



Southwest[®]
The Magazine

Think younger.

And older.

With that
mindset,
Chip Conley
changed
his career.
Now he wants to
change yours.
+
14 achievers
on starting anew

**THE
BEGINNINGS
ISSUE**

JANUARY 2019

EXPLORE ↗

A two-minute walk from the hotel, the Peabody Essex Museum houses one of the largest collections of Asian art in the country.

NOSH ↑

During the warmer months, head upstairs to The Roof for craft cocktails, a raw bar, and unbeatable harbor views.

EYE ←

Look for the faded hand-painted “ghost sign” on the exterior. It once served as an ad for Newmark’s Department Store, the building’s former tenant.

CONNECT ↗

Tech amenities include an iPad loaded with local recommendations and a retro-inspired Tivoli Bluetooth radio.

CHECK IN

Hotel Salem

Every year in October, history buffs and wannabe witches descend upon the cobblestone streets of **Salem, Massachusetts**. Then, November arrives, and as if by magic, the crowds disappear and the town becomes a quiet respite with a picturesque waterfront and cozy cafes serving up steaming bowls of chowdah. At the center of it all is Hotel Salem, a 44-room boutique property located on downtown’s Essex Street. Accommodations range from expansive loft-style suites with plush seating areas to budget-friendly micro-rooms with king-size beds. Add in glam ’60s decor and funky furniture, and it’s easy to see why so many have fallen under the spell of this New England gem. *From \$149*



WANT MORE?

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