

VOGUE

FASHION RUNWAY SHOPPING BEAUTY CULTURE LIVING WEDDINGS VOGUE BUSINESS

TRAVEL

The Best Hotels in Puglia to Book for an Idyllic Italian Escape

BY LIAM HESS

July 17, 2025

All products featured on Vogue are independently selected by our editors. However, we may receive compensation from retailers and/or from purchases of products through these links.

It's hard to imagine that as little as 20 years ago, if [Puglia](#) was known to those outside of Italy at all, it was simply for being the heel on the peninsula's boot. Fast forward two decades later, and the best hotels in Puglia have not only firmly cracked the code for a perfect Mediterranean vacation, they rank among the most desirable destinations for Italophiles who want to venture beyond the well-established tourist hotspots of [Tuscany](#) and the [Amalfi Coast](#).

It's not difficult to see why. The relatively flat landscape features some of the most gorgeous towns in Italy—from the bleached walls of Ostuni to the quaint domed roofs of Alberobello's traditional *trulli*—most of which are packed with knotty medieval streets, gleaming white Baroque churches, and bustling markets. Around its lengthy coastlines you'll find some of Italy's most pristine beaches, from soft white sand to rocky plunge pools with crystal clear water. Then, of course, there's the food. [Puglia's](#) specialty, given it spans both the Adriatic and Ionian seas, is the freshest fish imaginable, with sea urchins and octopus serving as a particularly delectable highlight. It's the birthplace of [burrata](#), too; and don't forget to try some orecchiette, handmade by a *nonna* on the winding streets of Bari's old town.

It also helps that there is now a burgeoning scene of luxury hotels, all offering a surprisingly diverse mix of experiences. There are the traditional masserias, or farm complexes, with their whitewashed walls, rustling olive groves, and dusty pink sunsets, which have played no small part in it being nicknamed by some as "the new Tuscany," even if comparing it to other Italian regions feels like underselling Puglia's specific charms. Meanwhile, in Salento, the southern part of the region—the stiletto on the heel of the boot, if you like—a number of small-scale boutique hotels are offering a more eclectic range of genuinely unique stays.

La Fiermontina



Courtesy of La Fiermontina

If you're looking for the perfect city base to explore the south of Puglia, look no further than Lecce, the Salento town whose historic center is packed with dozens of churches and palazzi decorated with intricate Baroque carvings cut from the local limestone. (Throughout the day, as the natural light shifts, they seem to almost magically change color.) And if you're then looking for somewhere to stay in the heart of the city, the names to know are La Fiermontina and its sister property Palazzo Bozzi Corso.



Courtesy of Palazzo Bozzi Corso

The former sits on the outskirts of the *centro storico*, thus featuring an unusual amount of space for a city stay in the typically narrow, winding streets of the region, as well as 18 individually designed rooms that blend the traditional trappings of Pugliese decor, from crisp white linens and cream stone walls, with elegant mid-century furniture in muted tones arranged just so. And that's without mentioning the lush gardens and perfectly sized pool surrounded by olive trees, ready for when you need to cool off after a day of wandering Lecce's bustling markets and museums.



Courtesy of Palazzo Bozzi Corso

Palazzo Bozzi Corso, meanwhile, is situated slap-bang in the middle of the city, just steps away from the breathtakingly ornate facade of the Basilica di Santa Croce. Step into the courtyard of this historic palazzo from the busy street outside, however, and an atmospheric hush takes over (and that's before even heading down to its subterranean wellness space). The interiors speak to the design nous of its owners, the Fiermonte family—the high-ceilinged rooms on the *piano nobile* best show off their masterful eye for color and proportion—and it's the rich history of the family and their guardianship of the property that resonates most strongly, lending these two perfectly Lecce properties their beating heart.

Amenities: Restaurant, swimming pool, bar

Address: Piazzetta Scipione De Summa, 4, 73100 Lecce, Italy