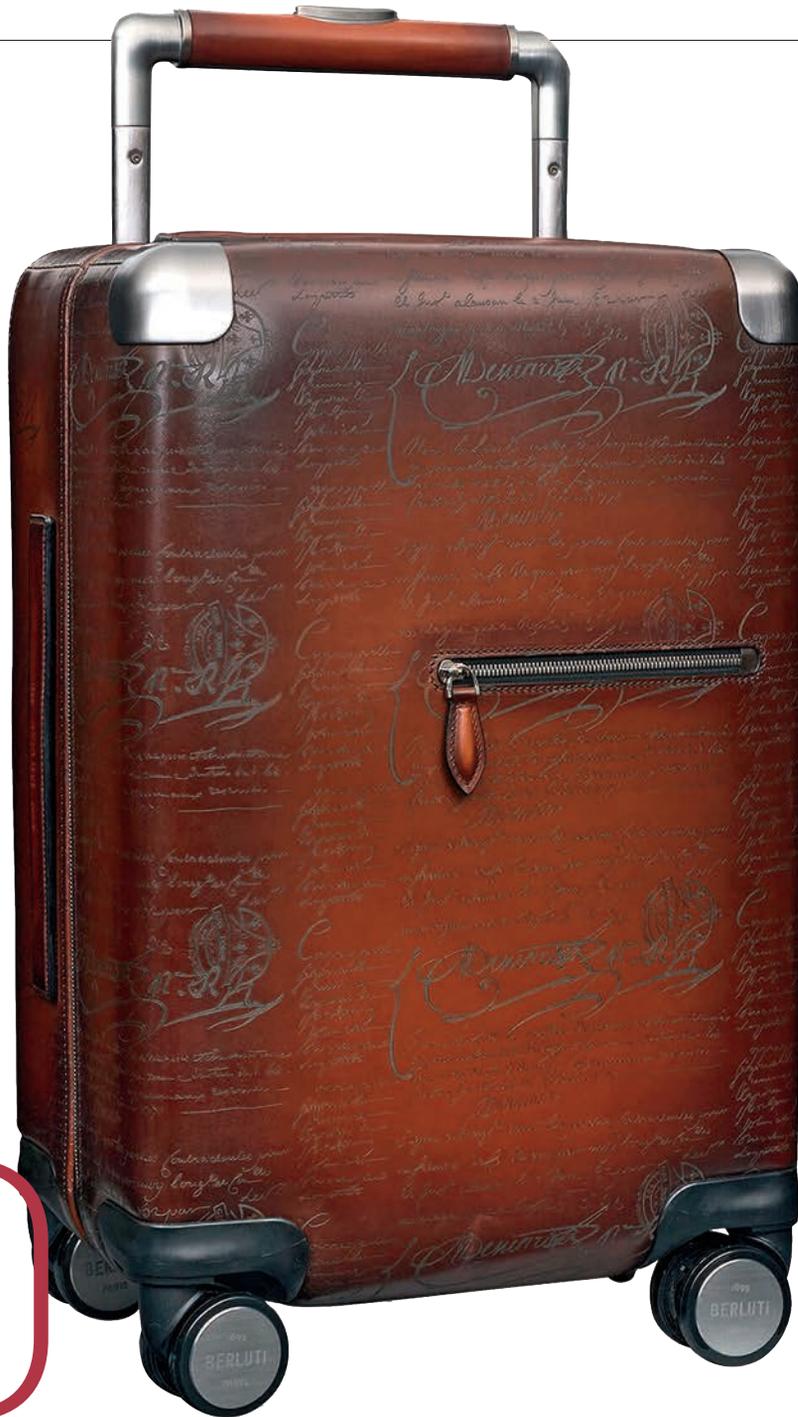
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ON THE COVER Mark Penn, photographed by Michael George

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Editor's Letter



WELCOME TO OUR October issue. We're delighted to feature as our cover subject the innovative marketing and communications guru Mark Penn. As CEO of Stagwell, he leads more than 70 advertising and media agencies worldwide, with a market capitalization of approximately \$2 billion and a team of more than 13,000 employees in 34 countries. Inside, the trendspotter speaks about the intersection of travel and tech, detailing how AI is poised to change the future of business travel. He also discusses his own preferences when flying and explains why airports could be an ideal location for driverless cars.

Another big thinker is Noah Horowitz, CEO of Art Basel, the contemporary art juggernaut with four annual fairs from Europe to the U.S. to Asia. As he prepares for this year's upcoming editions in Paris and Miami Beach, he sits down with us to explore the billion-dollar global art market and discuss why his brand remains the world's foremost showcase for modern and contemporary work.

Meanwhile, our aviation feature investigates the mysterious realm of top-tier status on U.S. airlines—who is invited to be one of the elite, and what are the benefits of reaching this ultimate pinnacle? And, as wooden structures become stronger and more reliable, they are reaching for the sky, attaining heights as tall as New York's Flatiron Building. See how cities from Milwaukee to Paris and corporations such as Walmart are embracing wood as the sustainable material of the future. Elsewhere, we sip a new grain-to-glass gin, sample fall's best new statement luggage, and learn why scream therapy is the latest trend in wellness.

Finally, you only have until October 15 to vote for our *Business Traveler* North America Awards. Please visit businesstravelerusa.com to support your favorite airlines, airports, hotels and travel services. The winners will be announced in our December/January double edition.

Please enjoy this issue.

Eric Newill
Editor-in-Chief

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Aaron Richter
PHOTOGRAPHER

● Richter shot Art Basel CEO Noah Horowitz at Manhattan's P•P•O•W gallery. "From the second he stepped into the space you could tell he's a total geek about art. We both freaked out seeing a David Wojnarowicz photo." Richter's work has appeared in *Esquire* and *The New York Times*.



Jaclyn Trop
WRITER

● For this month's aviation feature, Trop untangles the mysteries behind elite airline memberships. "If you fly frequently, it makes sense to bank your miles with a single airline. As a longtime Delta 360° member, I can say the benefits of top-tier status are unmatched." She writes for *Fortune* and *Afar*.



Douglas Markowitz
WRITER

● Inside, the Miami-based arts reporter speaks exclusively with Noah Horowitz, CEO of Art Basel, who discusses the fair's global evolution and art market trends. "I never expected to sit down with the man in charge of it all. He knows a thing or two about the 'Basel Effect.'" He writes for *Hyperallergic* and the *Miami Herald*.

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Memos

AIRLINE AND TRAVEL INFO FROM AROUND THE GLOBE

Guest room at The Meritage Resort and Spa, Napa, California

Dry Season

How resorts and wineries are adapting their programs to attract nondrinking visitors

By Todd Plummer

▶ AT THE MERITAGE Resort and Spa in Napa, California, it has always been about wine—with a location just minutes from top wineries, a restaurant with an extensive wine list, and rooms looking out over

working vineyards. Since its opening in 2006, it has been inherently clear that this hotel caters largely to oenophiles. But after a two-year \$25 million renovation completed earlier this year, there have been a few nota-

ble additions to the premises: new rooms, a refreshed lobby and expanded bar, as well as a newfound emphasis on speaking to a sober or sober-curious audience.

It's smart to do so—by some measures, the num- ▶





ber of Americans interested in consuming alcohol is plummeting. According to market research firm Mintel, nearly four in ten U.S. consumers closely or occasionally follow a sober-curious lifestyle. A Gallup poll from 2023 found that only 62 percent of adults under age 35 said they drink alcohol, down from 72 percent two decades ago. And according to one survey from Expedia, more than 40 percent of respondents said they're likely to book an alcohol-free trip in the next year. That's all to say that the wine tourism sector is finding new ways to adapt.

"It's no longer enough for our restaurants to serve a mocktail that's just blueberry lemonade with a splash of soda," says Brandon Miller, director of food and beverage at The Meritage. The hotel has partnered with Ritual Zero Proof, a line of nonalcoholic spirits, to enhance their mocktail program, and the hotel's bowling lounge, Crush, now offers grown-up milkshakes in both boozy and non-boozy forms. Miller is working with the resort's chefs to develop house-brewed bitters and forage for local

FROM TOP:
Cline Country Bluegrass Festival, Cline Family Cellars, Sonoma, California; Ember roll at Ember Steak, The Meritage Resort and Spa, Napa



ingredients like lemons and botanical shrubs to create a sophisticated, experiential mocktail program that's just as engaging, emblematic of Napa, and in dialogue with their food menu as their cocktail list, so that nondrinkers can feel every bit a part of the party as drinkers do.

"These days in the wine industry, we talk about the trend towards sobriety all the time," says Hilary Cline, vice president of direct-to-consumer and marketing for her family's two wineries, Cline Family Cellars and Jacuzzi Family Vineyards in Sonoma. "But luckily wine is the most ancient beverage, and it's never been just about drinking—it's about a place, it's about people, it's about a story."

For that reason, Cline, like many wine marketers, has found herself spearheading numerous partnerships and events that keep nondrinkers engaged. These range from weekly live music to cooking classes to culinary subscriptions (where wine plays a supporting role to other goods such as artisan pasta and locally sourced olive oil).

"We've always done events, but we've really beefed things up recently," Cline says. She cites the inaugural Cline Country Bluegrass Festival, held at Cline Family Cellars last summer, as well as a popular chili festival that occurred in September. "You don't have to drink when you visit our properties. Other diversions give someone an excuse to come to Wine Country without the visit being centered around wine only."

BOOKS

***How Women Made Music: A Revolutionary History From NPR Music*, edited by Alison Fensterstock**

(out 10/1)



● Drawn from a half century of archival NPR essays and best-of lists, this anthology shines a light on the underrated role of women in the music industry. Along the way, you'll hear from Dolly Parton, Joan Baez, who expounds on nonviolence as a musical principle, and Odetta (a.k.a. "the voice of the Civil Rights Movement"), who discusses her genre shift from classical to folk as a means of fighting back against Jim Crow.

***Revenge of the Tipping Point: Overstories, Superspreaders, and the Rise of Social Engineering* by Malcolm Gladwell**

(out 10/1)



● Next year marks a quarter-century since the release of the journalist's attention-grabbing *The Tipping Point*. This time around, he's shining a light on contagious phenomena, offering a new way to understand the Covid pandemic and the opioid crisis. Along the way, he'll introduce topics such as "overstories" and "social engineering"—and if his previous books are any indication, they'll be at the top of the American pop lexicon. —NICHOLAS DERENZO

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EMIRATES HAS UNVEILED the first of its refurbished Boeing 777-300ER aircraft, featuring a long awaited Business Class upgrade and the introduction of a brand-new Premium Economy cabin. The airline's latest enhancements are part of its ambitious \$3 billion Project Phoenix initiative, aimed at maintaining its reputation as a leader in luxury air travel.

One of the most anticipated features of the refurbished cabin is the addition

On the Upgrade

Emirates showcases a luxe revamp to its cabins

The upgraded Business Class cabin features all-aisle access for passengers

of Premium Economy, featuring 24 plush seats arranged in three rows, each 19.5 inches wide with a generous 38-inch pitch. The seats, upholstered in cream leather and complemented by wood paneling, recline up to eight inches, providing a comfortable and refined experience for passengers seeking a step up from standard economy.

Business Makeover

Business travelers will be pleased to discover that Emirates has not neglected its Business Class cabin in the refurbishment, finally ditching its dreaded 2-3-2 current layout. The new 38 seats—now arranged in a 1-2-1 configuration to ensure direct aisle access for every passenger—are upholstered in buttery soft leather with champagne accents. Each seat converts into a flatbed measuring 78.6 inches long, promising a restful journey. Passengers can also enjoy a personal minibar, multiple

charging outlets and one of the largest in-flight entertainment screens available—a 23-inch HD display.

The new cabin design is an improvement, but some experts are unsatisfied. Aviation journalist Jason Rabinowitz noted that while it is a significant upgrade, it is essentially an updated version of the airline's 16-year-old A380 seat. Other airlines have raised the bar with suite-style business class cabins featuring sliding doors for privacy, a feature absent in this new product.

Despite the mixed reactions, Emirates remains focused on the future. The current upgrades are likely a precursor to more significant changes, with the introduction of the Boeing 777X expected to bring an entirely new cabin product. As these new aircraft join the fleet, Emirates plans to phase out its oldest 777-300ERs and A380s, ensuring that it continues to offer a modern and luxurious travel experience.

GREAT DANES Scandinavian Airlines launches a daily route from Atlanta to Copenhagen

Scandinavian Airlines (SAS) has launched a game-changing route for the Atlanta market and its many Delta frequent fliers—a new and first-ever daily nonstop flight from Atlanta to Copenhagen. SAS is Scandinavia's leading airline, with main hubs in Copenhagen, Oslo and Stockholm, bringing an entirely new set of destinations to the world's busiest airport. The offering reflects the advantages of SAS's new partnership with Delta and SkyTeam.

SAS president and CEO Anko van der Werff argues that the most compelling aspect of the

new route is that it offers travelers a change of pace from the rest of Europe. During a recent interview with *Business Traveler*, van der Werff explained his thinking: "So many travelers are complaining that destinations in Europe are overcrowded and too hot. We can take them to a different part of the world, where we don't have mass tourism and things feel bespoke and unique." Several factors contributed to the new route, chief among them SAS' new status as a member of SkyTeam.

"Atlanta is the busiest airport in the world, and the connec-

tivity that Delta offers beyond Atlanta made sense for business and corporate reasons," he says. "But the primary reason for the new direct flight is because we are changing our alliance and wanted to tap into our new main partner's hub. For us, Delta and Atlanta were always a no-brainer."

According to van der Werff, the initial impetus for joining SkyTeam was due to a restructuring and equity process that resulted in Air France and KLM, both SkyTeam member airlines, becoming equity owners in SAS. Delta frequent fliers will have

the same interchangeability as other SkyTeam airlines—mileage earning, lounge access and Sky Priority perks.

A daily nonstop offering on a wide-body jet into Atlanta is a "major investment for SAS," explains van der Werff. "Connecting Scandinavians to Atlanta is also good for business and cultural affairs."

The route will run year-round, operated with the airline's Airbus A330 and A350-900 aircraft. Both aircraft types offer three travel classes—SAS Business, SAS Plus and SAS Go.

—KATIE BELL



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▶ **WITH THE NEXT** James Bond actor yet to be announced, there's still time to rehearse for a lead role on a 007-themed mission to the Alps. A holiday travel package is celebrating 60 years of *Goldfinger*—the iconic Bond movie that opened in the USA on December 22, 1964.

The movie's memorable chase scene is set in Switzerland's Urseren Valley and across the winding road of the Furka Pass. Sean Connery played British secret agent Bond, navigating the hairpin bends in a gadget-laden Aston Martin DB5 while being pursued by a Ford Mustang. Director Guy Hamilton said: "During the course of filming I had to sneak off and search the whole of Switzerland in one weekend, to find a wiggly road where Bond could tail *Goldfinger*."

Furka Pass is one of the most imposing Alpine crossings and, at just under 8,000 feet, the fourth-highest pass in Switzerland. The famous

Spy Games

Celebrate the 60th anniversary of *Goldfinger* with an elaborate trip to Switzerland

location is only accessible after the winter snows melt, when a full supporting cast of wannabe Bonds drive the route.

The new 007 trip has been arranged by Andermatt's luxurious Chedi hotel. The thrill of being an MI6 agent, if only for the weekend, attracts plenty of international guests to the property—a Bondlike lair surrounded by mountain peaks.

The package includes a two-night stay in the sumptuous Furka Suite at

The Chedi, complete with private spa, open fireplace and dramatic views of surrounding vistas. A Bond-themed afternoon tea is available, while guests are also offered the loan of an Omega Seamaster Diver watch, as worn by 007 in later movies. Afterwards, enthusiasts can wander around an exhibition of 80 props from *Goldfinger*. The highlight for most Bond fans, however, is the rental of a British-built, open-top Morgan sports car to recreate the famous chase.

FROM TOP: The Furka Pass, Switzerland, a location for *Goldfinger*; Furka Suite, The Chedi hotel, Andermatt, Switzerland



LEFT: COURTESY OF THE CHEDI ANDERMATT (2); RIGHT: KEYSTONE/GETTY IMAGES



NOSTALGIA TRIP

Fans of Pan Am can revisit the airline's golden age with an exclusive voyage across the Atlantic



● Pan Am, the legendary airline of the golden age of air travel, will return to the skies in 2025 under the stewardship of U.S.-based Criterion Travel for a special six-stop flight across the Atlantic and back. Travelers hoping to relive the excitement of flying in the 1960s and 1970s, can look forward to a pit-stop tour of Pan Am's original hub destinations.

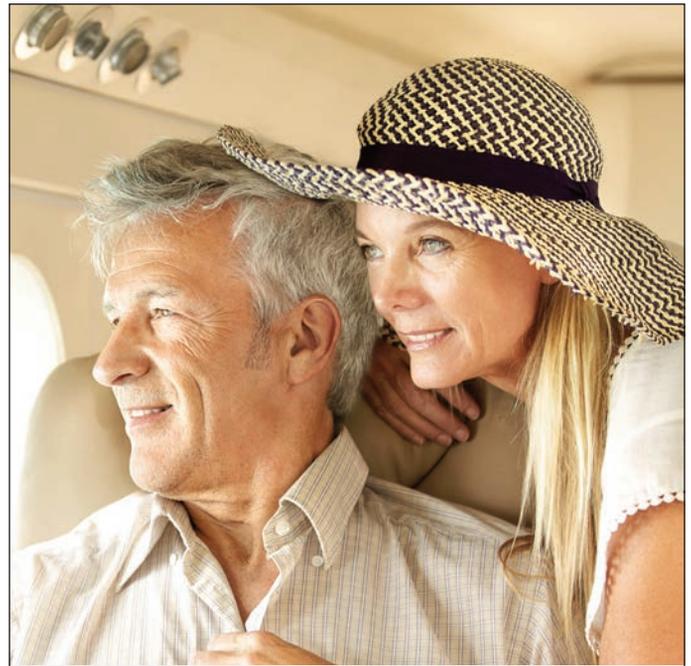
However, it will come at a significant cost, starting at an eye-watering \$59,950 per person on a double booking or \$65,500 for solo travelers. This fee covers the flights, accommodation, most meals and drinks during the two-week adventure, and an exclusive branded swag bag. Flights will be operated with a Boeing 757 aircraft, fitted with 50 lie-flat business class seats and an open bar for socializing.

Criterion is partnering with charter aircraft specialists Bartelings Associates as part of a collaboration with Pan Am Brands. Beginning on June 15, guests will meet at the Waldorf Astoria Hotel in New York City before jetting off to Bermuda, a common stopping point for

early Pan Am flights. There, travelers can enjoy pink sand beaches and the Rosewood Bermuda hotel. Travelers will continue across the Atlantic to Lisbon, where they can soak up the culture and history of the Portuguese capital. The tour will then move on to Marseille for a taste of Southern French culture, followed by a stop in London, one of Pan Am's most important hubs during its heyday. Here, guests will stay at the world-famous five-star hotel Savoy and enjoy a private visit to Kensington Palace.

The final stop will be Foynes in Ireland, another regular stopping point for early Pan Am flights, where guests will stay at the stunning Dromoland Castle hotel. Finally, the tour will return to New York on June 26.

"Since 1927, Pan Am has left an indelible mark on the world," said Craig Carter, the CEO of Pan American World Airways and host for next year's trip. "Relaunching Pan Am requires a careful balance of honoring its storied past while innovating for the future so that it resonates with both our longtime fans and new customers." —FERGUS COLE



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Prestige Picture

Korean Air quietly unveils a new premium product

▶ **KOREAN AIR HAS** launched a new business class product called Prestige Suites 2.0, which will initially be available on the carrier's new Boeing 787-10 Dreamliners. Despite not having a formal launch event, the Seoul-based carrier is proud of the new seats, which provide privacy and comfort for 36 business class travelers on each flight.

The seats are arranged in a staggered 1-2-1 configuration, with the footwell of one seat located to the side of the seat in front and a pitch of 46 inches between the seats. The seats fully recline into a bed, with



lengths between 78.2 and 79.2 inches. For comparison, a standard U.S. twin-sized bed is 75 inches long.

Each seat has direct aisle access and 52-inch barriers, which can be closed during the flight. Couples can select the two middle seats and lower the barrier to create a single bed, a configuration known in the

industry as “honeymoon style.” This configuration attracts well-heeled leisure travelers, in addition to those on corporate trips.

The suites feature the latest in-flight technology, including 23.8-inch ultra-high-definition personal screens with handheld remotes, wireless charging pads, USB-C charging ports, and universal power outlets. Korean Air is also rolling out Wi-Fi on its Dreamliners, a first for its wide-body aircraft.

The seats are designed in neutral, dark colors, marking a departure for Korean Air, which has traditionally used a turquoise blue known as Morning Calm, a hue that now looks somewhat dated after 20 years.

With Korean Air's merger with competitor Asiana Airlines near completion, this could be the new color palette we'll eventually see across the unified fleet.

WHAT DO BUSINESS TRAVELERS THINK COMPANIES SHOULD COVER? A survey provides the answers

● Business travel is not cheap, and while expenses are managed through corporate travel departments, travelers often end up dipping into their own pockets to bridge the gaps. How big are the gaps? A recent survey by Booking.com puts the average out-of-pocket expenses per trip per traveler at \$700. Global Business Travel Association (GBTA) puts that spend at \$834.

“Business travel is somewhere between \$1.4 and \$1.5 trillion in total spend, and it's a very organized spend,” says Suzanne Neufang, CEO of GBTA. “We are witnessing the expected rebound in the sector, with

projected spending expected to continue to increase through 2028.”

Nearly two-thirds (64 percent) of business travelers globally report increased spending compared to 2023, with lodging accounting for most (\$312 on average). Food and beverage expenses average \$153, air travel averages \$176, ground transportation costs \$103, and miscellaneous expenses total \$89. More than half of those surveyed (58 percent) say they extend travel opportunities for some vacation or leisure time.

Despite the growing business travel trajectory, only 60 percent of companies have

a corporate travel policy, according to Trondent, an Illinois firm that provides web-based data management services to the global travel industry. Whether business travelers are funding their own trips or just a portion of them, new reports gathered as the sector climbs out of the pandemic reveal the top priorities during these times are comfort and cost. According to a March study by Booking.com, the top incentives for out-of-pocket travel costs not covered by a company are dining, luxury accommodations and premium benefits.

The most common categories for add-on payments are

dining expenses, entertainment and tips. Travelers don't want last-minute surprises, which extends to a lack of access to travel managers as plans zig and zag. Nor do they want complicated expense management systems and reimbursement delays.

“We have to think from a business traveler perspective: Why are those travelers on the road? What would get their jobs done better? How can they be efficient, productive and stay well?” says Neufang. “Because that's still and will be a theme in our discussions for years. The traveler is key as we go forward.” —LARK GOULD

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Where Next?

American Express reveals trending business destinations—and they're not where you think

BUSINESS TRAVEL HAS always been the backbone of the global economy. However, as the world continues to adapt to post-pandemic realities, the landscape of corporate travel is undergoing transformations. Amex's latest Trendex sheds light on these changes, offering insights into emerging destinations, evolving travel policies and the role of technology in enhancing the business travel experience.

When thinking about business travel, New York and London usually come to mind. However, the report uncovers a surprising shift toward non-traditional destinations that are increasingly appealing to business travelers: Princeton, Durham, Southwest



Sacramento, California, is one of the trending destinations for business travel

Michigan (Kalamazoo and Grand Rapids), Sacramento and Honolulu.

These cities are now experiencing substantial growth due to various factors. Fernando Iraola, Amex executive vice president and general manager for global and U.S. large enterprises, tells *Business Traveler*, "These cities are emerging as hubs for certain industries and educational institutions."

One of the key trends is the rise of blended travel—

the practice of combining business and leisure on the same trip. While the concept isn't new, its popularity has surged. According to the report, 80 percent of business travelers enjoy exploring their destination when traveling for work, leading to a tangible benefit for companies: 85 percent of travelers who took a blended trip in the past year reported being more cost-conscious when planning their travel.

According to Iraola, this makes sense. "When travelers know they'll be covering part of the trip, they're more likely to seek out cost-saving opportunities." However, there's a disconnect in how businesses and travelers view their responsibilities. While 80 percent of companies that allow blended travel report that their duty of care covers the personal and business parts of the trip, only 55 percent of travelers believe they should be responsible for the personal portion.

ON OUR RADAR

● October in the hotel world brings domestic openings from trusted names along with a handful of international debuts. In Arkansas, **Motto by Hilton Bentonville Downtown** is a first for the brand in the South. Close to local shops, restaurants and attractions, the hotel encourages guests to explore the area by bicycle. It features an indoor bike garage, coffee bar and patio bar. Mountain biking trails are nearby.

In Nashville, **The Printing House Hotel, Tapestry**

Collection by Hilton, takes its impetus from the city's history as a printing hub. It spotlights a garden terrace that hosts live music and shuffleboard games....Going to Miami, the much hyped **Casa Neos** on



the Miami River is now open. The chic property consists of a boutique hotel, member beach club, bi-level eponymous Mediterranean restaurant and rooftop venue, Noora, all with a Greece-meets-Morocco aesthetic.

In Canada, the **Four Seasons Hotel Toronto**—following a redo of its public spaces—welcomes a redesign of the 259 guest rooms, which now have a contemporary style, innovative technological touches and Canadian art....Our lone European mention this month is **Cardo**



Brussels, part of Marriott's Autograph Collection. The hotel is bright, vibrant and smart, with spacious guest rooms, 15 event spaces and meeting areas, a rooftop pool and spa.

—SHIVANI VORA

TOP: JASON DOIY/ISTOCK/GETTY IMAGES; RIGHT: MARRIOTT INTERNATIONAL; BOTTOM: COURTESY OF FOUR SEASONS HOTEL TORONTO

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By Sahar Khan

Bright Ideas

PEOPLE, DESTINATIONS AND TRENDS INFLUENCING THE CULTURE

EXTRA DAY

Munich

ROOTED IN TRADITION and with a penchant for luxury, Munich straddles the line between corporate and cutting-edge. The Bavarian capital hosts hundreds of annual business conferences, and travelers can take a break at one of its world-class museums, stroll through one of the many palaces and public parks, indulge in a fall tankard at a beer hall, or test-drive the latest BMW on the Autobahn. While Munich's buttoned-up image prevails, there's plenty of fun to be had if you know where to look.

SHURAVYART/ADOBE STOCK



Noh Nee

● The brainchild of two Cameroonian sisters, this dirndl shop comes with a twist—the fabrics are all from Africa. Noh Nee’s fusion of German and African designs results in wearable works of art. The shop also sells cinched-waist dresses, A-line skirts and men’s Hawaiian shirts, all made with African textiles.
nohnee.com

Museum Brandhorst

● Established in 2009, this is one of the biggest art museums in the country. It houses pieces by Cy Twombly, Jeff Koons and contemporary German master Gerhard Richter. Its exhibit “Andy Warhol & Keith Haring: Party of Life” examines the two artists, their collaborations and New York’s art, fashion and music scenes in the 1980s.
museum-brandhorst.de

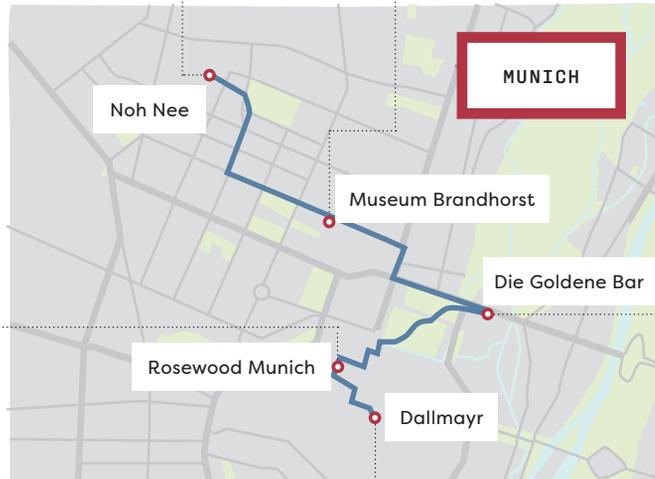


Rosewood Munich

● This centrally located property is housed in an 18th-century palace and bank connected by a sleek new structure. Rooms and suites offer a home-away-from-home vibe with muted tones and locally inspired artwork by Olaf Hajek. A soak in the marble bathroom is what it must feel like to bathe among the clouds. The menu at Brasserie Cuvillies offers Bavarian dishes such as crispy Wiener schnitzel. Bar Montez, named for the mistress of King Ludwig I, is a moody spot with live jazz.
rosewoodhotels.com

Die Goldene Bar

● Located in the Haus der Kunst museum, this spot featured on The World’s 50 Best Bars list is a cocktail haven. A chandelier illuminates the origin of various wines, spirits and tobaccos. The extensive cocktail menu delights with combinations such as the Ostap Bender, which mixes sherry with coffee and bitters. The column-lined terrace attracts a cool crowd in search of an upscale spot to let loose.
goldenebar.de



Dallmayr

● This iconic delicatessen also excels in fine dining, as evidenced by its two Michelin stars. A staircase brings patrons to dining rooms where wallpaper is anchored by art deco-inspired jewel tones and geometric shapes. It serves as a whimsical background for chef Rosina Ostler’s contemporary take on German fare infused with international flavors—think blood sausage with bergamot and passion fruit.
dallmayr.com



TOP LEFT: COURTESY OF NOH NEE; TOP RIGHT: ELISABETH GREIL; BAYERISCHE STAATSGEMÄLDESAMMLUNGEN; MUSEUM BRANDHORST; BOTTOM LEFT: DAVIDE LOVATTI; CENTER RIGHT: COURTESY OF DIE GOLDENE BAR; BOTTOM RIGHT: COURTESY OF DALLMAYR; @ANNETTESANDNER

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Comfort Zones

Airport Dimensions CEO Mignon Buckingham enhances the airport experience for travelers with posh lounges and new technologies

WHILE MANY PEOPLE working in aviation are contemplating an era of sustainable supersonic flights and electric planes, Mignon Buckingham is focused on how technologies can mitigate what is often the most stressful part of every air passenger's journey—the period between leaving home and reaching the departure gate. She is optimistic, for instance, that there could soon be a single app that will enable travelers to plan their route to the terminal, zip through security, preorder a steak in a cushy booth, book a massage, and collect their online purchases prior to boarding. “There are many moving parts to juggle,” she admits, “but there is actually a lot of joined-up thinking now going on in this space.”

As CEO of Airport Dimensions—part of Collinson Group, owner of the world's largest lounge-access program, Priority Pass—59-year-old Buckingham does a lot of juggling. She is tasked with enhancing passenger experience, boosting airport revenues and preserving the relative tranquility of lounges such as The Club, Club Aspire and No1.

Complicating things further, passengers are a capricious bunch. “If someone is traveling for business three times a week they may want quiet lounge space,” she explains. “If



CLOCKWISE FROM TOP:
Kyra Lounge, Hong Kong International Airport; clubroom at No1 Lounge, Birmingham Airport, England; Sleep 'n Fly family cabin, Hamad International Airport, Doha, Qatar; Airport Dimensions CEO Mignon Buckingham

that same person is traveling with friends, they might want a leisurely lunch. Traveling with kids, they might prefer something else. There really is no such thing as a typical flyer.”

What has definitely emerged since the pandemic are new behaviors. Unsurprisingly, passengers have grown more accustomed to using digital services during their journey, just as they are in their everyday lives. At the same time, millennials and Gen Zers have pulled ahead as the primary drivers of airport spending.

To tap this potentially lucrative market, Airport Dimensions has created Connecta In-Lounge, a customizable digital platform that can be white-labeled for any airport operator. Currently being rolled out worldwide, it allows guests to order food and drinks, prebook shower facilities and access digital media. They can also order duty-free goods for delivery

to the lounge, gate or home.

“This means that travelers can spend money when they are relaxed and have time to kill and airports are able to unlock new mobile and digital revenue streams,” says Buckingham. Apps also let users reserve lounge slots and get real-time availability alerts during crowded periods.

The Connecta platform acquired new bells and whistles at Los Angeles International Airport. Users of LAX Order Now can swipe and click their way through the entire airport, including several grab-and-go food offerings.

“Almost 70 percent of Gen Zers believe being able to preorder and collect food via an app would improve their airport visit, compared to just 25 percent of boomers,” says Buckingham. “Gen Zers also have a considerably greater desire to be entertained at the airport.”

Airport Dimensions has also partnered with the Oregon



start-up Gameway, which is opening video-game lounges at several U.S. airports, on a 700-square-foot site at Charlotte Douglas International Airport. Separately, it has linked up with the UAE company GameSpace to launch a similar, albeit supersized, venture at Dubai International Airport.

Another innovation Airport Dimensions introduced in Dubai and at Hamad International in Doha, Qatar, is the Sleep 'n Fly lounge, a concept that offers pods and cabins that passengers can rent by the hour. Locations are being explored across the Americas.

According to Buckingham, Americans are far more interested in the prospect of places to take a nap at airports than in many of the other amenities increasingly being dangled in front of travelers. “Stateside, interest in spending money on sleep facilities has grown by 17 percent year-over-year,” she says.

As multimedia zones and specialty food and drink offerings multiply, the traditional status-conferring spaces continue to thrive. In 2022, Airport Dimensions debuted

the Chase Sapphire Lounge by The Club, a co-venture with JPMorgan Chase, as a riposte to American Express’ elite Centurion Lounges, widely considered the pacesetter. Airport Dimensions also entered the South American lounge market in 2021, with the upscale Ambaar Lounge.

While prestige lounges promise ever higher levels of pampering, Buckingham is convinced that air travel is primed to become more enjoyable for everyone. “Many airport operators are exploring their own loyalty schemes, an area in which they have lagged far behind the airlines, hotel and retail sectors,” she says. “They’re finally waking up to the huge opportunity they have to drive sales simply by getting customers to share information about themselves. Younger travelers may be far less excited by frequent flyer programs than previous generations, but they may be motivated by access to spas or lounges or discounts on food, drink and entertainment.”

Buckingham’s favorite airport is the dinky, streamlined London City Airport. This, she says, is because it is a 30-minute drive from her



[“Many airport operators are exploring loyalty schemes, an area in which they have lagged far behind.”](#)

home in southeast London, although she admits that whizzing through the single-terminal airport is a joy, considering that she spends approximately 120 days a year traveling.

London City is also 30 minutes from Collinson’s headquarters—a lofty floor of a glass tower with glorious views of the River Thames. Buckingham has worked for the group for more than 20 years. Before her current role, she was Collinson’s corporate strategy and development officer. Prior to that, she held senior client relationship positions at other global players, such as Hilton.

“Even now I love traveling, especially to new places, and I still genuinely find airports exciting,” she says. “My current role is especially rewarding because when I experience the same stresses and pain points as everyone else, I have the opportunity to help a range of stakeholders find solutions.

“Ultimately, though, nobody goes through life without any hitches,” she adds. “Like everything else, traveling is all about preparation—you have to hope for the best but prepare for the worst.”



COURTESY OF AIRPORT DIMENSIONS (2)



Foreseeable Future

Marketing and advertising exec Mark Penn reveals how AI can enhance business travel

> IN 2015 MARK PENN, a pollster, trend-spotter and former chief strategist at Microsoft, created a marketing services firm in Washington, D.C. He was convinced that by focusing on the digital domain and data analytics, his start-up, Stagwell, could trounce traditional ad agencies and plunder their clients. His biggest backer was ex-Microsoft CEO Steve Ballmer, who pitched in \$250 million.

Less than a decade on, Stagwell is a Nasdaq-listed company with a market capitalization of approximately \$2 billion, with a stable of more than 70 agencies and 13,000-plus employees in 34 countries. And Penn, who celebrated his 70th birthday in January, shows no signs of slowing down. Indeed, he's racking up air miles faster than he can spend them in the pursuit of ever more global opportunities.

Gratifyingly, though, at an altitude of 35,000 feet, the energetic chairman-CEO is just like the rest of us. "I never work on a plane," says Penn. "I doze, I eat, I watch movies. Not even good ones—B movies. For me, planes are an escape from whatever else is going on." He particularly loves long-haul flights, as he can get some real shut-eye.

"I'm really happy business travel has picked up again as videoconferencing has its limits," he says. "As a company, Stagwell always encourages

its people to get out as much as possible." He notes that in June about 100 staffers attended Sport Beach, a starry networking event the company hosts during Cannes Lions, the global ad industry's annual shindig on the French Riviera.

Stagwell now has more than 20 agencies in Europe, including London-headquartered travel media company Ink, publisher of *Business Traveler*. In April it opened its EMEA headquarters in London and has since made its first moves into the Middle East, acquiring an Israeli marketing and social commerce organization and a panregional government advisory firm.

For Penn, the worst part of zipping all over the world and meeting new people is spending time in airports, which he says are designed for 20somethings. "The worst things are the moving walkways that suddenly end halfway down a corridor. Seriously, what is the point? You still have to walk the rest of the way.

"I dream of floating through the airport like I'm on a Disney ride, as if I'm in some bubble," he continues. "That's where you need the driverless cars—inside the airports. You could program them to take you to Gate 59 and make all the stops you need."

While Penn, an inveterate early adopter, believes technology is constantly upgrading everyone's travel experiences, he pours cold water on the idea that any one innovation

will suddenly upend the entire travel industry—not even generative AI, which Silicon Valley insists is poised to transform the whole world.

"Travel is an essential human activity. AI will help us do what we want but more efficiently," says Penn. "We'll be able to plan trips better, there'll be smarter transport management, onboard Internet will be faster—but all improvements will be incremental and continual. There won't be a travel revolution. And we'll never achieve a technology-driven travel nirvana, either. People's expectations are often very unrealistic. Travel is amazing but there'll always be bad weather and delays."

Moreover, he points out, even when the hype is justified, people can be remarkably resistant to change. "We could have superefficient multimodal transport hubs all over America right now. It's not lack of technology holding us back. We're waiting 20 years for a rail line to reach an airport because many of us are still so wedded to our cars." He nonetheless believes AI will soon have an effect on almost every aspect of commercial flying, from the customer experience to routing and fuel efficiency.

Next-generation biometric technology, he notes, is already being rolled out at airports throughout the world, quietly changing how we move through them, from checking in bags to boarding aircraft. At the same time, AI is already starting to

Mark Penn at the offices of Stagwell in New York City



“A bot could book your flight factoring in dozens of preferences—the time you want to set off to the airport, say, or family birthdays.”

play a larger role in managing aircraft both in the air and on the ground. Several U.S. airlines are working on ever-faster tools to analyze weather conditions and track all other commercial and private flights in order to suggest the best routes. Other AI systems are beginning to be used to steer just-landed planes to the nearest available gate with the shortest taxiing time. This could all mean better-informed passengers spending less time in the air and—to Penn’s utter delight—far less time at airports.

However, what interests the data devotee the most is how travelers will engage with AI as consumers. “AI enables all businesses to offer customers incredibly personalized services,” he says. “A bot could book your flight factoring in dozens of preferences—the time you

want to set off to the airport, say, or family birthdays you cannot miss. It could book restaurants based on your favorite foods, and make suggestions based on your previous purchases or activities.”

Perhaps a more exciting application of the technology, he suggests, is the possibility of using conversational AI as a kind of virtual concierge while on the move, with AI helping to provide real-time updates about events, attractions and potential disruptions. “The question is, of course: How many people actually want this?” Penn says.

In fact, according to a 2023 survey by one of Stagwell’s marketing consultancy firms, National Research Group, six percent of travelers have already started using conversational AI to plan trips. About half (49 percent) said that they

found it to be a “very effective” tool—meaning that they believe AI is a more useful resource than online travel forums and blogs, and only slightly less effective than review sites such as Tripadvisor and Yelp.

This is pretty remarkable considering that when the National Research Group survey was carried out, AI platforms like ChatGPT had not been fully optimized for travel-related use, and travel platforms such as Expedia had only just begun rolling out chatbot functionality. Moreover, 61 percent of those surveyed said that they would be willing to use a chatbot to help plan a future trip.

At the same time, more than half (51 percent) of travelers said that they were worried that AI-powered travel tools would fail to adequately protect their personal data. Another significant concern is that travel firms could use this personal data to hike prices.

In Penn’s view, how this plays out will ultimately boil down to something he has written about at length: whether consumers prefer some version of the Ford economy, driven by low-priced standardized products, or some version of the Starbucks one, governed by the notion that the more choices consumers have, the happier they are. He suggests that as AI starts to become more widely integrated in marketing tools, travelers will receive more and more highly personalized digital content from airlines, travel platforms, hotels, credit card providers and loyalty points operators. At the same time, this ecosystem may hatch several independent travel-tech start-ups. “This space could actually get quite crowded pretty soon,” says Penn, “which could be good news for those of us who travel a lot.”

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Beyond the Beach

Why Miami's Coconut Grove is booming

MIAMI'S OCEANFRONT NEIGHBORHOODS may grab international attention, but other parts of town offer as much appeal. The entire city is booming with development, says Jaclyn Bild, a broker associate with Douglas Elliman who was born and brought up in Miami.

"The beating heart of Miami is now on the mainland, whereas before it was all about the Beach," she says. "Neighborhoods that have been around forever are transforming into trend centers, and others are burgeoning for the first time."

Miami is home to more than a dozen unique areas. This month, we're highlighting the verdant neighborhood of Coconut Grove.

Coconut Grove

A lush, subtropical haven where nature and history intertwine, this neighborhood is booming with new hotspots that complement its rich tapestry of historical buildings dating to the late 19th century.

"Coconut Grove is an enclave that's close to the urban buzz yet distinct with its sophisticated small-town charm," says Mark Burns, executive director of the Coconut Grove Business Improvement District. "Here, you'll find a captivating mix of beloved local businesses



FROM ABOVE: Terrace at Mayfair House Hotel & Garden, Coconut Grove; guest room at Mr. C, Coconut Grove

and high-end, internationally acclaimed retail and dining venues." Coconut Grove is also the heart of Miami's boating culture, boasting several marinas and hosting a slew of regattas and boat races—a testament to the area's nautical allure that has attracted people for more than 150 years.

When it comes to accommodations, the district offers an array of luxurious options. **The Mayfair House Hotel & Garden**, fresh from a two-year renovation, invites guests into a world of elegance with its lush courtyard gardens, spar-

ling fountains, serene pools and a chic rooftop bar that's perfect for sunset cocktails. Meanwhile, **Mr. C** dazzles with a boutique wellness club and luxurious rooftop pool. Nearby, **The Ritz-Carlton Coconut Grove** promises an indulgent stay with 115 balconied rooms and a destination spa.

Coconut Grove's culinary scene is as vibrant as its surroundings. **Ariete**, a Michelin-starred New American restaurant, pulses with energy, offering innovative dishes such as local fish crudo with lychee and toasted chili and a 14-day dry-aged duck breast for two, paired with a wild-mushroom foie gravy. **Planta Queen's** airy, inviting space serves vegan dishes such as ahi watermelon *nigiri* and the irresistibly crispy 1,000 Layer Potatoes, satisfying the cravings of both vegetarians and omnivores. For those yearning for elevated Lebanese cuisine, **Amal** is a must-visit. From hummus with beef tenderloin to lamb chops and sesame-crusted fried snapper, every dish is a testament to culinary craftsmanship. Shopping in Coconut Grove is a curated experience. **Two Minds** is a standout destination for fashion, offering a well-chosen selection of coveted pieces and designer sneakers from around the world.



TOP: KEVIN COHEN/OUTSMART LABS; BOTTOM: MBDS/JAMES MCDONALD



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Scream On

How letting go can relieve tension and restore balance

> **NEXT TIME YOU** need a good scream, shout your heart out, suggests Tristan Gribbin, founder of the meditation app Flow. “Screaming is an amazing way to release tension from your mind and body,” she says. “Even if you’re not experiencing negative feelings, screaming is a great way to access more energy flow.”

According to Gribbin, who has integrated shouting into her own meditation practice for more than two decades, vocal release can open pathways into mindfulness and Zen that many didn’t realize were available to them. “Often, when we go to meditate, we want to achieve that deep, calm place, but there’s something in the way, some type of inner obstacle,” she says. “Scream therapy helps you move past that.” Screaming, Gribbin said in a TEDx talk, is a way of letting go of the negative—and its power is so compelling that Iceland introduced a campaign inviting anyone in the world to record and send a scream to be released into the countryside via speakers.

“We need an outlet for all that internal pressure that builds up,” Gribbin says, noting that the world’s many stressors have increasingly brought scream meditation, and all sorts of emotional-release therapies, to the forefront. In fact, following the pandemic, wellness resorts and spas worldwide introduced offerings to help travelers work through pent-up stress. Greece’s **Euphoria Retreat**, for example, now offers programs that help guests physically release

trapped emotions. Sometimes that involves a scream, other times it centers on massage.

The concept of emotional release, particularly screaming, isn’t new. The idea soared to popularity in the early 1970s when psychotherapist Arthur Janov introduced primal therapy (also known as primal scream therapy), with celebrity patients such as John Lennon and Yoko Ono touting its benefits. Unlike scream meditation, which blends vocal releases with mindfulness practices to let out stress and balance energy, Janov’s approach largely dealt with recovering from suppressed and serious childhood traumas.

Modern science finds little, if any, evidence to support the notion that screaming can foster recovery from long-term trauma. That said, experts suggest a variation of the practice could help with short-term stress relief and energy regulation. In traditional Chinese medicine, practitioners recommend shouting through a movement known as the tree shake to gain inner balance and recover energy. The exercise involves standing tall with your hands overhead, then shaking like a tree in the wind while shouting.

Gribbin’s approach, shared via in-person workshops or through the Flow mobile and virtual-reality-enabled app, takes a quieter tone—thanks to the use of DIY “mufflers.” Students start with deep breath work, then scream into a small hand towel to mute the sound. “We start with breathing, moving and letting go, then we

scream, we sit down again, and the music goes soft,” she says, noting the outward shouting creates a sense of internal stillness. “We get into this deep, quiet place, and people are amazed they’re able to meditate.”

In recent years, the wellness industry has seen another fresh take on scream therapy: rage retreats. These experiences, which are especially popular among women, lead participants deep into nature for stress-relieving rituals that involve screaming, meditation, sharing and even smashing sticks. They take place around the world, from Canada and California to North Carolina and Scotland.

For the past decade, screaming for wellness has also captivated fitness enthusiasts, particularly fans of exercise leader and former fashion executive Taryn Toomey. Her fitness program, *The Class*, integrates cardio, strength and yoga poses with cues for vocal release—be it shouting, loud exhales or even sobbing. The buzzed-about practice has welcomed celebrity fans like Alicia Keys, Jennifer Aniston and Emma Stone.

While *The Class*’ main studios are in Los Angeles and New York City, travelers can experience these vocal fitness experiences around the world. Toomey has collaborated with properties such as **Six Senses Ibiza** on custom experiences, and her team is running fall 2024 retreats at the **Playa Grande Beach Club** in the Dominican Republic and the **Lumeria Maui** in Hawaii.





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> AFTER GRADUATING FROM the University of Virginia, where they'd been roommates, Wonderbird Spirits cofounders Rob Forster and Tom Alexander remained close. Whether taking the \$8,000 they'd won betting on football and going to India (where they lived on \$20 a day until they depleted their funds) or being best man in each other's weddings, their personal lives had become intertwined. Then, after establishing themselves in their respective fields, they began thinking of ways that a corporate attorney and a software developer could blend their professional skill sets.

Forster moved to Oxford, Mississippi, to manage his father's estate. Upon realizing just how elevated the city's food and beverage scene was becoming, he was reminded of all the times he and Alexander had talked about starting a distillery together. So, he asked him—Alexander was then living in Austin, Texas—to come check the place out. When he saw the potential of this cool community, full of worldly people with taste, Alexander said he was in, so long as Forster understood he'd require a year to reorient his life.

Not one to sit idly by, Forster used that year to address many administrative tasks, such as regulatory issues (why had no other distilleries opened there?), capitalizing and finding a location. During this time, he heard about a man named Chand Harlow, who'd been working in finance in New York and decided to return to Mississippi to open his dream grain-to-glass distillery. He shared the same passion and energy, and in short order the team of two became a trio.

Making something truly excellent right there in Mis-



Gin Blossoms

How an award-winning Mississippi distiller crafts its signature spirit from rice

FROM TOP: Wonderbird Spirits cofounders Tom Alexander, Chand Harlow and Rob Forster; jasmine rice is used as a base for Wonderbird gin

issippi was the goal from the beginning, and they decided to create a grain-to-glass gin from a specially concocted base spirit. Thus began the search for something beautiful to ferment. They spent months on the hunt, trying many varieties of corn and even sweet potatoes before finding themselves in Sumner, Mississippi, where Two Brooks Farm produces an array of culinary rice varieties. They began deriving distillates from Two Brooks' jasmine rice and became thoroughly excited by the cleanness and elegance of the spirit derived from it. As Forster says, "The rice chose us—we didn't choose it."

But to make gin out of rice, they first had to learn the finer points of sake making, seeking advice from several Korean families on the West Coast who'd been producing private batches of *shochu* for genera-

tions. At its core, sake making is the art of introducing a mold spore from Japan called koji, which has been used in Asian cooking and spirits for more than 2,000 years. But here the variables multiplied. What kind of koji? How long to ferment the rice? Which yeast to use in the ferment? Alexander and Harlow laid it out as if they were in a chem lab, and within a couple of months had methodically gotten where they wanted to be. But this was only the first of two recipes they had to develop on their way to creating Wonderbird, the second being the combination and balance of the botanicals used in the gin.

Wonderbird Spirits' flagship Gin No. 61—which received two Gold Medals at the San Francisco World Spirits Competition—begins with its rice base (it is only the third rice-based gin in the world). Jasmine generates a much creamier, silkier, weightier and more viscous liquid, resulting in a velvety experience on the palate that is elevated by the rice's natural aromatics and residual sweetness. Gin No. 61 is comprised of ten additional botanicals—juniper, coriander, angelica root, fresh Meyer lemon peel, black Tellicherry peppercorn, lemongrass, rosemary, bay leaf, red clover and Southern pine needles.

Following a monthlong search, the Wonderbird team





chose a Southern Italian juniper that, with an almost feminine quality, is softer than the stronger juniper flavors usually associated with gin. There are bright twin citrus notes, derived from lemon-grass and fresh Meyer lemons from Temecula, California. There's chopped rosemary, as well as notes of chamomile that come from the red clover reaped from the front pasture at the Wonderbird Spirits distillery. The fresh green shoots of loblolly pine also grow on the grounds of the distillery.

The Wonderbird Spirits gang haven't been resting on their laurels, effectively recreating their distillery with a bigger

footprint. Now, with that larger space, they have increased their production capacity tenfold, thanks in large part to the trio of new 600-gallon custom fermenters allowing them to generate much more of the raw sake base, as well as a new stripping still, which lets them process the raw spirit much more efficiently.

Beyond Gin No. 61 (recommended in a martini, a French 75, or sipped by itself with a citrus twist), Wonderbird Spirits also produces other fine field-to-bottle hand-distilled spirits, including Gin No. 97 Magnolia Experimental, also a Gold Medal winner at the San Francisco World Spirits Competition, made from the

Jasmine rice generates a much creamier liquid, resulting in a velvety experience on the palate.

FROM LEFT: Wonderbird Spirits' new still; Wonderbird Spirits Dry Gin

same Mississippi Delta rice base with locally harvested southern magnolia petals (recommended in a martini, Ramos gin fizz or French 75). And for those seeking something a bit more exotic, there's the Cask Finished Gin. An aged expression of Gin No. 61 rested in two different bourbon barrels (the first for nine months and the second for six), this gin is full of character, and while a lovely sipper on its own, is also recommended in a highball (such as a Gin Sonic), a Negroni or an old-fashioned.

Gin made from rice may not be the first thing that comes to mind when mixing yourself a drink, but the proof is in the cocktail. Cheers!

SOUTHERN CHARM Must-visits in Oxford, Mississippi

- Evoking a more idyllic version of Austin, Texas, Oxford, Mississippi, is a college town—home to the incredibly picturesque University of Mississippi—with a thriving foodie culture. It's impossible not to succumb to the city's many charms. visitoxfordms.com

- Take a tour of Rowan Oak. Built in 1844 on 29 acres just south of Oxford's square, this is where Nobel Prize-winning author William Faulkner and his family hung their hats for more than 40 years. rowanoak.com

- Enjoy a scoop (or two) at Oxford Creamery. Named Best Ice Cream in Mississippi by *Food & Wine*, the flavors at this farm-to-cone, small-batch, Southern ice creamery are not to be missed. Seasonal favorites include Sweet Corn Blueberry Crisp, Banana Puddin' and Chicory Coffee With Beignets. theoxfordcreamery.com

- Dine at Snackbar. Opened 15 years ago by award-winning chef John Currence and helmed by Vishwesh Bhatt (James Beard Award winner for Best Chef in the South), Snackbar is a brasserie using local Mississippi ingredients in its internationally inspired dishes and expertly crafted cocktails. citygroceryonline.com

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Think Pink

How the Estée Lauder Companies are at the forefront of fighting breast cancer



By William P. Lauder • As told to Eden Herbstman • Illustration by Joel Kimmel

THE BREAST CANCER Research Foundation (BCRF) was started by my mother, Evelyn Lauder, in 1993. The Estée Lauder brand serves a lot of women, and she saw that one in eight women had been diagnosed with breast cancer. She asked what we could do to help women and make a difference. At the time, everyone wore red ribbons for AIDS awareness. Our first step in this journey was to offer consumers pink ribbons and engage them in a conversation. This led to our brands creating products for October: Breast Cancer Awareness Month.

All of our brands—Tom Ford Beauty, Clinique, Bobbi Brown, Aveda and others—create limited-edition products for October. A portion of the proceeds supports the Breast Cancer Research Foundation. When it comes to unique products you need to plan in advance so there’s time to produce and distribute to retail partners. We want these limited-edition products to sell out, as proceeds support the research.

Estée Lauder is the strongest advocate for women’s health across the board. It’s important to us because 90 percent of our consumers are women. One in eight is diagnosed with breast cancer at one point or another, which means this disease touches everyone. We’re a company founded by women, so this is a core value as to who we are. Our reputation as a company isn’t just selling lipstick. It’s also the good we do.

The key to raising awareness for our breast cancer campaign has been the enthusiasm and support of our employees. We empower our tens of thousands of employees around the world, both

those in front of consumers and those working behind the scenes to create products—everyone has a common goal of success. We’re making progress and we’re proud of what we’ve been able to contribute to this accomplishment.

Thirty years ago, a woman diagnosed with stage I breast cancer had a 72-percent chance of surviving five years. Today, if you’re a woman diagnosed with stage I breast cancer there’s a more than 92-percent chance of surviving five years. The therapies today are more targeted to the specific tumors, and breast cancer has become far more survivable.

The stigma of breast cancer has been meaningfully reduced thanks to women in the public world who have come out saying, “I have breast cancer.” They invited people along on their treatment journey. By taking the stigma away from it, more people share and come together, and we know community and support help the mental component of surviving diseases like this. Elizabeth Hurley, for example, has been a longtime ambassador for us. She and I plan events in New York, like lighting the Empire State Building pink.

Funding the brilliant researchers who are progressing towards a cure, and their commitment to sharing their work, is crucial. One of the components in being a BCRF grantee is agreeing to share your work. Everyone builds on the work of their colleagues rather than pursuing parallel paths. I’ve met

some amazing people and researchers, and I have extraordinary admiration for them. Every year we have a luncheon honoring our grantees in New York and name every single one in attendance, so we can recognize them for their work. These people, as well as those who came before them and those who will come after them, have saved many lives. They’re the real heroes. We’re ultimately an endorser of the efforts

BCRF makes, but it’s really the scientists who are making the progress.

I have about 20 different pink ties. I wore them every day—I don’t wear nearly as many ties as I used to. Whenever

I travel, I always pack ties just in case, and when I’m in front of our employees, I’m always in a pink tie. I had a jacket made recently and the lining is pink. I’ll never tire of the color pink.

Community and support help the mental component of surviving diseases like this.

William P. Lauder is a son of Leonard and Evelyn Lauder, and a grandson of Estée and Joseph Lauder. He became executive chairman and chairman of the board of directors of the Estée Lauder Companies in 2009. He was chief executive officer from 2004 through 2009. During his five-year tenure as chief executive, he expanded the company’s distribution channels and greatly strengthened the brand portfolio. He is also chairman of the board of The Fresh Air Fund, a member of the board of directors of the Breast Cancer Research Foundation, and a trustee of New York-Presbyterian hospital.



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How to Live Your Best Life After 65

As longevity becomes the norm, we need to reimagine how we're aging



By Michael Clinton •
As told to Lark Gould •
Illustration by Joel Kimmel

APPROXIMATELY 10,000 PEOPLE a day turn 65. This can be likened to a tsunami of change, requiring attention and proactive measures with implications that are still uncertain. Various sectors, including businesses, government and nonprofits, will need to focus their efforts on addressing the challenges that arise. This includes considerations for Social Security and Medicare, which play crucial roles in supporting older adults.

Many of these people are realizing that they have an additional 30 years or more of life ahead of them. And businesses are also beginning to recognize the importance of adapting to this shift, with an increasing number of companies sponsoring events and summits focused on the needs of and opportunities presented by this aging population.

When I wrote *ROAR*, I was frustrated with the usual retirement narrative. Everyone expected me to relax and play golf, but I wanted more. I joined the Stanford Center on Longevity and realized that with 30-plus healthy years ahead, everything changes. We're the first generation to have this gift of extra time, and our kids will have even longer lives. It's exciting, but we need to stay engaged and find purpose.

I've always loved travel and adventure, so I knew I wanted more of that. I also decided to go back to school and get a master's in nonprofit management. Along the way, I met many people who were reinventing their lives after 50. I realized this was a movement, and I needed to capture their stories—that's what inspired me to write *ROAR*.

With this extended lifespan normalization of living to 90 years or beyond, we've seen a unique opportunity for individuals to redefine what their lives will look like. There is a growing focus on staying engaged, purposeful and involved in activities that bring fulfillment and meaning to one's life.

ROAR Warrior

Our ROAR acronym guides people through this process: Reimagine yourself; Own who you are; Act on what's next; and Reassess your relationships. It's about making reimagination a daily practice and having the tools to make it happen.

For some individuals, this approach is met with resistance and skepticism. The process of reimaging one's life in the second half involves self-reflection, exploration and taking action. It requires individuals to identify their passions, interests and strengths. This process can be facilitated through various tools and exercises, such as identifying descriptive words that capture one's essence and seeking feedback from trusted individuals. By leveraging these insights, one can create a road map for the future and pursue passions with purpose and intention.

Perhaps the biggest misconception is that you can't do certain things because of your age. That's not true. Neuroplasticity means you can always learn and grow. We need to focus on what's "person-appropriate," not "age-appropriate."

ROAR-ing Forward

ROAR Forward helps this process as a membership program that provides access to benefits and resources. The community is made up of professional and managerial types who are seeking to navigate this transformative phase with guidance and support.

Members receive a quarterly comprehensive report covering various aspects of longevity with valuable insights and research on health, wellness, finance, career and personal growth. Other regular bulletins are delivered biweekly with

curated content and actionable ideas. Digital Zoom sessions and exclusive invitations to events throughout the year bring opportunities to network with like-minded in-

dividuals, learn from experts in the field, and gain practical insights and strategies. This is about "reirement," not retirement.

Michael Clinton is the founder and CEO of ROAR Forward, an intelligence, insights and content platform focused on the new longevity movement. He serves on the board of the Stanford Center on Longevity and is a globally recognized speaker on the dynamically changing market demographic of individuals aged 50-plus who now comprise 35 percent of the population. He is the author of the bestselling book ROAR: Into the Second Half of Your Life (Before It's Too Late). Learn more at ROARForward.com.

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World Fairs

As Art Basel prepares for its annual shows in Paris and Miami, CEO Noah Horowitz discusses the cultural and financial impact of the globe's premier contemporary art event

By Douglas Markowitz •
Portrait by Aaron Richter





ART BASEL CEO Noah Horowitz isn't used to doing things the old-fashioned way. Before stepping up to lead the largest, most prestigious art fair operator in the world, he was Basel's director of the Americas, in charge of the company's most contemporary-leaning show in Miami Beach. Now he turns his attention from one of the youngest major art cities in the world to one of the oldest: Paris.

Launched in 2022, the same year Horowitz became CEO of the company, Art Basel Paris—running this year from October 18 to 20—is the company's latest endeavor. Renamed from the unwieldy Paris+ par Art Basel, it's both smaller and more ambitious in scope than its counterparts in Basel, Hong Kong and Miami. With the name change comes a new venue: the Grand Palais, the extraordinary glass-domed exhibition hall built for the 1900 World's Fair that now functions as an art museum. For its first two years the fair was held in the Grand Palais Éphémère, a temporary venue built in the Champ de Mars to substitute for the original Grand Palais while it underwent renovations in

ABOVE: *The Extended Line* by Chiharu Shiota at Art Basel, Switzerland
OPPOSITE, FROM TOP: Art Basel Paris; *Cotton* by Kang Kang Hoon at Art Basel Hong Kong
OPENING SPREAD: Noah Horowitz with *Colette* by Grace Carney, P.P.O.W gallery, New York City

preparation for the Paris Olympics. Both venues hosted events during the Games, with a terrific fencing tournament in the Grand Palais, and now Art Basel will go en garde in the historic venue.

"It's a new thing for us," he says. "Paris is the only Art Basel fair that's not in a convention center. It's also the only one of the fairs that's in a city recognized as a cultural capital with a critical mass and a density of hundreds of galleries at all tiers."

There are challenges to using a historic venue in the heart of a major city, but to Horowitz, an experienced art-world executive whose résumé includes stints at Sotheby's and The Armory Show in New York, they're more like opportunities. While the other Art Basel fairs regularly boast nearly 300 participating galleries—the next one in Miami Beach in December will host 286, for example—they've had to keep that number under 200 to make sure they can fit in the Palais. It's a "jewel box" approach, one prioritizing selectivity over scale. And much like the Olympics, which took place all over the city, Art Basel will use Paris' abundance of public squares and art institutions

to showcase artworks and other projects in iconic locations such as the Place Vendôme, the Petit Palais and the Musée National Eugène-Delacroix.

But why Paris? And why now? Beyond its obvious appeal as a cultural destination with arguably the greatest collection of art museums in the world, the French capital has emerged as a confident rival to London as Europe's art-market epicenter. Plenty of art dealers and artists have crossed the channel after the turmoil of the U.K.'s split from the European Union. Blue-chip mega-galleries such as Hauser & Wirth have opened in Paris, and although London's status as a global banking capital means it's still ahead in terms of auction sales—for now—that hasn't stopped Sotheby's from expanding its presence in France.

Art Basel is at the heart of this renaissance. The fair has brought a more international clientele to the scene than its predecessor in the Grand Palais, the more locally focused FIAC. And much like in its other cities, satellite art fairs such as Design Miami/Paris, Asia Now and Paris Internationale have set up shop, with NADA launching an edition there this year, attracting galleries that couldn't make the Grand Palais.

"In a post-Brexit world, Paris is attractive now," Horowitz says. "A lot of artists and galleries have either moved or are now open there. And so for us, we're extremely excited. It gives Art Basel a further critical touchpoint with our audiences, whether that's galleries, artists, collectors or institutions. And it creates an even deeper understanding of what our clients are looking for and how we can service them."



Supercharging a city's art scene is nothing new for Art Basel. Miami, for instance, was the first beneficiary of the "Basel effect" when the fair opened its first international edition there in 2002. Since its founding in 1970, Art Basel had been one of the major European art fairs and a destination for international collectors, but "the art world was appreciably smaller," Horowitz says. When Art Basel initially considered expanding, Miami wasn't even a blip on the radar of the international art market. Yet its status as a crossroads linking North and South America heightened its appeal as a potential destination for artistic commerce.

"If you go back to the mid to late '90s, when the first conversations about Art Basel expanding started emanating, Miami would not have been the most obvious place in the American market to locate a fair," Horowitz says. "But there was a really unique bridging between these markets that was highly attractive. There's always been a very close rapport in South Florida with Latin America broadly. In many ways, Miami is the de facto capital city of South America."

In addition, Miami in the '90s was riding a wave of glamorous renewal driven by the fashion and design industries, a vibrant nightlife scene and a heavy presence of celebrities. Still, it would take more than that to convince Basel, and so some of the city's most high-profile art collectors, including Craig Robins and Don and Mera Rubell, led a successful charge to bring Art Basel to South Beach.

"When Art Basel landed in Miami in the early 2000s, there was an extraordinary concentration of committed private patrons," Horowitz explains. "They were integral in bringing and originating the fair, having been familiar with what it was in Basel. But the city as such was not a major cultural





destination. There's long been a community of artists. There have long been cultural institutions in South Florida. But that first decade-plus completely turbocharged the scene. And now, more than 20 years after Art Basel alighted there, Miami sees itself as a city of culture."

The results speak for themselves. Today Miami is one of the major art world destinations in the Americas and a major economic driver for the entirety of South Florida. The first week in December, when the fair takes place, has ballooned into a massive citywide festival of art, design and parties, with satellite fairs, brand activations, fashion shows and concerts and raves galore. The entire week generates approximately \$500 million in economic activity.

FROM TOP: *Un Relato Invisible* by Hilda Palafox at Art Basel Miami Beach, Florida; *Eternity* by Urs Fischer at Art Basel Paris

Art Basel's presence has also resulted in a more active gallery scene, especially since the Covid pandemic led to a flood of new and wealthy arrivals to the city. Art museums and other institutions have opened, and existing ones have expanded: The Institute of Contemporary Art Miami opened in 2017 in the Design District, while The Bass museum in Miami Beach got a splashy renovation that same year. Collectors have also driven this growth. The Pérez Art Museum Miami (formerly the Miami Art Museum) moved to a striking Herzog & de Meuron-designed building in 2013, renaming itself after billionaire benefactor Jorge Pérez. Pérez then opened his own museum, El Espacio 23, in 2019, the same year the Rubells moved their collection nearby to a massive, hangarlike space in the industrial neighborhood of Allapattah.

But there has been one unintended consequence of the "Basel effect": imitators. Art Basel Miami Beach's success has led to an explosion in art fairs around the globe, with one company in particular beginning to rival Art Basel's position at the top of the industry. Frieze began in 1991 as an art magazine and started its eponymous fair in London in 2003, a year after Art Basel launched in Miami. London may have been a market focal point with plenty of galleries, but it didn't have a fair to speak of. Frieze filled the gap, even getting the major auction houses to synchronize the dates of their fall auctions in London with the fair. They expanded to New York, the art market capital of the world, in 2012. Los Angeles and Seoul, two rising art hubs, would follow in 2019 and 2022, respectively. A year after Seoul opened, the company acquired The Armory Show in New York and Expo Chicago.

Yet even Frieze's rapid rise is just a drop in the bucket compared to the explosive growth of the art fair market. Cities across the globe have turned to the Basel model in the hopes of establishing their own "art weeks" anchored by a major fair: Art SG in Singapore and Art Mumbai in India both debuted in 2023. New York launched its own branded art week in 2022 around Frieze, with four fairs—Independent, TEFAF New York, NADA New York and the Future Fair—all coordinating with auction houses to hold their events simultaneously in early May. Other global cities such as Dubai, Mexico City, São Paulo and Lagos have their own fair weeks, and veterans such as ARCOMadrid in Spain and TEFAF Maastricht in the Netherlands continue to thrive in the new environment. In total, 359 art fairs were held worldwide last year (according to a report by Art Basel and UBS). As Horowitz says, "The last two decades have been broadly characterized as the era of the art fair. And Art Basel Miami Beach led a lot of that transformation."



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Unlike Frieze's aggressive expansion, Art Basel has expanded more mindfully and cautiously. It only added one additional fair between Miami and Paris: Hong Kong, in 2011. The city was already a major financial center like London and New York and Asia's de facto art market capital thanks to the presence of major auctioneers, making it less of a risk than Miami. Still, Art Basel's presence has had a similar stimulating effect: New museums include the M+ for contemporary art and the Hong Kong Palace Museum, a branch of the Forbidden City in Beijing. The number of dealers in Hong Kong has also ballooned, with members of the Hong Kong Art Gallery Association increasing by 27 percent from 2021 to 2023, according to CNBC. Rather than build from scratch as they did in Miami, they've leveraged the position of an existing cultural destination and strengthened it, the same tactic they've taken in Paris. For Horowitz, building and maintaining the brand means asking how growth can be done mindfully. "It's less about the prioritization of one fair over another and more about how we as a business need to think much more adeptly in terms of how we differentiate. With four fairs under our purview, each of relatively different scale and orientation, they have to do the right things to service the clients in these markets, as well as the local communities."

All this has helped to maintain the prestige of the Art Basel brand and keep it at the top of the art fair market. A 2024 report by Artsy ranked Basel and Miami second and third, behind only New York, as the "most important art fair cities" to the international art world. The fair's selectiveness and

"The last two decades have been broadly characterized as the era of the art fair."

Promise With Him
by Ryu In at Art Basel
Hong Kong

reputation for showing the pinnacle of art globally is also a key to its continued appeal with buyers. For the Miami Beach fair, gallery applications typically are filed almost a full year in advance of the next edition, according to Bridget Finn, incoming director of Art Basel Miami Beach. Exhibitors are ultimately decided by a special committee of art dealers from around the world, with only the best making the cut.

Finn herself knows the process well, having worked for galleries such as Mitchell-Innes & Nash in New York and her own Reyes | Finn in Detroit. "I have been wait-listed for Art Basel Miami Beach," she says. "The committee is really tasked with bringing the best galleries to the table and they make very hard decisions for the success of the show. People with great presentations don't make it into the show, and that is based on space and how many voices we can actually accommodate within the convention center."

Miami is an excellent case of the need for adaptability, especially as the art market faces broad challenges. After a period of pandemic-induced spending, sales at the three major auction houses, a key bellwether for market health, are down 18 percent from last year, according to data cited by CNBC, with contemporary art sales down 48 percent.

Galleries are also starting to tighten belts. In the Artsy survey cited above, 56 percent of galleries that don't participate in fairs reported that cost was the biggest reason. Art fairs can be extraordinarily expensive to show at, whether due to the cost of shipping works, personnel, travel, or other factors. It led the fair to introduce new minimum booth sizes, as well as giving dealers the option to share a booth with another gallery. More changes coming this year include a rejiggered floor plan—the Meridians sector, for large-scale works, has been moved to the south side of the convention center, where it will connect Nova and Positions, the two most progressive sections focusing on new work and emerging artists.

Art Basel's status at the head of the pack also means that it, like the auction houses, is a major market indicator. The success of the fair means success for the wider art market, and vice versa. Balancing these concerns and those of other stakeholders—dealers, buyers, investors, artists—is a massive challenge, but it's one Horowitz aims to manage with transparency and communication.

"No other art fair is more regularly in touch with its client constituents," he says. "Day in, day out, our team is interfacing with clients, getting a sense of what direction the wind is blowing and constantly calibrating our offering to what they want to see."

COURTESY OF ART BASEL

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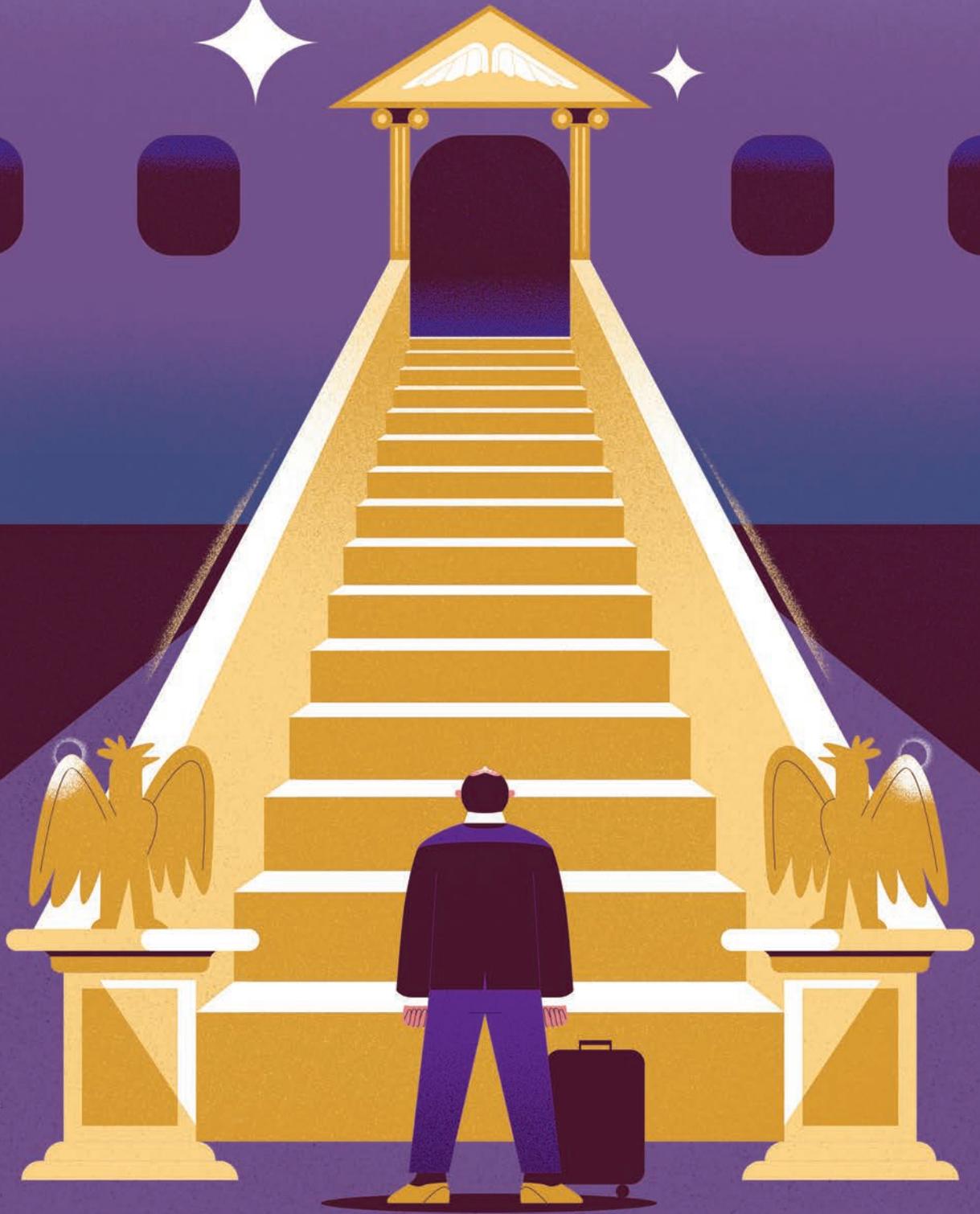
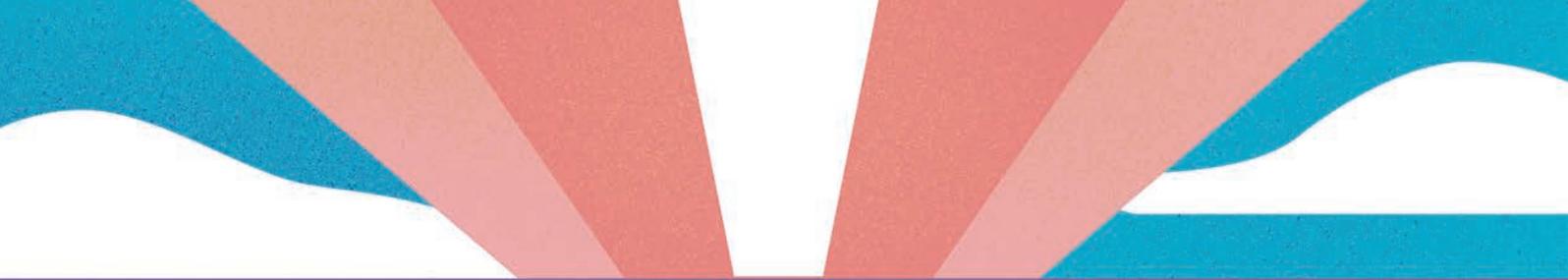
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By Jaclyn Trop • Illustration by Michal Bednarski

Top Secret

Beyond their advertised premium tiers, airlines offer clandestine ultra-elite status to their most valued clients

IMAGINE A CLUB so secretive that even its members don't know the requirements for entry. Many travelers aspire to reach the top-tier programs advertised by the three major U.S. carriers—American Airlines' AAdvantage Executive Platinum, Delta's Diamond Medallion and United Airlines' Premier 1K—but most elite flyers know the buck doesn't stop there. All three airlines confer an ultraexclusive status upon their biggest spenders and most influential travelers for ultimate bragging rights.

The unpublished tiers—American Airlines ConciergeKey, United Global Services and Delta 360°—are shrouded in mystery. Dubbed the “black box” by

Redditors, these so-called “secret statuses” stir up a cauldron of envy among those trying to decipher the requirements on message boards. Membership is by invitation and reevaluated each year.

“Anyone can get the published stuff if you spend enough,” says Paul Eisenstein, a Detroit-based CNBC contributor with more than four million miles flown on Delta. “Delta 360° is a special club, but they don't officially tell you the factors that trigger an invitation.

“It's a sign of, Hey, you made it. You're the pro traveler. You've arrived,” he adds. “But it's like a very strict dad in the sense that, This week, I'm Dad's favorite, but next week, I just don't know.”



The airlines do not publicly disclose much, if any, information about their respective invitation-only tiers. That means, from a frequent flyer's perspective, that the criteria for eligibility are cryptic and largely anecdotal.

Delta is the most verbose, describing Delta 360° on its website as “an annual, invitation-only membership for our most loyal SkyMiles Members.” The airline says that Delta 360° is extended to “a very small percentage of Diamond Medallion Members” and that considerations include overall Delta flight activity, cabin class and spending on Delta SkyMiles American Express cards. The other airlines are believed to toe a similar line.

Javier Mota, a Telemundo presenter from Miami nearing the five-million-mile mark, first earned ConciergeKey status in 2014. “Then I lost it. I got it back in 2019 and have kept it since. I might lose it again next year. Nobody really knows how it works.”

The consensus among Internet speculators is that American and United confer their ultraexclusive status upon customers who spend at least \$50,000 and fly more than 200,000 miles a year (Delta's threshold is higher). But it often seems there's no rhyme or reason to unlocking invitation-only status. Mota says the first time he earned the coveted ConciergeKey, he had traveled 450,000 miles and spent \$75,000 on airfare.

“You have to be on a plane much more often than a flight attendant and always book long flights—front seats on big planes,” he says. “Other than that, my best guess is the money spent on tickets.”

What is known is that the invitations arrive each year to great fanfare. An expensive gift accompanying Delta's offer—say, a pair of Tiffany & Co. crystal tumblers—is so thrilling that recipients film unboxing videos and post them to their social

media accounts. This year's gift was a high-quality leather weekender bag embossed with a subtle 360° logo.

Some members find greater allure in the accompanying luggage tags that denote Delta 360° status. “My favorite perk is when other business travelers gawk at the bag tags and ask about it,” says Andrew Krok, an editor for *Car and Driver*.

Of course, status holders are entitled to more than bragging rights. The perks for these most decorated travelers go beyond those offered to Platinum, Diamond and Premier 1K flyers, including priority boarding and upgrades, extra help locating lost bags, generous reimbursements and warmer welcomes at the airport.

Furthermore, those in the unpublished tiers have a team monitoring their itinerary in real time for weather delays and missed connections. There's also a dedicated phone number staffed by agents who pick up after the first ring and have the authority to bend the rules when members need to make changes to their itinerary. “Taking over 300 flights a year, things go wrong sometimes, and the highest status always helps solve those problems,” Mota says.

Other perks are more noticeable. Think lavish check-in entrances with private TSA security lines, as well as access to dedicated lounges away from the airport crowds.

But the most conspicuous perk is the private luxury car transfer on the tarmac for customers with tight connections. An airline representative waits at the cabin door with a sign bearing the

FROM TOP: United Global Services members can expect airport transfers in a Jaguar I-Pace HSE SUV; American Airlines Flagship Lounge at Dallas Fort Worth International Airport



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customer's name. Together, they exit the jet bridge and step directly into a waiting car, which takes them to their next flight through the back entrance. Delta has a fleet of Porsche SUVs at its hubs in Atlanta, Boston, Detroit, Minneapolis, Los Angeles, New York, Salt Lake City and Seattle. American transports customers with Cadillacs, while United maintains an all-electric fleet of Jaguars.

The secret statuses exist to cater to and thereby retain the airlines' highest-paying customers. The membership base is diverse, ranging from organ couriers or adopted pet transporters to heads of *Fortune* 500 companies. "If you're a travel agent who influences the purchase decisions for a company, you're likelier to get it," Eisenstein says. "But otherwise, I don't know."

The location of a flyer's home airport is also a factor. The undisclosed spending threshold is typically higher at an airline's major hub.

"As far as I know, it all comes down to spending a lot on travel and flying out of a smaller airport," says Richard Peck, a software engineer based in Albany, New York. "I fly mostly out of a smaller regional airport, and my understanding is that smaller airports help your chances, but still if

"If you're not spending upwards of \$50,000 annually, you're not even in the running."

The recently opened Delta One Lounge at New York-JFK

you're not spending upwards of \$50,000 annually on travel, you're probably not even in the running."

However, there is one published way to bypass the algorithm for earning secret status: Fly four million lifetime miles on United-operated flights or reach the five-million mark with Delta. Eisenstein, who has flown 4.3 million miles but has only gained entry to Delta 360° for the past two years, still has 700,000 miles to go before membership is guaranteed. "Am I happy to get 360°? Absolutely. Would I be disappointed if I lost it? Yeah."

Still, frequent flyers have commented that airlines seem to be scaling back on services such as lounge amenities, the quality and availability of food, and the frequency of upgrades. "The quality of ConciergeKey has definitely declined compared to when I first got it," Mota says, citing a lack of snacks for members seated in the main cabin, as well as a dearth of Flagship Lounges at American Airlines hubs in Charlotte and Phoenix. "Maybe there is a Super ConciergeKey that nobody knows about. Maybe I will get it one day!"



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Wood

Portland
International
Airport, Oregon
OPPOSITE
FROM LEFT:
Lakehouse
Wendelstrand,
Mötnlycke, Swe-
den; Aquatics
Centre, Paris;
Sara Cultural
Centre, Skelleft-
eå, Sweden



W o r k s

How eco-friendly timber is enabling the rise of “ply-scrappers” around the world

By Boyd Farrow

> ANYONE CONSIDERING FUTURE-PROOF career options—a data scientist, perhaps, or an AI engineer—may want to add woodworker or even lumberjack to their list. This is not in case we all suddenly find ourselves, in some postapocalypse scenario, in need of log cabins to live in. Rather, it is because a growing number of architects, working with new high-tech engineered wood products as strong as steel and concrete, are already imagining tomorrow’s cities with towering timber skylines.

Plenty of statement buildings have already been constructed out of so-called mass timber—composites of compressed and bonded layers of wood—including Wyoming’s Jackson Hole Airport and Walmart’s new 350-acre campus headquarters in Bentonville, Arkansas. However, this material is increasingly being considered for a wide range of construction projects throughout the U.S.

Data from advocacy group WoodWorks shows that America had a total of 2,115 completed, in-design or in-construction mass timber buildings as of the end of March, compared with a paltry 50 a decade ago. This figure is now rising approximately 30 percent a year, as local building codes are rapidly being reviewed and state and federal funding continues to pour into innovations within the forestry sector.

The main driver for all this, of course, is climate change. Cement production accounts for eight percent of global carbon emissions, while steel is responsible for seven percent. The International Energy Agency claims that buildings account for 39 percent of the planet’s emissions: 11 percent from materials and construction and 28 percent from the energy needed to heat, cool and power them. Studies suggest that using mass timber—which



stores carbon—for mid-rise structures could slash emissions associated with manufacturing, transporting and installing materials by almost a third.

Currently, the world's tallest timber building is the 25-story Ascent in Milwaukee, an upscale residential structure that was completed in 2022. At 284 feet, it is almost the same height as New York's iconic Flatiron Building. Architect Jason Korb, whose eponymous firm designed the 259-apartment tower—which features exposed timber columns, beams and ceilings—says the amount of carbon dioxide the building sequesters “is the equivalent of taking 2,400 cars off the road for a year.”

However, it is not only the planet that would benefit from a rise in mass timber construction, says Korb: “For many projects, wood would work out cheaper than cement and steel, and some states have so much fir or yellow pine lumber they don't know what to do with it. Even worse, we've been getting these terrible wildfires because forests have been allowed to get out of control.”

► U.S. FORESTLAND GREW by some 18 million acres between 1990 and 2020, according to the UN Food and Agriculture Organization—an area equivalent to about 1,200 NFL football fields appearing every day. Less than two percent of this land is harvested each year. America's largest architecture firm, Gensler—which designed Jackson Hole Airport, Walmart's new HQ and Southstone Yards, the largest mass timber building in Texas—claims that enough wood to construct a 100,000-square-foot building is grown every seven minutes.

Advocates of engineered wood claim that there are even more economic advantages for develop-

Southstone
Yards, Frisco,
Texas

ers. “As mass timber panels are precision-cut and prefabricated, construction schedules could be far shorter, with reduced waste and labor costs,” says Korb. “This means potential savings on nearly all bread-and-butter buildings up to around seven stories.” For some taller buildings, economies of scale coupled with the use of lighter materials could lead to further savings. “When Ascent reached a certain height,” says Korb, “it became cost-effective to add extra levels.”

Katie Mesia, a principal at Gensler and the firm's sustainability director, points out that while wholly wooden mega-skyscrapers are probably not a good idea, additional stories made from mass timber could easily be assembled—like “livable jigsaws”—on top of many existing buildings. Furthermore, these prefabricated panels could easily be “dismantled and recycled,” she says. Ascent's success in meeting multiple safety tests on its path to approval—previously, America's tallest timber tower was an eight-story, 95-foot-high condo in Portland, Oregon—has led to cities throughout the country exploring mass timber options and revising local building codes.

New York, for one, has launched a program to raise awareness of the benefits of using the material and identify development opportunities throughout the city. Korb has won approval for a mixed-use project in St. Louis and has a project in the pipeline in Texas.

Meanwhile, work has begun in Milwaukee on an even taller timber tower. The 32-story Edison, which will have 383 apartments plus retail space, has been designed by global engineering firm Thornton Tomasetti and Chicago architects HPA. Reportedly, Thornton Tomasetti is also developing a mass timber project for New York City that would be 30 stories tall.

Of course, the proliferation of such wooden towers will depend on the public's confidence in the materials, construction techniques and testing procedures. In the final evaluation on Ascent's lengthy path to approval, the U.S. Forest Service tested glulam (glued laminated timber) columns that were shipped from Austria to its national research lab in Wisconsin. After finding the columns were difficult to burn, the Forest Service awarded them an exemplary three-hour fire-resistance rating because they maintained their structural integrity.

“In any blaze, wooden beams would slowly char rather than combust, and even then, the timber would burn slowly and steadily, unlike steel, which warps and suddenly collapses,” says Korb. “Hopefully, safety concerns over timber buildings will disappear as they become more common.”

Ironically, Mesia notes that timber structures can improve the health of their inhabitants as well as

the planet. “Studies show that they can help lower heart rates, blood pressure and stress levels,” she says. “Aesthetic qualities aside, in every culture wood makes people feel happier and calmer.”

► THE WALMART CAMPUS—WHICH, with more than 2.4 million square feet of office space, is the largest mass timber project in the U.S.—is vital to the retail giant’s Big Nature master plan, designed to “reinforce sustainable living and holistic well-being” amid a mosaic of landscapes varying from woodland to wetlands. Other companies are also turning to wooden structures either to underscore their integrity or advertise their green credentials. Sportswear maker Under Armour says its “raw” mass timber building in Baltimore highlights the company’s authenticity, while also demonstrating how the company “walks the walk on its sustainability commitments.”

“A lot of corporations have made very serious climate commitments, which is, after all, how they have won over many of their customers,” says Mesia. “Investing in sustainable architecture that stands out is a way of reinforcing those commitments—and their public image.”

“In every culture wood makes people feel happier and calmer.”

Mesia believes that for every high-profile mass timber project that has been announced, a logjam of others is still under wraps, as developers keep a close eye on public opinion and potential changes to building regulations. “We’re definitely seeing a trend in large corporate campuses starting to embrace wood. But often when a company is spending a lot of money on something radical, it doesn’t want to be the first,” she says. “It wants to be the first to be second.” Ultimately, many architects and building engineers believe a surge in mass timber construction throughout the U.S.

is inevitable, given the current administration’s commitment to meeting environmental targets, growing the economy and creating thousands of new highly skilled jobs.

Sustainable forest management involves a great deal more than planting saplings to replace felled trees. In Europe, where the industry has long been far more vertically integrated, it is becoming increasingly high-tech. Nurseries grow seedlings under optimal conditions—protected by fungicides,

SWEDE DREAMS ARE MADE OF THIS

● With a 328-foot-high mass timber tower getting off the ground in the city of Winterthur, close to Zurich, it seems the global race to build the tallest wooden skyscraper is truly on. Yet one pioneering development company in Sweden is embarking on something even more revolutionary.

Atrium Ljungberg is just weeks away from breaking ground on Stockholm Wood City, an entire district made of mass timber in Sickla, south of the Swedish capital. Budgeted at \$1.4 billion and set to span over 60 acres, Wood City will contain 30 buildings of various sizes, each at least ten stories high. In total, they will contain 7,000 offices, restaurants, bars and shops, all served eventually by a new subway station.

Wood City aims to welcome its first tenants in 2027. The

entire project is expected to be completed in as little as 10 years, as all building materials are being supplied prefabricated from nearby timber manufactories. Atrium Ljungberg claims that by constructing the entire neighborhood out of wood (apart from the small amounts of cement and steel needed for the buildings’ foundations), its carbon footprint will be reduced by up to 40 percent.

More than half of Sweden’s 100 million acres are dedicated to managed forestry, and finding new opportunities to further cut carbon emissions is virtually a national pastime. “Offices are a large part of our inventory and there is a strong demand from tenants for innovative, sustainable solutions,” says Atrium Ljungberg’s CEO, Annica Ånäs. “This historic



milestone for Swedish capability manifests our future.”

Yet, according to Ånäs, “social sustainability,” which means prioritizing the buildings’ occupants, is just as important as reducing carbon dioxide emissions. “We develop places that promote well-being and other things that are important to people. That

includes natural materials that they feel good about.”

One benefit of using prefabricated timber panels is that Wood City can be constructed with relatively little noise or disruption. This makes wooden buildings particularly suitable for urban redevelopment everywhere—as they can go up without disturbing neighbors.

then chilled in refrigerators and disoriented by dim light to make them more robust. Trees are continually monitored via satellites and drones and gathered by data-mining “smart harvesters.”

Eventually, an array of engineered wood products—curved beams, chunky columns, slats and many other construction components—is laser-cut using CNC (computer numerical control) machines that look like they belong in aircraft assembly plants rather than sawmills. All the wooden panels for the Ascent building were shipped from Austria. The timber for The Edison, its soon-to-be-loftier neighbor, came from Finland. Yet Korb is optimistic that America’s environmental imperative will lead to more homegrown operations seamlessly supplying products of comparable quality and consistency.

In March, one of the U.S.’ largest mass timber manufacturers, Timberlab, announced plans to open a state-of-the-art 250,000-square-foot facility in Oregon—the heart of the American lumber industry—to supercharge adoption of engineered wood products. This followed the Biden Administration’s pledge last year to establish a Mass Timber Tech Hub in Oregon and Washington as part of its effort to “use advanced material science to develop low-carbon housing solutions.”

“Some European countries have more experience of wood technology, so there is a lot of know-how in the value chain. In some areas, we’re playing catch-up,” says Korb. “Still, for those of us who can see the benefits of mass timber, things are starting to look up.”

FOUR OTHER NOTABLE TIMBER PROJECTS



Making a Splash

● Last summer’s Olympic Games sparked a timber renaissance in France. Every building under eight stories in the athletes’ Village—part of a vast regeneration project in Saint-Denis, which will create 2,500 homes—was built out of wood. The material was also used for the Aquatics Centre, which was cut, glued and twisted into shapes in a workshop in Alsace 330 miles away and assembled on-site like Lego. And every other wooden structure used to facilitate the Games has since been repurposed to promote reusable architecture. The Aquatics Centre, with its striking 262-foot Pringle-shaped roof, will become a public sports venue at the heart of the future eco-neighborhood.



Cold Feat

● There are plenty of novel timber lodgings around the world, but The Wood Hotel, located just outside the Arctic Circle in northern Sweden, is something quite special. The hotel, which has a sky bar, rooftop spa and outdoor pool, occupies the top floors of an extraordinary 20-story building, the Sara Cultural Centre. Made wholly out of wood, this landmark includes a theater, art gallery, library, museum and several eateries. It is one of many new projects in Skellefteå made entirely from wood, continuing ancient traditions, but at 246 feet it is unquestionably the tallest. The hotel, part of Swedish hospitality group Elite Hotels, has several meeting rooms and a conference hall for 1,500 people.



Flight of Fancy

● Due partly to the soothing qualities of wood, airports constructed of the material are becoming increasingly popular. Portland International Airport will be even better in 2025 with the addition of a new terminal that showcases the potential and beauty of mass timber. The 400,000-square-foot roof features more than 400 80-foot glulam arches, a mass plywood panel diaphragm, skylight curbs and a lattice of Douglas fir inspired by regional weaving traditions. To avoid disruption to the traveling public, the new roof is being built a half mile away from the airport, then disassembled in modules and reassembled in segments over a 12-month period.



Wild Life

● This year will see the completion of a project to transform an old quarry in Mölnlycke, outside Gothenburg in Sweden, into a brand-new “environmentally and socially sustainable” town of 1,000 homes. The experimental Wendelstrand was conceived as a mix of houses, apartment buildings and villas, where citizens of all ages and budgets can live (and work remotely). The centerpiece is Lakehouse, a communal hub with eateries, shops, event spaces, coworking spaces and a gym. Lakehouse is built from engineered timber and other natural materials and follows the topography of its location. The rooftop is covered with an expanse of wild parkland, helping it disappear into the landscape.

LEFT: © ARCHITECTURE VENTHOEVENS & ATELLIERS 2/3/4/, PHOTO: SIMON GUESDON; LEFT CENTER: JONAS WESTLING; RIGHT CENTER: EMA PETER; RIGHT: © SNØHETTA

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COURTESY OF MERCEDES-BENZ



• In Miami's Brickell financial district, the Four Seasons Hotel's newly decorated rooms and suites have enhanced the brand's elegance by bringing lightness to each interior. Tara Bernerd & Partners, the British designers in charge of the redo, characterize it as follows: "We have paid great attention to the bespoke furniture pieces within the room, the credenza, bed bench and mid-century-inspired floor light, together with the elegant headboard, all finished in a pale palette of sophisticated fabrics

Four Seasons Hotel Miami

that are a nod to the business district and bring a wonderful juxtaposition to a bold carpet design." It adds up to a bright and happy

Florida look, with furniture in medium to light woods and taupe fabrics accented by a gold-colored rug, conveying a feeling of relaxation.



COURTESY OF FOUR SEASONS HOTEL MIAMI (2)



Before entering my room, I enjoyed a swift check-in on the seventh floor. For some this is an inconvenience, and a future renovation will bring check-in to the lobby of the building. I am used to it as many upscale hotels check in guests upstairs, where they feel more private and secure.

I often pass on complimentary lobby fruit, but not this time as the perfectly ripe plum, nectarine, red pear and mandarin were all ready to be eaten, and so sweet. Nearby I encountered the two-acre palm-lined pool terrace featuring turquoise umbrellas. Though in the heart of busy Brickell Avenue, it felt far from the city, like an island paradise. The alfresco restaurant Bahía offers northern Mediterranean cuisine, such as seasonal oysters with pomegranate mignonette and an unusual snapper Milanese sandwich



with eggplant caponata, mozzarella and arugula on crisp ciabatta bread. For afternoon shade head to the Palm Grove, featuring swaying hammocks between 28 towering royal palm trees, a perfect siesta spot. Not to be missed is the decadent Sunday brunch, which includes endless Laurent-Perrier champagne.

The hotel's signature dining spot is Edge

Brasserie, where happy hour includes signature cocktails like A Cuppa Shine (chamomile-infused tequila, Licor 43, Lillet Blanc, honey and lemon). A guest chef program has kept Edge at the culinary forefront (recent talents have included Giorgio Rapicavoli and Nina Compton), and exciting menu changes are on the horizon. The new executive chef, Edouard Deplus, is combining traditional French techniques with ingredients from nearby farms and producers. To refresh, the hotel's spa services include favorite treatments such as the Biologique Recherche Hypercustom Facial, designed to show transformative results for all skin types. In every way, the Four Seasons Hotel Miami is at the top of its game, so centrally situated it's a breeze getting in and out and all around.

[fourseasons.com](https://www.fourseasons.com)



CLOCKWISE FROM TOP LEFT: Edge Brasserie; grill at Bahía restaurant; Smoked Negroni at Edge Brasserie; whole roasted branzino at Edge Brasserie; guest room; Palm Grove pool

LEFT: VICTOR STONEM; RIGHT: BRONWYN KNIGHT; CENTER: JOE ST. PIERRE; BOTTOM: COURTESY OF FOUR SEASONS



● Iberia has introduced its new Next cabin across its fleet, with upgrades in all classes, including significant improvements in Business. The cabin now features new Recaro seats with doors, providing increased privacy. This new Iberia product primarily operates on North and Latin American routes. I recently flew from Mexico City to Madrid to experience these enhancements firsthand.

Check-In

While Terminal 1 of Mexico City may not be as grand as Terminal 2, it is easy to navigate. The check-in area was not too crowded in the early evening, making the process smooth. I headed to the security line and noticed that there was no fast track for Business. However, a helpful security staff member directed me to Gate G, which had an

MEXICO CITY TO MADRID

Iberia Next Business Class

unmarked fast track line a few feet away.

In Mexico City, Iberia has a partnership with The Grand Lounge Elite—a small, two-floor lounge with limited seating and food options and a simple but staffed bar. While it offers hot à la carte dishes, the lounge has dim lighting and no windows. Although not as impressive as Iberia’s lounge in Madrid, this space served its purpose before boarding.

Boarding

As we approached the gate, it seemed like organized chaos. This was partly because Terminal 1 is just a long corridor with limited space. However, the boarding zones were marked, with Zone 1 reserved for Business Class passengers directly before the boarding door. Since the flight was nearly full, the call for Business Class boarding was slightly delayed. The ground crew was working to rearrange seating to accommodate families, which was a thoughtful gesture given the numerous requests they were dealing with. We ended up boarding about 10 minutes behind schedule.

On entering Iberia’s Business cabin, the most noticeable element was a sea of red screens that gave the otherwise subdued space a vibrant touch.



COURTESY OF IBERIA (4)



The introduction of doors to the seats stood out amid the familiar 1-2-1 layout. The seats felt less open, while the aisles felt more cramped than the previous product, with all available space going to the seats. Wooden veneers and textured fabrics added depth and warmth, while removing center bins enhanced the spaciousness, albeit at the sacrifice of personal air vents.

The Seat

The seats—slightly narrower than the previous incarnation, yet spacious enough for comfort—transform into cozy, well-padded beds when reclined. In the center section, electronic seat dividers and doors provide privacy for solo travelers. However, minor ergonomic hiccups were noticed with the seat controls and armrest design.

Exploring the seat's amenities revealed thoughtful details, from ample personal storage to decent noise-canceling headphones and versatile table configurations. The seats them-



selves, however, were just a little plain and ordinary, and it would have been lovely to see an injection of color as the layers of taupe and gray dulled down what is the flag carrier of an otherwise vibrant, modern and exciting culture.

Does the seat improve the overall experience? In short, yes. There are more ergonomics at play here, and the ability to customize your space with table and seat configurations makes nesting on long-haul flights a lot easier.

CLOCKWISE FROM ABOVE: Each seat has plenty of personal storage space; the quality of in-flight catering has been enhanced; Iberia operates a fleet of 22 Airbus A350-900s; center seats provide a private space for couples or electronic dividers for solo travelers

The Flight

In addition to welcome drinks including sparkling wine, an extensive wine selection was available, with a delightful nod to Spanish varietals. After takeoff, the dimmed mood lights were brought up again to offer an evening meal, which included an array of tasty dishes, including ceviche and beef tenderloin. The organic tableware design is great, and I liked the *Las Meninas*-shaped salt-and-pepper shakers, which added some humor to the passenger experience, paying homage to the famous Spanish painter Velázquez.

But more important was the faultless service on the flight. The crew was engaged and highly attentive, topping off glasses, suggesting wine pairings, and going above and beyond to make sure passengers were well fed and looked after before the lights were once again dimmed and the seats were prepared for a good night's sleep across the Atlantic.

For those not wanting to sleep, the onboard entertainment system featured movies, a slightly limited selection of TV shows, and brilliant on-screen games. However, the Arc in-flight map was the perfect accompaniment to lull me into a blissful sleep.

Arrival

The restful sleep—aided by the airline's innovative mattress topper—concluded approximately two hours before landing, when the cabin was slowly woken to a second meal service offering satisfying options such as an omelet with sausage or pancakes and decent Nespresso coffees.



VERDICT

Iberia's Next cabin marks a significant leap forward, offering seamless functionality and comfort. While the cabin exudes a residential vibe, it might benefit from infusions of Spain's vibrancy and colors. Despite these minor flaws, the flight proved enjoyable, positioning this revamped experience as a contender for future travels. iberia.com



LOS ANGELES
INTERNATIONAL AIRPORT

American Airlines Flagship Lounge

• Located in Terminal 4 at LAX, the American Airlines Flagship Lounge offers a respite from the chaos of one of the busiest airports in the world. Situated near Gate 40, this lounge shares space with an Admirals Club, though it's clear from the outset that the Flagship Lounge is a cut above.

Access

Access to the lounge is reserved for select travelers, ensuring the experience remains exclusive. Entry is granted to those flying in Business or First class on qualifying international routes. Transcontinental Business or First class flyers on specific routes, such as LAX-JFK, are also welcome, though without guest privileges. Additionally, top-tier AAdvantage members and Oneworld elites enjoy access on international trips. The stringent access rules, particularly for Flagship First Dining, underscore the premium nature of this lounge.



The Lounge

Upon arrival, guests are greeted by a sleek set of sliding glass doors, with clear signage differentiating the Flagship Lounge from the adjacent Admirals Club. After presenting a boarding pass and ID, guests receive an invitation card and board an elevator to the second floor.

The lounge's design strikes a balance between modern elegance and functional comfort. Upon entering, travelers encounter a digital flight display, a nod to the lounge's role as a gateway to the world. The section offers a cozy seating area bathed in natural light from arched windows overlooking the terminal walkway.

Deeper within the lounge, the space opens to a more expansive seating area. Here, floor-to-ceiling windows, when not shaded against the bright California sun, offer impressive views of the tarmac. The high ceilings and abundant light contribute to an airy, open atmosphere. Armchairs, tables and dining chairs provide options for both relaxation and work.

FROM ABOVE: The lounge has arched windows that overlook the terminal walkway; the Flagship First Dining experience offers one of the highest-rated airport cheeseburgers in the industry; the lounge features an airy atmosphere with floor-to-ceiling windows



VERDICT

The Flagship Lounge at LAX offers a comprehensive experience that blends comfort, luxury and practicality. With its contemporary design, abundant natural light, diverse food and beverage options and numerous amenities, the lounge meets the needs of seasoned travelers. Although its popularity can sometimes result in crowding, the experience remains exceptional. However, the temporary closure of Flagship First Dining is certainly a downside to an otherwise strong lounge experience. aa.com

Food and Beverage

Although Flagship First Dining at LAX is currently closed (it's only open in Miami and Dallas-Fort Worth), the lounge still offers a great variety of food and drink. The self-serve area is a highlight, featuring cold options such as refreshing quinoa cauliflower tabbouleh and crisp little-gem Caesar salad. The marinated heirloom-tomato *burrata* was a must-try. The hot food choices featured roasted sumac chicken and cilantro pesto mahi-mahi fish tacos. A selection of charcuterie, cheeses, and an array of desserts such as cookies and petits fours complete the offerings. And for those who love

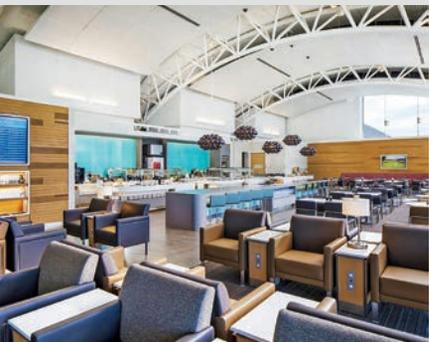


comfort food, the lounge offers a unique made-to-order grilled-cheese bar. This simple yet satisfying addition often has people lining up for a delightful melted cheese sandwich.

For drinks, the self-serve bar offers a selection of premixed Austin Cocktails and ingredients to craft your own.

Amenities

The lounge boasts a quiet room equipped with comfortable armchairs, Qi wireless charging stations and tarmac views. Eight shower suites, each with stylish decor and amenities from C.O. Bigelow, offer a private retreat where travelers can refresh before their flight.




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LONDON

Il Gattopardo

• With a name evoking Luchino Visconti's 1963 film, *Il Gattopardo*, this London restaurant pays homage to '60s Italy. Located on Albemarle Street, it joins the family of international luxury restaurant brands that include übersuccessful Coya, Amazónico and the intimately elegant Bar des Prés. Here, Italian classics have been reinterpreted by chef Massimo Pasquarelli, a native of the Abruzzo region and someone I know from his decade-long career with Alain Ducasse.

The chic interiors, created in partnership with European design duo Dion & Arles, display a blend of classical design references intermixed with mid-century modern, taking inspiration from the celebrated Italian architect-designer Gio Ponti. A warm color palette with bold splashes of cobalt blue



and the requisite elegant leopard print complement polished dark chocolate woods and Italian artwork.

I suggest you carefully study the cocktail menu and try one of the many Negroni variations. The namesake Il Gattopardo Negroni is a well-crafted signature based on a 12-ingredient secret recipe, including *amaro* and Sicily's famous fortified wine, Passito di Pantelleria. Other cocktails nod to a glamorous cinematic era with names like Roman Holiday, a twist on the classic Americano, this one with wild berry kombucha.

The à la carte menu is vast, and we enjoyed



FROM TOP: Terrace dining area; various ice creams; shareable plates

a parade of dishes recommended by the chef. First came a delicious pizzette with truffled mascarpone, caramelized onions and truffle shavings, followed by a divinely fresh crudo of sweet red shrimp. Crunchy *frittura* served with lemon aioli had us fighting for our favorite pieces of squid, pink prawns and zucchini medallions, while the cherrywood smoked *burrata* arrived accompanied by grilled courgettes sprinkled with pistachio and herbs. Pastas shine at Il Gattopardo, especially the agnolotti made with *stracciatella*, served in a light roasted tomato cream with 24-month DOP Parmesan; the *tortelli* filled with ham, mascarpone, fresh peas and beef jus; and the heartier *astice*, lobster tossed with linguini in a fragrant lobster sauce.

Chargrilled lamb chops, an oversized Milanese (a Vercelli veal tomahawk) and the 40-day dry-aged *bistecca fiorentina* are terrific land-based entrées. For those who desire seafood, must-haves include the sautéed Dover sole with lemon brown butter and capers and the grilled bonito loin, served medium rare with a fresh cannellini bean salad, roasted peppers and salsa verde. Among the many tempting desserts—Bomba Alaska, *gianduja* hazelnut chocolate bar—two stand out and are shareable for the table: the family-style service of tiramisu and the house-made *gelato mantecato*, with fior di latte ice cream, chocolate sauce and a variety of toppings.

gattopardo.restaurant



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 SCAN ME



SAN FRANCISCO

Bar Iris

● Bar Iris is a brilliant partnership between Michelin-starred chef David Yoshimura of Nisei, a California-Japanese restaurant located next door, the late Ilya Romanov and Timofei Osipenko, who now manages this elegant space and makes sure guests have a joyful time. He explains, “We take our cocktails very seriously and often look for inspiration in Japanese culture and history, but we do get a little lighthearted sometimes, as with our newest cocktail,

Not a Martini. We wanted to have a cocktail that looked exactly like a martini but tasted nothing like it.” And indeed, the crystalline Not a Martini is not made with gin or vodka, nor is it garnished with olives, onions or a lemon twist. Instead, it is prepared with sake lees (the healthy, high-amino-acid sake by-product), a slew of Mexican potions (including Los Siete Misterios mezcal, sotol and *raicilla*), Japanese Mukade *nigori* sake and Jougo, and European mastic, Lu Mare and Kapriol dell’Alpe, which provides a taste of juniper berry. Another standout is the violet-pink Linda Linda, a

clarified milk and yogurt cocktail, featuring violets, *hojicha* tea, gin, citrus and pineapple.

Alongside its uniquely crafted cocktails, Bar Iris features a large collection of eclectic spirits, heavily focusing on Japanese alcohols such as rare sake, *umeshu*, whisky and *shochu*. As Bar Iris is inspired by the flavors found at Nisei next door, the snacks here can transform a night of drinking into a night of dining. I suggest relying on the chef, ordering an omakase and letting it all roll out. I’m sure it’s just a matter of time before Iris lands on The World’s 50 Best Bars list. bar-iris.com

CLOCKWISE FROM TOP:
Interior; omakase;
Akadama cocktail;
Hikari cocktail;
Secret Midori



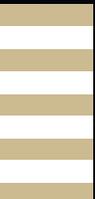
TIMOFEI OSIPENKO (5)

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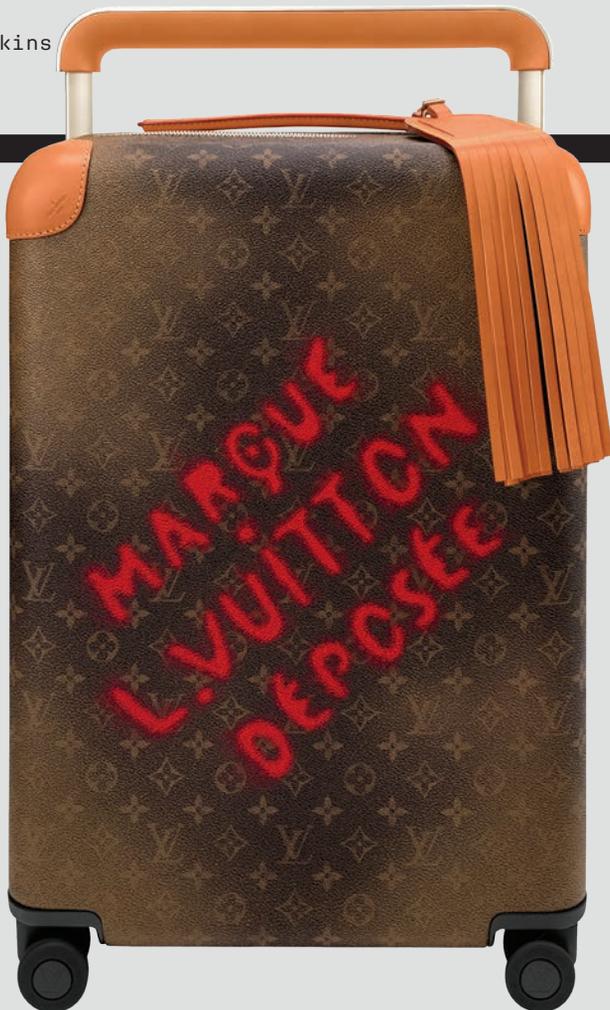
Discover the difference of our new Business Class



Statement Bags for Fall

● Let's face it: Commercial flying used to be infinitely more glamorous than its current iteration. No matter which fare class is purchased for a short hop or transcontinental voyage, ultimately we all share a common goal: to arrive at our destination reasonably on time and to traverse the airport with a minimum of hassle. (Private jets, of course, are another matter, often involving bypassing crowds and being whisked straight to the plane, which delightfully is waiting for you, not the other way around.)

So where is the glamour in air travel today? Look at the wheeled carry-on bag for the answer. If you've chosen a status piece from a heritage brand, surely you appreciate the inherent style that can be found within any journey. Perhaps you know that Guccio Gucci got his start as a bellman at London's Savoy hotel, or that Salvatore Ferragamo was once the preferred shoemaker of Gloria Swanson and Rudolph Valentino in Hollywood in the 1920s. Such anecdotes, combined with the handcraft that likewise extends back more than a century, has resulted in highly coveted luggage and other pieces. They may come with investment-level pricing, but they also won't be transient items you'll need to replace next year. That idea is also pretty glamorous.



Louis Vuitton Horizon 55

▲ The case known as Horizon 55—so named because it stands 55 centimeters tall, or 21.7 inches—has been offered in a variety of motifs over the years, and for Fall 2024 men's creative director Pharrell Williams has added a splash of modernity. Over a faded canvas, the case is emblazoned with "Marque L.Vuitton Déposée," a trademarked logo established by house founder Louis Vuitton in 1888 because he found too many competitors were copying his designs. The fringed accent can be personalized and matches the leather trim. Interior features include flat-bottomed compartments, a divider with pocket and elastic straps, and a textile lining.

\$4,100, at [louisvuitton.com](https://www.louisvuitton.com)

Dior and Rimowa Carry-On Luggage

▼ Dior has been partnering with Rimowa since 2019 on a capsule luggage collection, and the latest piece indeed highlights the best of both worlds. Crafted in lightweight aluminum, this 21.5-inch carry-on weighs 9.5 pounds and blends Rimowa's signature grooved exterior motif with Dior's blue Oblique print in a gradient effect, created by a process of aluminum anodizing. Features include handles on both the top and sides, four CD-signature multidirectional wheels, and a nylon-lined partitioned interior.

\$4,400, at [dior.com](https://www.dior.com)



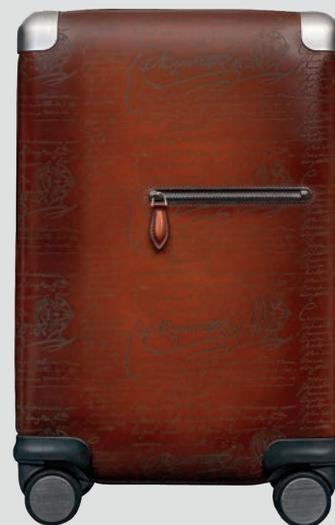


Ferragamo Embossed Gancini Trolley

▲ Celebrating the beauty of Italian leather, the house that Salvatore Ferragamo built has launched this embossed carry-on trolley to highlight the brand's iconic Gancini motif. Inspired by a *gancio*, a small type of metal hook, Ferragamo has been showcasing its Gancini, typically seen as the clasp of a handbag or a belt or shoe buckle, since the 1950s. On this 21.6-inch carry-on, the Gancini is richly embossed on a leather panel that fully fronts the case, which is accented with a contrasting ash-gray stripe on black. Exterior features include top and side handles and multidirectional wheels, while the interior offers a variety of zipped pockets and compartments. **\$3,300, at ferragamo.com**

Gucci Porter Cabin Plus Trolley

▼ The latest Gucci carry-on represents a partnership between two Italian labels: the house created by Guccio Gucci in 1921 and Fabbrica Pelletterie Milano, a firm founded by Enrico Fremder in 1946. They've joined forces for a coveted piece in the Gucci Lido collection, a 21.6-inch aluminum carry-on that takes its cue from FPM's Bank designs, embellished with Gucci signatures. The GG Supreme motif is employed for the top and side handles and luggage tag, while Gucci's iconic red and green stripe has been put on steroids to create a strap. The interior features dividers also in the GG Supreme motif. **\$3,800, at gucci.com**



Berluti Formula 1005 Scritto Leather Rolling Suitcase

▲ Ever since the house was founded in 1895 by Alessandro Berluti, the French brand with the Italian name has been celebrated for the beauty of its leather goods. Berluti's Formula 1005 Scritto Leather Rolling Case is sure to be a forever piece, especially in the color seen here, Cacao Intenso.

In 2014, Olga Berluti—Alessandro's great-granddaughter and creative director of the brand's Art line since 2011—purchased an 18th-century French letter at an auction and used the elegant words to design an embossed motif on Venezia leather, creating pieces collectively known as Scritto (Italian for "writing"). This rolling case stands 20 inches tall, while its embossed leather is offset with aluminum corners, telescoping handle and multidirectional wheels. Interior features include a nylon lining with zipped pocket and compartment and elastic straps. **\$8,600, at berluti.com**



Mercedes-Benz AMG GT 63

Mercedes has just revealed an enticing sports car to rival the class-leading Porsche 911. The new-generation AMG GT is a two-door that's fast but crucially lacks any practicalities.

Drivers who need extra space should opt for the GT's larger sibling instead. The luxurious GT four-door coupe is also a long-distance cruiser with supercar performance but packs enough room for four adults.

While the roomy 456-liter trunk is marginally smaller than that of a Porsche Panamera, the Mercedes offers plenty of luggage storage. Raise the rear-seat center armrest and it's also possible to squeeze in an extra passenger for short trips.

Powered by the same 4.0-liter V-8 engine as the two-door, the coupe is equally fast, racing from zero to 62 mph in 3.2 seconds and on to a top speed just shy of 200 mph. Mix in standard four-wheel



drive for extra grip plus adjustable air suspension and the GT becomes a formidable machine.

A fast-shifting, nine-speed gearbox allowed me to toggle between Sport+ and the various comfort modes, depending on road conditions. The coupe is also equipped for track use, with a built-in lap counter!

Inside, the advanced cockpit has a suite of driver aids to take the strain out of freeway travel. The assis-

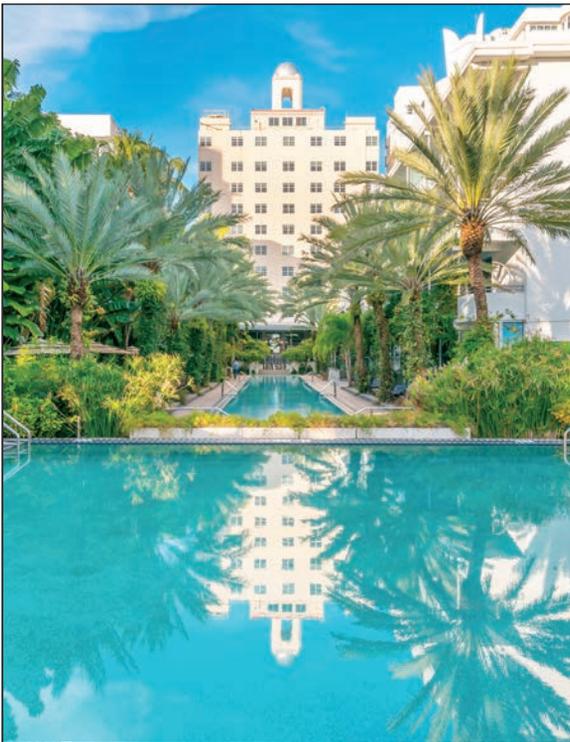
The new Mercedes-Benz AMG GT 63 features a redesigned grille and front bumper

tance systems are simple to operate and can help steer, accelerate and brake the GT, easing the pain of a long-distance haul.

If the \$153,350 GT 63 has one downside it's the styling—there's little to differentiate it from the more mundane Mercedes CLS. Otherwise, this is a fast, roomy and well-built coupe for the enthusiastic driver that also cocoons passengers in supreme comfort. mbusa.com



COURTESY OF MERCEDES-BENZ (3)



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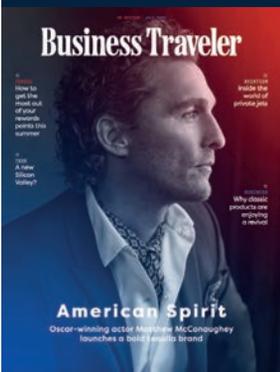
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FROM OUR PARTNERS

AWAY

CALIFORNIA SPOTLIGHT



Top photo by Mark Medina; bottom right photo by Joseph Weaver; other photos courtesy of Beacon Grand

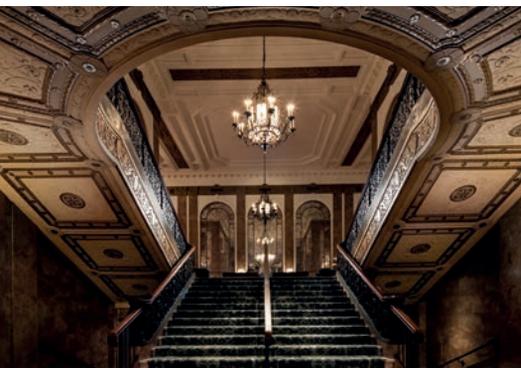
BEACON GRAND

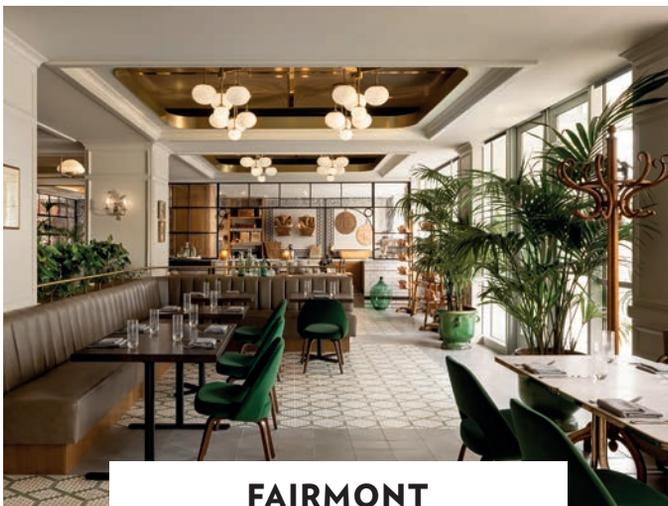
450 Powell St., San Francisco, California

The former Sir Francis Drake Hotel—today, the Beacon Grand—is both elegant and modern, and excelling in grand hospitality. Following a redesign, the property is awash in European aesthetics, featuring a grand staircase, stately blue tones and eye-catching chandeliers. Walkable shops

and cable car stops are just outside the door. Since 1928 the property has hosted memorable events, and the tradition continues with more than 17,000 square feet of meeting and event space. For dining, The Post Room, overlooking the large lobby, is ideal for drinks, bites and meet-ups.

BEACONGRAND.COM





FAIRMONT CENTURY PLAZA

2025 Avenue of the Stars, Los Angeles, California

A trusted hotel choice for business and leisure travelers, the Century Plaza location is emblematic of Fairmont's luxurious and expansive offerings. Complete with 400 guest rooms and 63 residences, it also features 24,000 square feet of private event space. The wellness-driven property recently launched its own membership club, expanding the health and wellness portfolio. On-site restaurant Lumière is a French brasserie where leisurely meals or gatherings can be enjoyed in style.

FAIRMONTCENTURYPLAZA.COM

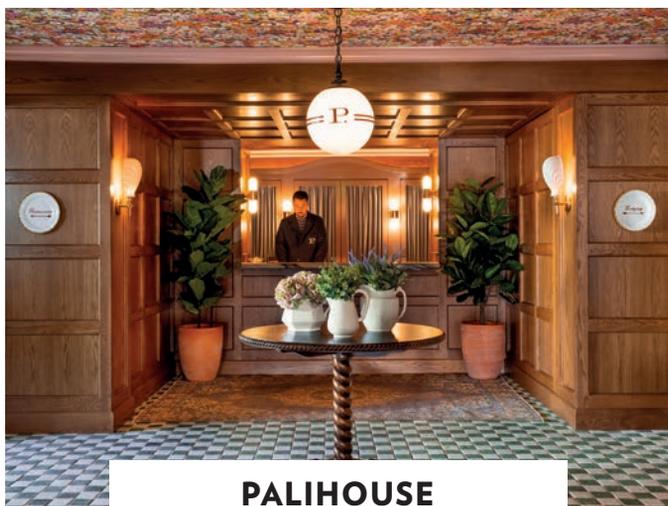


THE QUAIL LODGE

8205 Valley Greens Dr., Carmel-By-The-Sea, California

Managed by The Peninsula Hotels, The Quail Lodge beckons guests seeking to retreat into nature. Situated on an 18-hole champion golf course, and host to the annual The Quail, a motorsports gathering, it's comprised of 93 ranches, each with private patios overlooking the surrounding grounds. A popular destination for private events and corporate meetings, the lodge offers an on-site events team that can arrange tennis, pickleball or outdoor excursions.

QUAILLODGE.COM

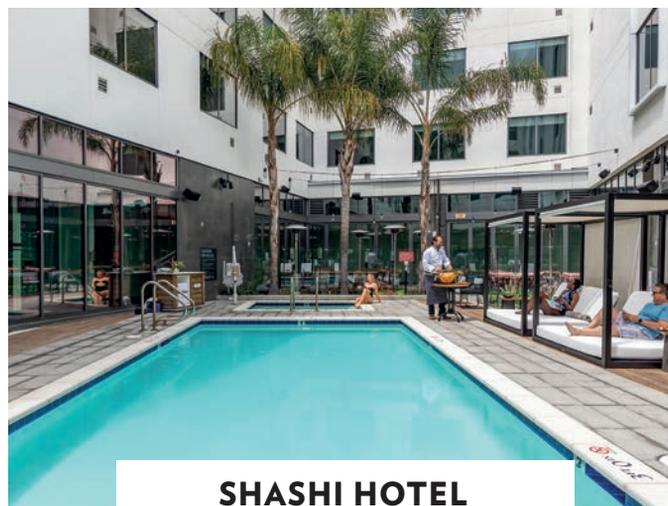


PALIHOUSE WEST HOLLYWOOD

8384 W. 3rd St., Los Angeles, California

For a bespoke hotel stay, the Palisociety brand makes for a hip check-in. Within blocks of the city's Sunset Strip and other notable LA haunts, this property provides a stylish urban oasis. The 95 rooms feel cozy and luxurious, embodying the essence of laid-back California life. Amenities include a guest-only swimming pool, gym, and all-day Lobby Lounge Café and Bar.

PALISOCIETY.COM



SHASHI HOTEL MOUNTAIN VIEW

1625 N. Shoreline Blvd., Mountain View, California

This lifestyle hotel in Silicon Valley is central to Google, Intuit and Microsoft's headquarters. The minimalist rooms are designed for comfort in contemporary tones, with many amenities for corporate travelers: dedicated desks, multiple charging outlets and personalized concierge service. The innovative property recently launched an AI-powered program letting guests pre-select room temperature, lighting, and sound, saving these settings for future stays. For dining, enjoy Spanish eatery Broma, The Emerald Hour for libations, and Cart Blanche for your caffeine fix.

SHASHIHOTEL.COM



Business Traveler North America Awards Nominations

▶ We are excited to announce the nominations for this year’s *Business Traveler Awards*. Here are the best airlines, airports, hotels and travel services of the year, compiled with the cooperation of our panel of travel experts. We need our readers’ help to determine the winners, which will be announced in our December/January double issue. Please vote and join us in celebrating the best of travel.



Airlines & Cabins

NORTH AMERICA

Best Airline

- Alaska Airlines
- Delta Air Lines
- JetBlue
- United Airlines

Best Business Class

- Delta One
- Hawaiian Leihōkū Suites
- JetBlue Mint
- United Polaris

Best Premium Economy

- American Airlines
- Delta Air Lines
- United Airlines

Best Frequent Flyer Program

- Alaska Mileage Plan
- American Airlines AAdvantage
- Delta SkyMiles
- United MileagePlus

Best Airline App

- American Airlines
- Delta Air Lines
- United Airlines

Best In-Flight Food and Beverage

- Alaska Airlines
- Delta Air Lines
- JetBlue

WORLD

Best Airline

- Emirates
- Qatar Airways
- Singapore Airlines

Best Leisure Transatlantic Airline

- Condor
- Finnair
- Icelandair

Best Transpacific Airline

- All Nippon Airways
- Cathay Pacific
- Korean Air
- Singapore Airlines
- Starlux

Best Latin-American Airline

- Aeroméxico
- Copa Airlines
- LATAM Airlines

Best First Class

- Air France
- Emirates
- Singapore Airlines

Best Business Class Plus

- JetBlue Mint Studio
- Lufthansa Allegris Suite
- Virgin Atlantic Retreat Suite

Best Business Class

- Air France Business
- Korean Air Prestige
- Qatar Airways Qsuite
- Singapore Airlines Business Class
- Starlux

Best Premium Economy

- Emirates
- Finnair
- Qantas
- Singapore Airlines
- Virgin Atlantic

Best Frequent Flyer Program

- Air France/KLM Flying Blue
- British Airways Executive Club
- Emirates Skywards
- Lufthansa Miles & More
- Turkish Airlines Miles & Smiles

Best Airline App

- Air New Zealand
- All Nippon Airways
- British Airways
- Emirates
- Singapore Airlines

Best In-Flight Food and Beverage

- Air France
- Cathay Pacific
- Qatar Airways
- Singapore Airlines
- Turkish Airlines

Best Airline Alliance

- Oneworld
- SkyTeam
- Star Alliance



Airports

NORTH AMERICA

Best Airport

- Dallas-Fort Worth International Airport
- Hartsfield-Jackson Atlanta International Airport
- New York-LaGuardia Airport
- San Francisco International Airport

Best Airline Lounge

- American Airlines Flagship Lounge – MIA
- Delta One Lounge – JFK
- United Polaris Lounge – SFO

Best Independent Lounge

- American Express Centurion Lounge – ATL
- Capital One – DFW
- Chase Sapphire – LGA
- The Club – SFO

WORLD

Best Airport

- Doha Hamad International Airport
- Seoul Incheon International Airport
- Singapore Changi
- Tokyo Haneda

Best Airline Lounge

- Al Mourjan Business Lounge, Doha – Qatar Airways
- Clubhouse at London Heathrow – Virgin Atlantic
- La Première Lounge at Charles de Gaulle – Air France
- The Pier, First Hong Kong – Cathay Pacific

Best Independent Lounge

- American Express Centurion Lounge – Hong Kong
- IGA Lounge – Istanbul
- SkyTeam Lounge – Vancouver International Airport
- Vienna Lounge – Vienna



Boats & Cars

Best Ocean Cruise Line

- Celebrity Cruises
- Cunard
- Viking
- Virgin Voyages

Best River Cruise Line

- AmaWaterways
- Scenic
- Uniworld

Best Expedition Cruise Line

- Hurtigruten
- Ponant
- Seabourn
- Silversea

Best Car Rental Company

- Avis
- Budget
- Hertz
- Sixt

Best Car Service

- Blacklane
- Carey International
- Empire CLS

Best Rideshare Service

- Grab
- Lyft
- Uber



Hotels & Properties

Best Business Hotel Company in North America

- Four Seasons
- Hyatt
- IHG
- Marriott

Best International Business Hotel Company

- Accor
- Four Seasons
- Hilton
- Peninsula

Best Independent Hotel Company

- Langham Hotels International
- Loews Hotels
- Mandarin Oriental Hotel Group
- Rosewood Hotels & Resorts
- Standard Hotels

Best Hotel Loyalty Program

- Hilton Honors
- Marriott Bonvoy
- World of Hyatt

Best Golf Resort

- The American Club
- Bandon Dunes
- Tiburón Golf Club

Best Wellness Resort

- Aman Le Mélézin (France)
- Joali Being (Maldives)
- Lanserhof (Germany)
- SHA Wellness Clinic (Mexico)

Best Hotel Company for Conferences

- Hyatt
- IHG
- Marriott
- Wynn Resorts

Best Brand for Extended Stays

- Element by Westin
- Homewood Suites by Hilton
- Hyatt House
- Staybridge Suites/IHG

Best Coworking Brand

- The Malin
- Selina
- WeWork

Best Private Club Brand

- Core
- Soho House
- Zero Bond



Credit Cards & Luggage

Best Credit Card for Travel

- American Express Platinum
- Capital One Venture
- Chase Sapphire Reserve

Best Credit Card Rewards Program

- American Express Membership Rewards
- Capital One Rewards
- Chase Ultimate Rewards

Best Overall Credit Card

- American Express Platinum
- Capital One Venture X
- Chase Sapphire Preferred

Best Luggage Brand

- Away
- Briggs & Riley
- Rimowa
- Tumi



Destinations

Best U.S. Meeting Destination

- Chicago
- Las Vegas
- Miami
- New York City
- Philadelphia

Best International Meeting Destination

- London
- Paris
- Singapore

Best MICE Destination

- Boston
- Honolulu
- Las Vegas
- Orlando

Best MICE Event Venue

- Hacienda del Mar, Cabo San Lucas, Mexico
- MGM National Harbor, Oxon Hill, Maryland
- The Venetian Resort, Las Vegas

Best Restaurant Group

- Dinex
- José Andrés Group
- Major Food Group



Best Global Sustainability Initiative

- 1 Hotels
- Accor
- IHG Green Engage
- Melia Travel for Good
- Rosewood Impacts

Visit [businesstravelerusa.com](https://www.businesstravelerusa.com) to cast your vote and support your favorites through October 15.





Monterey Beach Hotel

2600 Sand Dunes Dr.,
Monterey, CA

FRESH OFF A RENOVATION, the only beachfront property along the Monterey Peninsula greets guests with coastal charm. Originally opened in 1967, it remains a seaside destination with a relaxing atmosphere ideal for remote work. Choose from 188 guest rooms or four suites, complete with views of rolling waves. Event spaces can host meetings, so your next boardroom could be beachside. Amenities include a sauna, cold plunge and outdoor pool. Three dining spaces—Lantern Room, Tidewater and Lobby Lounge—offer New American cuisine.
montereybeach.com





Foul Witch

15 Ave. A, New York City

► BYOB—bring your own broomstick—to this dining den for a meal with a side of whimsy. From the team behind famed Roberta’s, this intimate and quirky eatery offers Italian dishes alongside a robust selection of wines. Starters range from anchovies and *stracciatella* to geoduck with cucumber and pine nut milk. Freshly made pastas such as veal tortellini and ‘nduja cappelletti with hazelnut and goat butter are satisfying mains. foulwitchnyc.com



Kimpton Santo

431 S. Alamo St., San Antonio

► Southwestern flair shines throughout this property, which features 347 rooms and 16 spacious suites surrounding a courtyard. Business travelers have easy access to the Henry B. González Convention Center, or stay on-site to host meetings and private events in one of the dedicated spaces. Dean’s Steak & Seafood serves fresh catches and signature steak-house comforts, while Tenfold Rooftop’s atmosphere is perfect for sunset sips. santohotelsanantonio.com

OPPOSITE PAGE: RON STARR (2); TOP LEFT: COURTESY OF FOUL WITCH; TOP RIGHT: GARRETT SMITH; BOTTOM LEFT: COURTESY OF NATIONAL HOTEL; BOTTOM RIGHT: STEFANO SCATA



National Hotel

1677 Collins Ave., Miami Beach, FL

► This boutique hotel in the Art Deco District offers a classic Miami Beach stay. Terrazzo floors, mahogany tones and a palm-tree-lined pool add tropical touches and take guests back in time. The adults-only property features 101 newly designed rooms and suites. Unwind at the beach or pool and indulge in a variety of wellness treatments. Dine and drink at Mareva1939, Bar 1939 and the Martini Bar. nationalhotel.com



La Gemma Hotel

Via dei Cavalieri, 2c, Florence, Italy

► A design-forward property in Florence’s city center makes for a convenient and fashionable stay. Housed in the 19th-century Palazzo Paoletti, this hotel offers luxury decor in each of its 38 rooms through shades of pastel pink and green and botanical wallpaper. These touches extend to restaurant Luca’s, featuring a marble floor and Tuscan-driven menu. After exploring Florence, recharge at the Allure Spa, with a Turkish-inspired bathhouse. lagemmahotel.com



Natasha Rothwell ▶ As audiences await actor Natasha Rothwell’s return to *The White Lotus*—she spent five months filming in Thailand for its third season—they can visit JFK Airport, where her new Hulu comedy, *How to Die Alone*, takes place. She plays Melissa, an airport employee grappling with fears of, ironically, flying. Unlike her character, Rothwell is always traveling nonstop. “I fly out of JFK’s Delta terminal and know where everything is.” Here, her recent travels.



TORONTO

● “It’s so clean there. The 1 Hotel took incredible care of me, and the food is insane. Their lobby and bar are so well appointed. It was all the things the hotel is known for but turned up. I’m aesthetically driven and felt cooler being there.”



NEW YORK CITY

● “During the process of making *How to Die Alone* I spent a lot of time in JFK taking pictures of the staff. They were very confused when I got excited when the golf carts went by, but they’ll understand when they watch the show!”



LONDON

● “I love London. It feels like New York City with an accent. I’m a huge theater nerd, so I spent tons of time in the West End. I saw a bunch of shows—one of the most powerful was *White Noise* at the Bridge Theatre.”



THAILAND

● “I did as much traveling as production would allow during filming for *The White Lotus*. Thailand is a very beautiful and peaceful place. I frequented 2 Fishes. It’s right on the water and they specialize in Italian-hybrid cuisine.”

To read the full interview, go to [businesstravelerusa.com](https://www.businesstravelerusa.com)

CENTER: WILLIAM UKOH; TOP LEFT: BRANDON BARRE PHOTOGRAPHY; TOP RIGHT: ROY ROCHLIN/GETTY IMAGES; BOTTOM LEFT: BENJAMIN DAVIES/UNSPASH; BOTTOM RIGHT: COURTESY OF 2 FISHES

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