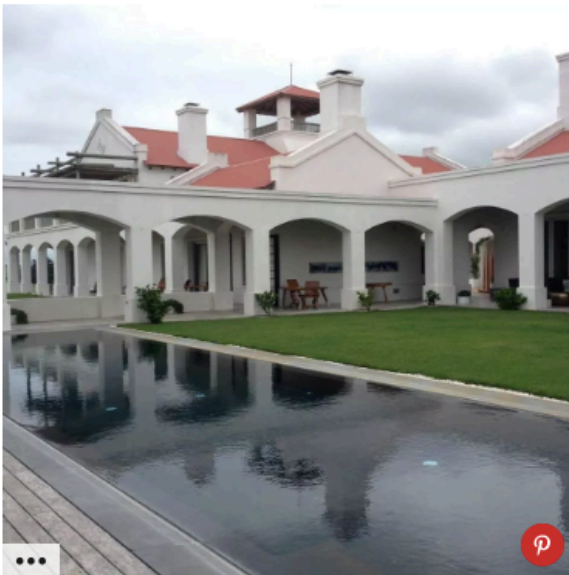


9 Top Things to Do in José Ignacio and Punta del Este, Uruguay

BY KELLI ACCIARDO | Updated 05/14/18

Considered to be the Hamptons and St. Tropez of South America, José Ignacio and Punta del Este are part upscale hideaways targeted to the elite, part casual beach towns with a bohemian sensibility. Perfect for couples, families, adventure seekers, and art lovers alike, the activity options are endless—just like the great meals, conversations with new friends, and exceptional wines. Although December through February is the ideal peak time to go, you can extend those months by a few (on either end of the spectrum) to take advantage of better deals and less crowds. Just be sure to give yourself enough time to visit—with leisurely days at the playa and pool, day trips to nearby towns, shopping excursions, and all-afternoon lunches at beach clubs, the hours pass quickly.

Book a VIK Retreat



With three distinctly different properties in the area, there's no better place for a getaway than a [Vik Retreat](#). Choose from the equestrian ranch-themed [Estancia Vik](#), nestled-in-the-dunes [Bahia Vik](#), or low-key beach house [Playa Vik](#), which undoubtedly boasts the premiere infinity pool out of the group. Praised for their striking architecture, impeccably professional staff, and eclectic South American art collections, they are unparalleled in their pursuit of excellence. And in addition to being connoisseur art collectors and renowned hoteliers,

owners Carrie and Alex Vik are also [winemakers](#) cut from another cloth. They set out to make some of the most elite wines in the world and the results are bordeaux-ish reds—VIK, La Piu Belle, Milla Calla—that are compelling pairings with regions's signature asado fare.

Hang Out at Beach Club La Susana

[La Susana](#) is the type of place you go for lunch and wind up spending all day. Between the laidback toes-in-the-sand vibe, energetic crowd, live music, and delicious food, there's a lot to love. There's also a lot to love on the menu. Order the ripe local tomatoes with burrata, shrimp tartare with avocado and jalapeño, and salmon prepared over a wood fire with roasted sweet potatoes. Then wash that all down with chilled rose and white wine Clericos (South America's version of sangria).