

# WAVE

R E S O R T

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# Philadelphia

## Why You Should Book a Shore Weekend in Long Branch

This summer, as the tide of Philly vacationers breaks toward South Jersey, consider driving north. Long Branch in Monmouth County — formerly a getaway for seven different U.S. presidents, from Grant to Wilson — got a boost in the 2000s with the multimillion-dollar buildout of the [Pier Village](#) oceanfront retail complex. Now it's got new owners (you've maybe heard of the Kushners?) who are continuing to shape this once-sleepy Shore town into a lively destination.



### Where to Stay

Nowadays, choice options abound. [Bungalow](#), a stylish and eclectic 24-room boutique in Pier Village, was redesigned and expanded in 2018, so there's a second bar and space for live music, poetry readings and art exhibitions (*from \$350 per night*). For all-the-amenities (think: luxury spa, salon, five restaurants, killer oceanfront views), book at [Wave Resort](#), opening this month (*from \$425 per night*). All 67 glass-walled rooms lend themselves to gazing out onto the beach, and the large oceanfront pool and outdoor bar offer more of the same.