AMERICAN WAY

POV

CLOCKWISE FROM TOP: Bahia Vik José Ignacio; shrimp at La Susana; Mutate

THE HAMPTONS OF SOUTH AMERICA

Not far from Buenos Aires, Argentina, lies José Ignacio, Uruguay, a picture-perfect beach town that makes for an ideal weekend getaway

MCC
Meg Connolly Communications

SOME PEOPLE CALL JOSÉ IGNACIO, a small town on the southern coast of Uruguay, the Hamptons of South America. A onetime fishing village, this sleepy beach town has maintained a boho-chic vibe, and it boasts pretty perfect weather — highs in the 80s with a breeze (what one local hotel owner called "sunshine with air conditioning") — when most of North America is experiencing winter. It's also only a 45-minute flight from Buenos Aires to Uruguay's Carrasco International Airport in Montevideo (about a 90-minute drive from José Ignacio), which has made the town a popular destination for Argentinians, as well as vacationers.

This town has just the right amount of not-a-lot-to-do, but hotels do get booked up quickly. The newest is Bahia Vik José Ignacio, with 11 modern, freestanding bungalows right on the beach. Each has completely different decor and art (from $800, *Bahiavik.com*). La Susana, the current hot-spot eatery, is next door, where you can sit with your feet in the sand while lingering over sushi rolls or ceviche, made with fish caught right on the beach, washed down with a glass of local rose (*Lasusana.com*). Grab a free bike from the hotel and ride into town. Check out the surfers at Playa Brava, peruse the well-curated vintage decor at Mutate (*Mutate.com.uy*) and perhaps pick up a little something at clothing boutique El Canuto (*Elcanuto.com.uy*). Finish off the day viewing the famous sunset while scheming your return trip. –RIMA SUQI

MCC
Meg Connolly Communications