

# Business Traveler



FARM TO PLANE

How plant-based cuisine is revolutionizing in-flight meals



SPORT

Cycling through Scotland with an Olympic champion

Inside the NBA superstar's galaxy of businesses, from wine to entertainment to philanthropy

# Wade's World

LUGGAGE

Which carry-on is best for you?



## Quiz Show

Marriott partners with TED to create a series of interactive Curiosity Rooms for adventurous guests

**MARRIOTT HAS CONJURED** a way to mix hotel stays with strange clues that keep guests hooked with surprising facts about their surroundings. The Curiosity Room marks a twist in the hospitality brand's now six-year relationship with TED, the idea engine that popularized its Talks as a way for inquisitive minds and thought leaders to gain inspiration. The immersive rooms aim to enrich the experience of global travelers with interactive, mind-bending activities integrated into the design.

Guests of The Curiosity Room by TED embark on the "puzzle" as they walk into the space. They are prompted by a QR code that guides them to the first activity. A digital interaction allows them to confirm answers, receive hints (if needed) and advance with confidence. The entire room is a puzzle box waiting to be solved,



Mural by Caleb Morris at The Curiosity Room by TED at the San Francisco Marriott Marquis

with elements hidden within the decor.

"Not to give away too much, but there are several 'mind-mending' activities as part of the entire experience, with moments of wonder throughout. And there is a sequence to it all," says James Bardwell, Marriott's senior manager of global communications. "The completion of one activity will reveal the next activity and so on, until the end that comes with an eye-catching surprise." The room's Curiosity Journal serves as the connection to the journey.

"Our goal was to create something that amplifies the idea of travel by encouraging guests to engage with their surroundings—both inside and outside of the hotel room," Bardwell adds. Travelers can currently find The Curiosity Room by TED at the San Francisco Marriott Marquis and the Bangkok Marriott Marquis Queen's Park. It will debut September 15 at the London Marriott Hotel County Hall. Rooms are booked through [tedrooms.marriott.com](https://tedrooms.marriott.com) for an added nightly premium that may include meals and other amenities.



## PACIFIC OVERTURE

• Delta Air Lines is upgrading its domestic travel experience with its newest airplane, the A321neo. While the brand's first A321neos have been based in Boston, you'll soon find these planes at many airports, including in Hawaii. Starting September 13, Delta will be flying between Seattle (SEA) and Kahului/Maui (OGG). The aircraft is loaded with enhancements, including a new first-class seat that focuses on privacy and a Comfort+ seat that features more leather-covered memory-foam padding than you'll find on Delta's current older models. There's also fast Wi-Fi, larger overhead bins and cabin mood lighting. And for passengers flying on Delta's A321neo, it will be easier to get an upgrade as a Medallion member. —ALEXANDER DEUTSCH