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JANUARY 2021

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trends that  
will shape the  
year ahead**

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## Destinations examine their difficult histories

Tours of historic homes in the South have often focused on antique silver and elaborate portraits. But as the U.S. reckons with its racial history, these centuries-old properties, from the **Owens-Thomas House** in Savannah to **Boone Hall** near Charleston, are rewriting their narratives to offer a truer glimpse of what life was like not just for the white families but also the Black enslaved ones. *New York Times* travel reporter Tariro Mzezewa says, "Instead of focusing on the way the white families moved through these spaces, they're showing the humanity and pain of the Black people who were enslaved there." After 20 years of planning and fundraising, the **International African American Museum** will open on the site of Charleston's **Gadsden's Wharf**, where 40 percent of all enslaved people disembarked in the country. "People are realizing that there is an interest in the experiences of

Black people throughout history," Mzezewa says. "For so long the travel industry didn't consider these stories valuable." The Caribbean, too, which has long touted its white-sand beaches and tropical cocktails, is acknowledging the history of slavery and colonialism. And travel consultant Ursula Petula Barzey points to a Bermuda tour by Titan Express dedicated to abolitionist Mary Prince and her contribution to Bermuda's emancipation. The first enslaved Black woman to publish an autobiography, Prince produced work that was significant in dismantling slavery in not just Bermuda but also the British Empire. "When people think of Bermuda they think of sailing and the water," Barzey says. "Destinations that have shied away from their cultural heritage are now having these conversations and finally telling these stories—and they're fascinating." —JESS SWANSON

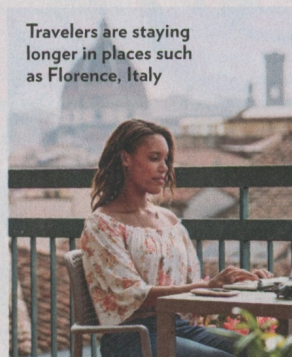
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EXPERIENCE

## The bucket list kicks the bucket

In the coming year, the overwhelming demand of a bucket list is being traded for a more composed, thoughtful approach to travel, which means a lighter footprint and less stress. Instead of having a half day to rush through Michelangelo's *David*, Brunelleschi's dome and da Vinci's *Annunciation*, travelers will opt for weeks, or even an entire month, in Florence before setting off for Rome. "People are booking fewer but longer trips," says Gregory Miller, executive director of the Center for Responsible Travel. "It's more of an immersive approach, quality over quantity." Maureen O'Hare, a senior travel producer for CNN, says more properties will offer deals on extended stays: "In addition to having more time to get to know a place, it will also be a more sustainable way of traveling." —J.B.

Travelers are staying longer in places such as Florence, Italy



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EXPERIENCE

## Travelers put their money where their values are

Traveling isn't just about you—it's also about your impact. Though green travel has been a consideration for years, people will pay closer attention to how they spend their dollars. "We're seeing travelers recognize how important their purchasing power is," says Gregory Miller, executive director of the nonprofit Center for Responsible Travel. "They're traveling closer to home to develop a deeper understanding of where they live. This gets businesses back on their feet." Samantha Brown, host of PBS' *Places to Love* series, says the travel industry is largely comprised of small establishments: "People now understand that no matter where you travel, it's someone else's local." *OutThere* magazine editor-in-chief Uwern Jong adds that "LGBTQ patrons will follow brands that have demonstrated their support for the community and are inclusive in their outreach." Destinations and properties that have effective preparations for health, weather or political contingencies also have an edge with travelers, notes Miller: "The leaders will be those who can shift toward the quadruple bottom line of people, planet, profit and purpose." —E.N.