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Hertz Plugs into the Community

Soon, renting a car from Hertz will come with many options for reserving electric vehicles (EVs). Through the new public-private partnership initiative Hertz Electrifies, Hertz is investing in its inventory to offer the largest EV rental fleet in North America as well as investing in the buildout of charging infrastructure and education and training opportunities for communities, including those that are underserved. Hertz Electrifies launched in Denver this past January, and the company plans to expand it to Houston next and, soon, other cities as it teams up with mayors across the US.



COURTESY OF HERTZ



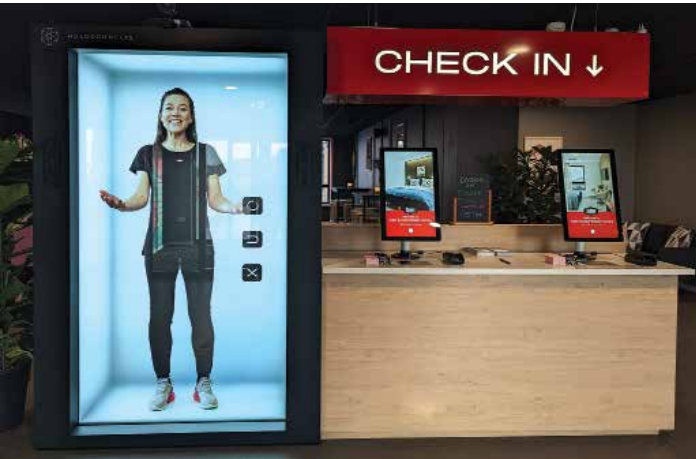
A Tribute to Princess Di

The “people’s princess” has come to Vegas with *Princess Diana: A Tribute Exhibition*. Located at the swanky Shops at Crystals on the Strip, the new permanent exhibition offers an intimate portrait of the royal. Showcasing 700 personal artifacts, including photos and letters, the 10,000-square-foot exhibition avoids pop sentimentality and focuses on the icon’s powerful evolution as a person.

The exhibition traces Lady Spencer from her awkward teenage years through her storybook wedding to the unraveling of her marriage. It also showcases the princess as a loving mother and a global ambassador for good. As she gained confidence, Princess Diana’s style blossomed, moving from frilly and girlish to bold and sexy, a journey captured here by original and re-created gowns, including 79 miniatures of her favorites.

Trend Setting in Scandinavia

Imagine a smiling concierge in your hotel lobby at the ready anytime, 24/7. That’s the promise of the new hologram concierge with live host connection service set to debut in the 30 Best Western Aiden properties opening in Scandinavia over the next few years. The hotels will also have automated check-in/out and other support programs available around the clock. With the newest Aidens to come on board, travelers can now stay at an Aiden hotel in the US and such far-flung locales as Australia, France, Italy, Scandinavia and, soon to come, India.



COURTESY OF CIC HOSPITALITY

Picturing Picasso

Spain has declared 2023 to be the “year of Picasso” to mark the 50th anniversary of the death of legendary artist Pablo Picasso, its native son. More than 33 countries around the world have planned exhibitions and events.

For an immersion into artwork by the man credited with the invention of Cubism, visit the home in Málaga where Picasso was born as well as the Museo Picasso Málaga and the Picasso Museums in Barcelona and Paris.



COURTESY OF MUSEO PICASSO-MÁLAGA



PHOTOS COURTESY OF CELEBRITY CRUISES

Starstruck at Sea

Adding to a long list of accolades, Celebrity Cruises is now the first ocean cruise line ever to earn a *Forbes Travel Guide* Star Award. In fact, it earned five of them: for its Edge Series ships *Celebrity Apex* and *Celebrity Edge*, for the Millennium Series *Celebrity Millennium* and *Celebrity Summit*, and for *Celebrity Flora*, the cruise line’s 100-passenger mega-yacht that sails expedition cruises in the Galápagos. Celebrity Cruises refers to its ships as Relaxed Luxury resorts at sea, with President and CEO Lisa Lutoff-Perlo noting that the Forbes honor confirms that Celebrity guests “sail on the world’s best places to the world’s best places.”

