

Sand and sun in the Americas

The assistant editor of Travel + Leisure gives her picks, from California to Chile

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Close to the southern tip of Uruguay, a two-hour drive from Montevideo, José Ignacio has been variously described as a South American Saint-Tropez and the Hamptons for the Buenos Aires set. Despite the society intrigue, however, this beach town has a universal appeal — especially in the low season, when the DJs disperse and the sleepy fishing village returns to its more traditional self. Local hospitality brand Vik runs the best hotels in the area: Playa Vik, a sleek, architectural shoreside retreat, and Estancia Vik, a palatial ranch resort just outside town, were most recently joined by Bahia Vik, 11 bungalows set on 10 acres of private coastal land. Another reason to visit? Maldonado, Uruguay's up-and-coming wine region, is right in your backyard.

Bahia Vik (bahiavik.com) has doubles from \$467; see also turismo.gub.uy



Bahia Vik