

JOSÉ IGNACIO IS URUGUAY'S COOLEST BEACH TOWN

Everything to eat, see, and do in South America's most loved beach destination.

By: Noah Lehava

It's hard to fully capture the essence of Uruguay's chill beach town, José Ignacio, in words alone, because it has one hell of an inimitable feeling. Its wide-stretching beaches, sandy candlelit restaurants, white-washed cottages, and linen-bedecked crowd are a siren call for Argentinians (who are just a stone's throw away) and travelers alike. While summertime reaps the warmest weather, the colder months are quiet and special, too. Herein are the best places to stay, eat, shop, and beach.

STAY ***PLAYA VIK JOSÉ IGNACIO***



Choosing between the six flower-roofed casas or endless suites at Playa Vik may be the most difficult decision you make during this trip. What's easy? Taking a dip in the infinity pool that blends into the ocean at the horizon. Or at sunset, gathering around the fire pit with a glass of malbec.

BEACH

What's a beach vacation without going to the beach? There are many to choose from, like La Susana, with its great beachside restaurant, La Huella, and Vik, just to name a few. But the treasures are in the small stretches of sand you'll stumble upon as you explore. Kick off your sandals, grab a good book, and sink into that South American chill.