

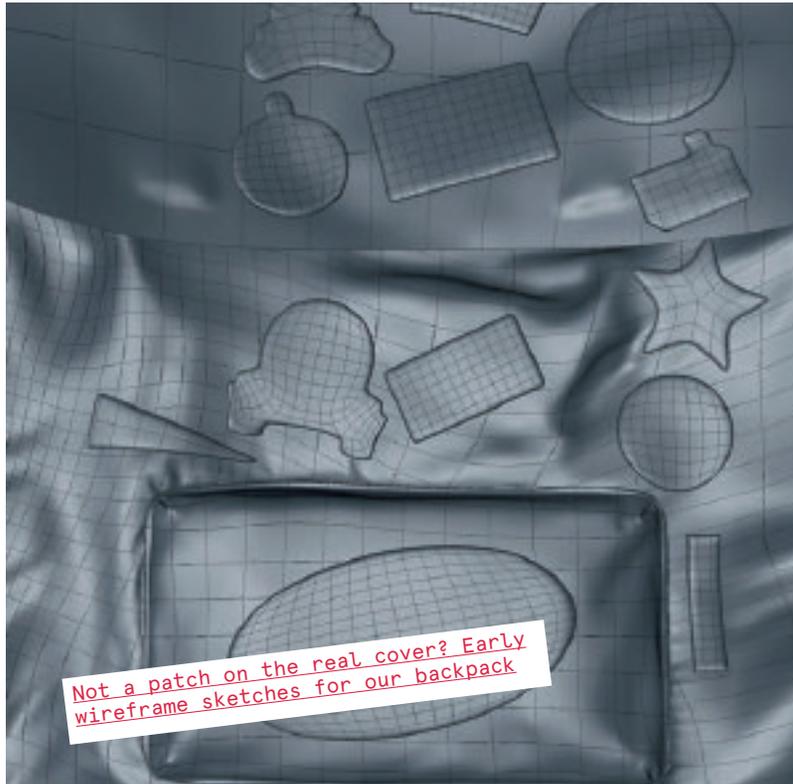
n



Behind the scenes

Nothing's as essential to adventure travel as a backpack

so for the cover of our special issue we wanted to recreate a world explorer's trusty luggage, with patches showing where the issue has taken us - from big-wave surfing in Nazaré to the misty mountains of Liechtenstein. We asked CGI artist Justin Metz, who specialises in creations made from photographic manipulation, to do it for us and he did us proud. Thanks, Justin! jtmetz.com



Contribs *Just some of the talented people who helped make this issue*



LOLA AKINMADE ÅKERSTRÖM
Stockholm-based Lola writes about food and culture for *National Geographic Traveller*, *The Guardian* and *Adventure.com*. In this issue she asks, can we diversify the US outdoor industry? See p78. lolaakinmade.com



MATT JOHNSTONE
Matt is an illustrator working in print, digital, advertising, animation and publishing. He was even busier than normal this month, drawing 20 activities for our mammoth microadventures feature (p57). mattjohnstone.co.uk



ANDREA HUNT
A freelance writer based in London, Andrea covers travel and lifestyle with a special interest in personal stories. This month she chatted to Brazilian "superwoman of surf", Maya Gabeira (p38). andrea-hunt.com

n

EDITORIAL & ART

Editor Sarah Warwick
Deputy Editor Tom Howells
Art Director Jonny Hughes
Associate Editor Omer Ali
Picture Editor Tracey Griffin
Picture Researcher Katie Byrne
Digital Editor Tom Jenkins

SALES

Publisher
Theodor Dricu +44 (0)20 7625 0720
theodor.dricu@ink-global.com
Account Managers
Scott Asli, Katriina Ramamurthy
& Oliver Segall
HR Recruitment Karen Lee
karen.lee@ink-global.com

CREATIVE SOLUTIONS

Creative Solutions Director Simon Kurs
Commercial Creative Director
Mat Wiggins
Creative Solutions Team Joe Holyoake,
Kai Maack & Annabelle Martin

PRODUCTION

Production Manager Antonia Ferraro
Production Controller Ana Lopez
Print, Paper & Distribution Pete Murphy
Reprographics KFR Repro

FOR NORWEGIAN

Editor-in-Chief
Monica Kristoffersen Hellekleiv
Norwegian Editors
Pia Wagner Gerhardsen &
Nina Elise Kristoffersen Mikaelson

INK

CEOs Michael Keating & Simon Leslie
COO & CFO Jim Campbell
Editorial Director Kerstin Zumstein
Creative Director Jamie Trendall
Sales Director Steve Rowbotham
Head of Finance Phil McIlwaine
Business Development Director
Jonny Clark

n is published on behalf of Norwegian by Ink, Blackburn House, Blackburn Road, London NW6 1RZ ink-global.com



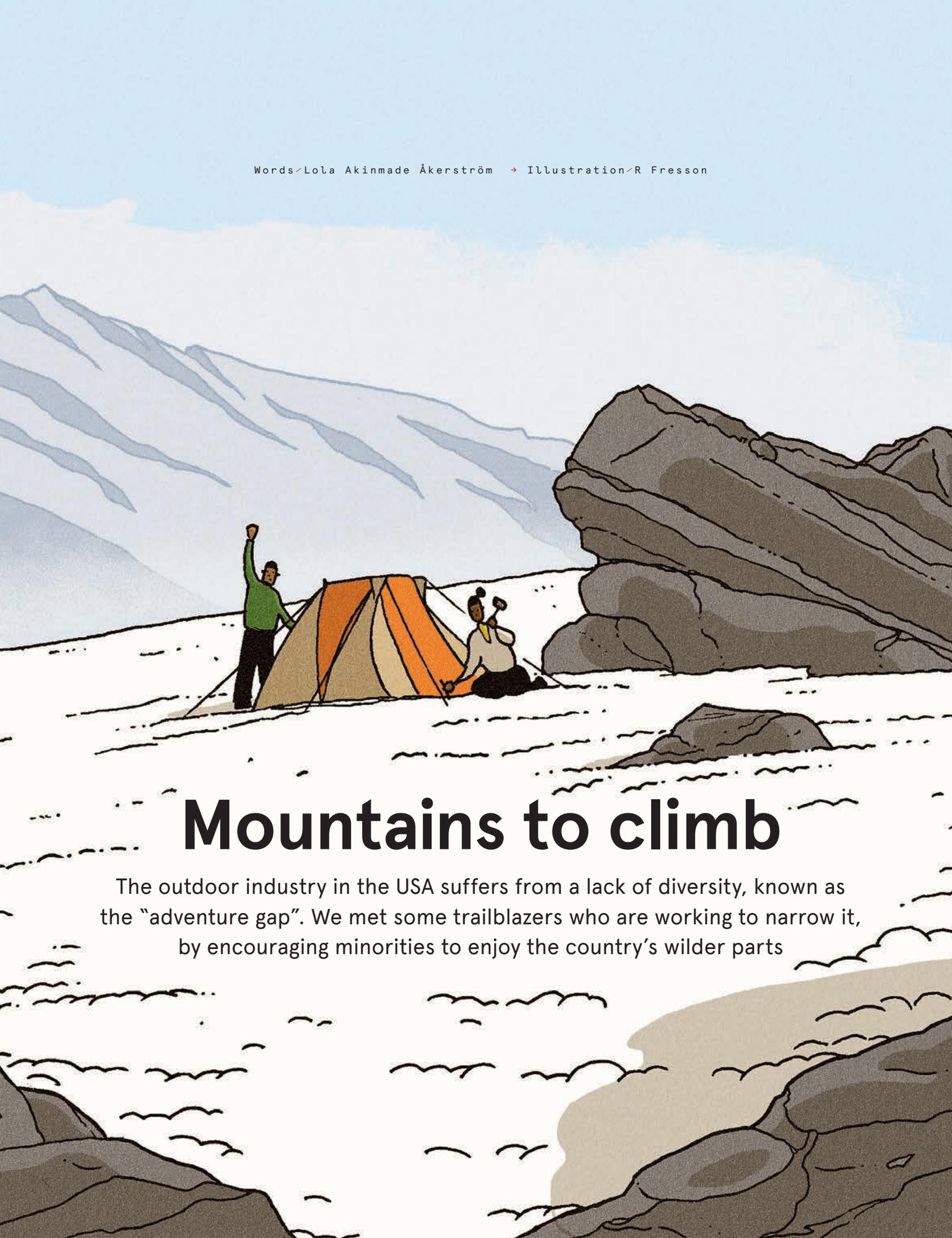
© Ink. All material is strictly copyright and all rights are reserved. No part of this publication may be reproduced in whole or part

without the prior written permission of the copyright holder. All prices and data are correct at the time of publication. Opinions expressed in *N* are not necessarily those of Norwegian, and Norwegian doesn't accept responsibility for advertising content. Any pictures or transparencies supplied are at the owner's risk. Any mention of Norwegian or use of the Norwegian logo by any advertiser does not imply endorsement of that company, or its products or services by Norwegian.





Words > Lola Akinmade Åkerström → Illustration > R Fresson

An illustration of two people camping in a mountainous landscape. A man in a green shirt and black pants stands on the left, raising his right arm. A woman in a white shirt and black pants sits on the ground to the right of an orange and tan tent. The background features large, layered rock formations and distant mountains under a light blue sky. The foreground shows a rocky, uneven ground with some small rocks and a large rock in the lower right corner.

Mountains to climb

The outdoor industry in the USA suffers from a lack of diversity, known as the “adventure gap”. We met some trailblazers who are working to narrow it, by encouraging minorities to enjoy the country’s wilder parts

An illustration of three hikers on a desert trail. In the foreground, a woman with a backpack and a man with a red cap and a woman with a pink shirt are looking at a map. The background shows a desert landscape with a cactus, a river, and mountains under a blue sky.

TRAILBLAZER #1

Jaylyn Gough, founder of Native Women's Wilderness

Growing up on Navajo reservations in New Mexico, Jaylyn Gough was encouraged to be outside as much as possible, developing an interest in mountain biking, hiking, fly-fishing and climbing, but she was discouraged in her dream to be a *National Geographic* explorer. "I thought it was only available to white men and women," she remembers.

Her decision to start Native Women's Wilderness, back in 2017, came out of a wish to help other young women, and frustration at the lack of native representation in the outdoor industry. "I wanted to have a space so young girls could have strong women to look up to and say, 'If they can do it, I can do it,'" she says.

Today she runs sell-out hiking and camping events across the US; lobbies in Washington for protection of national parks and sacred monuments; and campaigns for free parks passes for native people as part of the NWW's "Whose Land Are You Exploring On?" campaign.

"There's a huge connection to the land with many native women," she concludes, "because it's the land our ancestors walked on. We talk about how the land gives them strength, because our ancestors came through atrocities. And if they can do it, we can too." nativewomenswilderness.org



You folks need bear repellent?" a park ranger asks a young couple in a recent commercial for the Subaru Forester, as they drive into a national park.

"Nah, we're good," the female driver answers confidently. "Yes!" her male companion chimes in, less so.

A few scenes later, we're invited to hike with them and camp along the banks of a river as they take in the magnificent surroundings. So far, so typical of any outdoor adventure advert, you might think. But what makes this special is that the couple featured are African American, in a move that's been seen as significant in normalising the non-white adventure experience.

"They weren't exceptional athletes or celebrities. They weren't people struggling to escape poverty or urban crime. They were just a couple figuring out what they're going to do on a Saturday afternoon," says African-American adventure journalist and media producer James Edward Mills, who sees the casting as a leap forward. "One of the things I've been advocating for years is not pointing out the exceptional nature of people of colour, but showing them as like anyone else."

Mills has spent the past 20 years telling stories about outdoor recreation, environmental conservation and sustainable living, and has witnessed daily what he terms the "adventure gap". In a 2014 book of the same name, he was one of the first to label the disparity between those who typically spend time in nature and those who don't. That disparity is influenced by several factors – from race and historical ties to the outdoors down to socio-economic means and priorities.

"The nation's wild places, from national and state parks to national forests, preserves and wilderness areas, belong to all Americans. But not all of us use these resources equally," he wrote in the book's introduction. "Growing up, one of the things I heard was that, as a black American, the outdoors isn't for me." »

“In 2018, only 9% of African Americans participated in outdoor activities compared to 74% of white Americans”



**TRAILBLAZER #2
Justin Forrest Parks,
mountaineer and
co-founder of
Sending in Color**

The aptly named Forrest Parks started climbing roughly 12 years ago on a trip to South Africa. “When I returned to Chicago, I found a community of rock climbers and began my path of becoming a climber,” he remembers. “I would mostly climb at indoor climbing gyms and I’d travel to Wisconsin or Kentucky to climb outside.”

While he saw the odd climber of colour “here and there”, he was shocked by the attitude many close to him had to his new hobby. “When I talked to my family about what I was doing, they would often say, ‘Oh, black people don’t do that.’”

So when Pilar Amado suggested they set up Sending in Color, a space for Chicago climbers of colour, he happily agreed. “We wanted to provide a fun, safe, inspiring and welcoming environment for our communities to come try the sport and challenge the narrative of ‘...people don’t do that’.”

Their aim is simple. “We must backtrack, reclaim and celebrate the histories of people from minority communities who have already been mountain climbing, and whose stories have been played down, ignored or erased to challenge this narrative.”

[instagram.com/sendingincolor](https://www.instagram.com/sendingincolor)

When these messages are perpetuated throughout one’s youth, either by peers, family or society in general, young people of colour begin to feel like they aren’t supposed to inhabit certain spaces. According to the 2018 Outdoor Participation Report, published by the Outdoor Industry Association, only 9% of African Americans participated in outdoor activities compared to 74% of white Americans.

For those of African-American descent, there is a historically macabre association with being outdoors. Right up through the 1960s and the 1970s, lynchings would still occur in the deeply segregated American South. “This resonated for decades up into the 1980s where many African Americans considered the outdoors unsafe,” notes Mills.

While such laws as the Civil Rights Act of 1964 and 1968’s Fair Housing Act, and later amendments to them, have made it illegal to discriminate racially and socio-economically against people of colour, outdoor recreation remains a pastime that requires disposable income and leisure time. It wasn’t a priority for people who were advocating for their basic civil rights in the 1960s and 1970s and, 50 years on, national parks and wilderness areas are still some of the most segregated places in America. »

“Millions of people have no idea the first person to have reached the North Pole was an African-American”

Times are a-changing, though, and the last decade has seen an increasing rise of affinity groups catering to Americans of all colours, disabilities, genders and sizes. Organisations and initiatives such as Brown People Camping, African American Nature & Parks Experience, Soul Trak Outdoors, and Native Women’s Wilderness work towards bridging the adventure gap and promoting equal access to the outdoors.

Individual feats are also being accomplished to inspire the next generation of outdoor enthusiasts. Eritrean-American hiker and writer Rahawa Haile recently hiked the 2,200-mile (3,500km) Appalachian Trail solo, essentially opening up this space to other women of colour to challenge themselves and blaze their own adventure trails across the US.

“We’re creating positive narratives, role models, support groups and organisations, which are facilitating these positive experiences,” says Mills.

His own site and podcast, The Joy Trip Project, tries to find both contemporary and historical examples of minorities who have had positive experiences in nature or exploration. For example, late-19th-century African-American explorer Matthew Henson went on seven expeditions over a period of 23 years with Robert Peary, who was white.

While Peary was glorified across the media for discovering the North Pole, Henson – who technically would have been the first man to set foot on the pole – received a fraction of his accolades. There are still millions of people in the USA who have no idea the first person ever recorded to have reached the North Pole was an African-American man. »





TRAILBLAZER #3

Rahawa Haile, writer who hiked the Appalachian Trail

Hiking for 2,200 miles by yourself is a substantial achievement for anyone, but for Rahawa Haile, her identity as an African-American woman added another more visceral dimension when faced with potential intolerance. "That vulnerability is altogether a terrifying proposition to non-white, non-Christian, LGBTQIA+ or undocumented hikers," Haile says.

She feels that part of the problem of the "adventure gap" comes from the definition of "outdoorsy", which she says shouldn't be limited to activities favoured by the white majority, ignoring "people who spent their lives swimming at the beach, barbecuing weekly at a local park, or cycling with their families". By not including them, she says, we "limit their power to shape environmental policy".

She hopes her forthcoming book about her experiences, *In Open Country*, and future plans to continue through-hiking will be a road to visibility.

"I can't emphasise enough how much representation matters when it comes to trekking," she says, "or how important it is for more positions of power in the outdoor industry to be held by those who have traditionally been excluded."

twitter.com/rahawaHaile



TRAILBLAZER #4

Stephen Shobe, rock climber and Expedition Denali mountaineer

After 30 years of experience as a technical rock climber and having scaled the highest points on four continents, Stephen Shobe also knows what it means to climb metaphoric mountains.

“When I started going to outdoor retailer conventions almost 20 years ago, I was usually the only black guy there,” he says. “Today, there are phenomenal African-American kids out there doing some phenomenal things in terms of rock climbing, snowboarding, mountaineering, and more.”

In 2013, he joined Expedition Denali, an all-African-American challenge to mark 100 years since the first ascent of the US’s highest peak. “It was an excellent way for me to expose more minorities to outdoor activities and adventure sports,” explains Shobe, who’s still active in the expedition’s parent organisation, National Outdoor Leadership School and also runs outreach clinics at schools across the US and Canada.

“Since Expedition Denali, dozens of outdoor programmes have opened up within inner cities to energise kids from minority communities. It’s phenomenal because now when you open up a sports magazine you’re actually starting to see yourself represented.” delnsb.com/stephen-shobe

[stephen-shobe](http://delnsb.com/stephen-shobe)

“The nation’s wild places belong to all Americans”

“Much like the accomplishments African Americans have made within science, sports and politics... when you get someone like Matthew Henson, who became the first person to make it to the North Pole in 1909, his presence basically grounds African Americans in the adventure narrative going all the way back to the turn of the last century,” says Mills.

Today, he’s hopeful that the gap is narrowing. Higher disposable incomes and a focus on diversity in a wider sense mean that the natural world is more accessible for the Hensons of tomorrow. Harking back to that Subaru Forester commercial, he says what makes it powerful is that people of colour are depicted in a way that feels “consistent, organic and authentic” when it comes to spending time out in nature.

Now, when minority communities ask if they have a place exploring the outdoors, they can look at a progressive commercial like that and see themselves fully reflected back in a normalised way. Or, as Mills puts it, “That person looks just like me. If they can do that, why can’t I?”

Norwegian flies to 14 destinations in the US. Book flights, a hotel and a rental car at Norwegian.com

Find out more...

Diversify Outdoors

An active coalition of bloggers, athletes, activists and entrepreneurs who advocate diversity in the outdoors using #DiversifyOutdoors on social media as a powerful tool for increasing access and representation. diversifyoutdoors.com

The Joy Trip Project

Founded by James Edward Mills, this storytelling initiative promotes diversity and covers outdoor recreation, environmental conservation, acts of charitable giving and practices of sustainable living. joytripproject.com

Unlikely Hikers

A diverse and inclusive Instagram community created to feature under-represented people enjoying the outdoors, including people of different sizes, colours, disabilities and genders. instagram.com/unlikelyhikers