

THE POWER ISSUE
THE PLACES, PEOPLE, AND IDEAS THAT SHAPE TRAVEL NOW

Condé Nast
Traveler

VEGAS
BABY!
24-PAGE
PULLOUT
GUIDE

TRUTH IN TRAVEL

SEPTEMBER 2008

Words of mouth

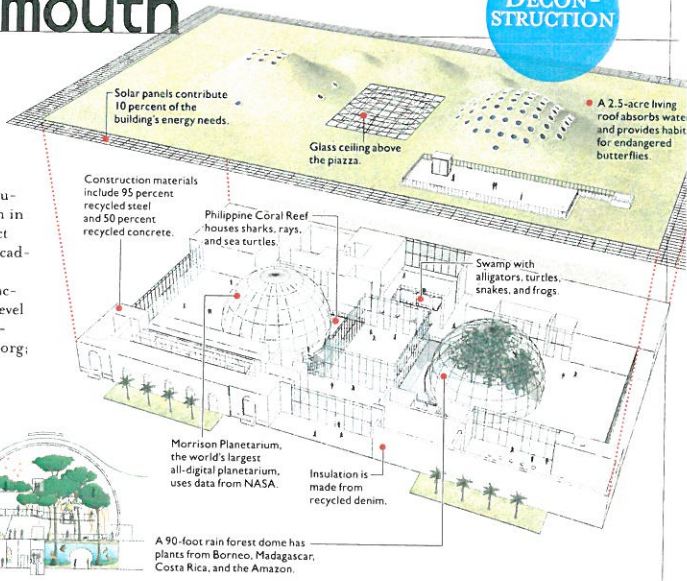
the
DECON-
STRUCTION

SAN FRANCISCO

California Academy of Sciences

The 155-year-old institution reopens this month in green digs—by starchitect Renzo Piano—that the academy hopes will win the highest environmental accreditation, Platinum-level LEED certification (415-321-8000; calacademy.org; admission, \$25).

BY THE NUMBERS
Project begun: March 2000
Project completed: September 2008
Total cost: \$488 million



Travels with the New Money

The economies of Brazil, Russia, India, and China will likely overtake the G7's by 2050, says an ongoing Goldman Sachs study. So where are the BRIC members vacationing? And can we come?

traveler's
FORE-
CAST

Brazil With the real riding high, Brazilians are heading to Caribbean hideaway Mustique and, for topflight glitz, Dubai. Youngsters still party at Uruguay's Punta del Este; the more mature go to Garzon, staying at the **Hotel Garzon** (55-598-410-2811; restaurantgarzon.com; doubles, \$480-\$660). At home, the wealthy swap private jets for beach buggies at **Pousada Maravilha**, on the Fernando de Noronha archipelago (55-81-3619-0028; pousadamaravilha.com.br; doubles, \$915-\$1,070), or retreat to Itacaré, where designer Anouska Hempel opens **Warapuru** in December (warapuru.com; rates not yet available). **Russia** The loaded leisure class is having an Italian fetish: Milan for shopping; Rome for romance—many stay at the **Hotel de Russie** (39-06-328-881; hotelderussie.it; doubles, \$595). Other popular spots

include Thailand, India, the French Alps, and London, regarded as the pinnacle of civilization by the nouveaux riches: The **Berkeley Hotel** is the lodging of choice (44-207-235-6000; the-berkeley.co.uk; doubles, \$1,005-\$1,165). Russia is cultivating its beach culture—the ritzy **Grand Hotel and Spa Rodina**, in Sochi on the Black Sea, is a must-go (7-8622-539-000; kiwicollection.com; doubles, \$750-\$920). **India** Coonoor, a tiny hill station in South India's Blue Mountains, is becoming the Hamptons of Bangalore, with IT moguls bagging homes or staying at the **Taj Garden Retreat** (91-481-252-4377; taj

hotels.com; doubles, \$95-\$125). Culture vultures head to Chettinad, in Tamil Nadu, where mansions are being converted into boutique hotels—**Visalam** is a favorite (91-484-301-1711; cgheart.com; doubles, \$117). And by 2020, 20 million Indians are expected to go overseas to places like New York and the Pyramids. **China** Hainan Island is finally living up to the Hawaii hype, with **Banyan Tree Sanya**, its latest high-end resort (86-898-8860-9988; banyantree.com; doubles, \$100). The new-money set are discovering cruising, particularly around Malaysia and Brunei, as liners like Silversea expand Far Eastern trips (silversea.com; nine-night cruises from \$5,311 per person). And country pads are now de rigueur for the super-wealthy: 100 international architects are designing villas and public buildings in the city of Ordos, Inner Mongolia.



Travelers in Sochi, Russia.

Graphics by Hanson Hansen