



NATIONAL  
GEOGRAPHIC

# TRAVELLER

UK EDITION / OCTOBER 2011 / £4.99

TOP PHOTO: PASCAL SEITZ / GETTY IMAGES

## the new Deep South

ALABAMA • GEORGIA • LOUISIANA • MISSISSIPPI • SOUTH CAROLINA



+

PORTO  
FLORENCE  
MACAU

**WIN!**

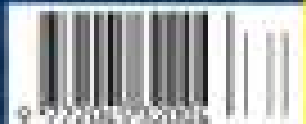
A LUXURY STAY ON  
SCOTLAND'S ISLE OF ISLAY

### Seychelles

How a new generation is transforming adventure travel in the Indian Ocean paradise

### Northern Ireland

Going off-grid among the standing stones & dark skies of the Sperrin Mountains





*Best for understated luxury*

**\$\$\$ THE PLACE**

Taking pride of place on Piazza Santa Maria Novella, this was one of the city's most recherché hotels under its former guise as IK Place. The postwar views, especially from the piazza-side terrace, are unchanged after its 2021 transformation — in fact, the facade of the neighbouring church has even become a favoured for the hotel's decor, appearing on its linens and towels. Soft touches, along with the mishmash of toiletries in the marble-clad bathrooms, embody The Place very chic, but slightly offbeat. There's a home-from-home feel in its cosy nooks and vintage doorbell.

**ROOMS:** From €459 (€391), B&B.

[theplaceflorence.com](http://theplaceflorence.com)