

Podcast: Cities to Watch 2023 – Voodoo Heritage to Vegan Cuisine

WGSN City by City's annual report covers the up-and-coming places to know from around the globe. Here we discuss and dissect the most inspiring destinations at the intersection of creativity, culture and sustainability for 2023

Bethan Ryder, Charlotte Chan, Joanna McGinn & Raesa Brey
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Studio BE

Analysis

WGSN's City to Watch 2023 report spotlights the rising liveable destinations that will catch on with globetrotters this year. These places have one thing in common – they are charming digital nomads out of big cities after the pandemic to their less hectic areas.

This episode features WGSN's Executive Editorial Director Bethan Ryder alongside our in-house experts Joanna McGinn, Charlotte Chan and Raeesa Brey, who each pick a must-know city in their region and explain why they should be on your radar for 2023. Discover the exact appeal of each hub, from a live music scene to an emerging startup ecosystem and even voodoo heritage.



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Key ideas



“New Orleans has a unique culture that draws on African-Caribbean heritage and voodoo heritage, and lots of places there reflect this energy. One place is Haus of Hoodoo, which is a kind of apothecary shop run by a ‘voodoo priestess’ called Jessyka Winston. It provides an authentic lens into the practices of voodoo, so you can find conjuring candles and ritual baths and even book a spiritual consultation. There’s also a similar feel within the food and drink scene in the city – a whimsical magical feel runs through it.”

– **Joanna McGinn, Editor, WGSN City by City**



“Jeju has one of the busiest airline routes during the pandemic globally, the flight from Seoul to Jeju is one of the busiest. When I was there, I could feel the vibe is really different from the busy Korean life in Seoul, in Busan, and it is more aligned with what we’ve mentioned on Insight about conscious travel. It is very focused on local produce.”

– **Charlotte Chan, Strategist, WGSN City by City**



“Keep an eye out for Kigali and Rwanda for the sustainability focus from the government. Acting sustainably and just being conscious of those around you to leave the place as if you would find it, that is the mentality in Kigali and Rwanda as a whole.”

– **Raeesa Brey, Researcher, WGSN**

Key reports



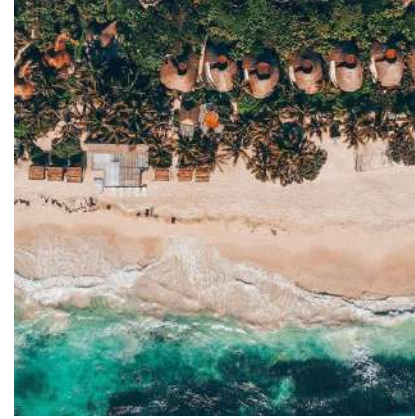
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