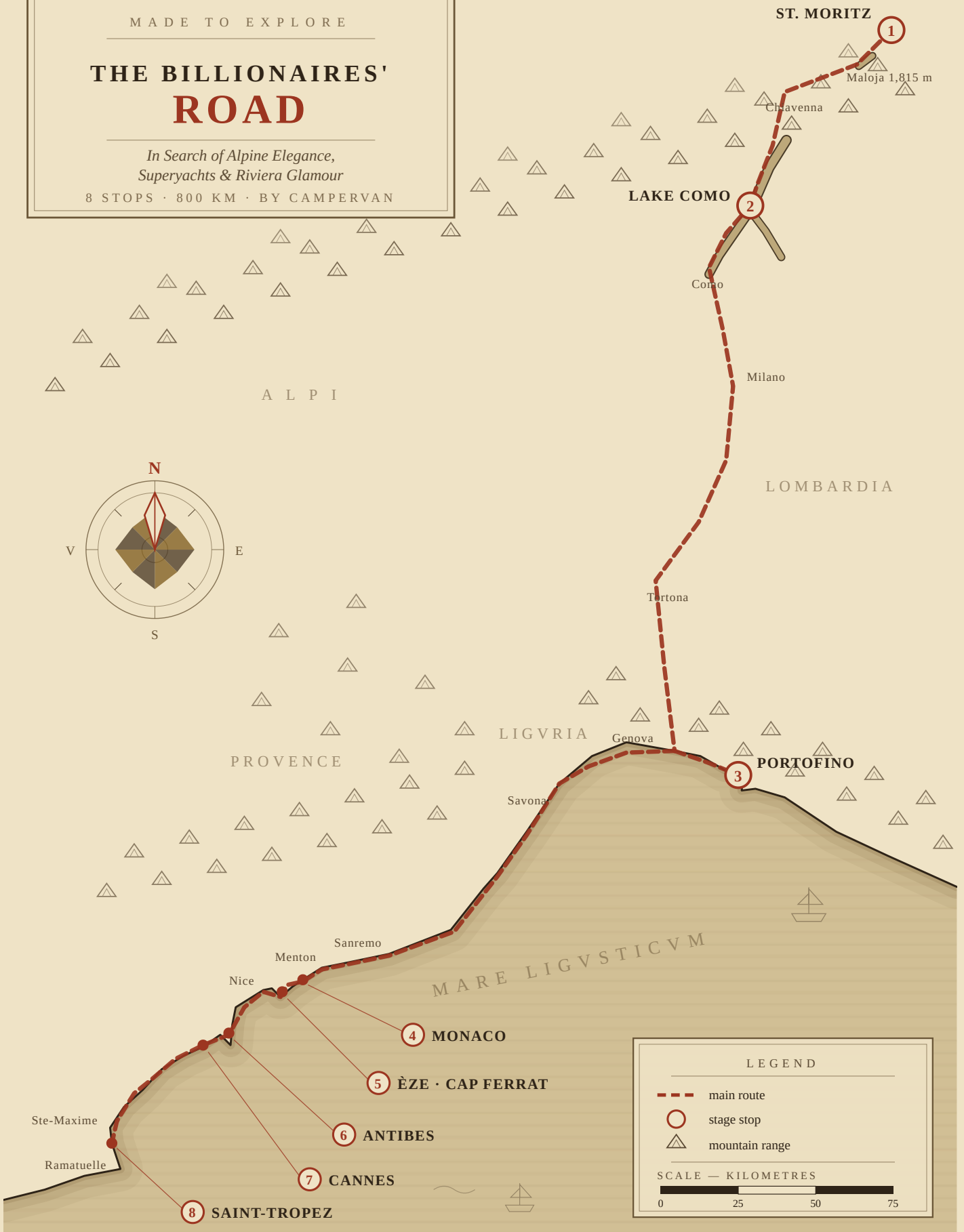
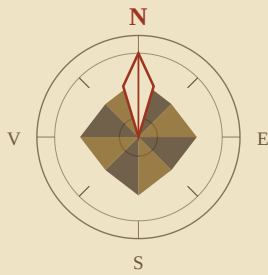


MADE TO EXPLORE

THE BILLIONAIRES' ROAD

*In Search of Alpine Elegance,
Superyachts & Riviera Glamour*

8 STOPS · 800 KM · BY CAMPERVAN



1

ST. MORITZ

*Engadin, Switzerland — 1,822 m***THE BILLIONAIRE WAY**

Badrutt's Palace, the Corviglia piste and Via Serlas, the most expensive shopping street in the Alps. In winter, polo on the frozen lake.

BY CAMPERVAN

Campsites across the Engadin, at Silvaplana and Pontresina. At 1,800 m the nights are cold even in August — have the heater ready.

FOR NEXT TO NOTHING

Sunrise over Lakes Sils and Silvaplana, and the Bernina railway, a UNESCO site, up to Alp Grüm.

WHERE TO SLEEP

Campsite · Campingplatz Morteratsch, Pontresina · GPS 46.46095, 9.93445

Maloja Pass, 1,815 m, down to Chiavenna — 55 km · ~1½ h by camper. Open all year, gradient up to about 9%, tight hairpins on the Italian side.

2

LAKE COMO

*Lombardy, Italy***THE BILLIONAIRE WAY**

Villa d'Este at Cernobbio, Villa del Balbianello, the houses of Laglio. The lake where Italian fashion throws its summer parties.

BY CAMPERVAN

Base yourself on the northern shore — Domaso, Gravedona, Gera Lario. That is where the campsites are and where the road is still wide.

FOR NEXT TO NOTHING

Don't drive towards Bellagio: the shore roads are narrow and there is nowhere to park. Leave the camper in the north and take the Menaggio–Bellagio–Varenna ferry. The same villas, seen from the water, for a few euros.

WHERE TO SLEEP

Campsite · Camping Ideal, Via alla Poncia 17, Gravedona · GPS 46.13622, 9.29343

Como → Milan → A7 → Genoa, about 250 km · ~4 h by camper. Mind the ZTL zones in every historic centre.

3

PORTOFINO & SANTA MARGHERITA

*Ligurian Riviera, Italy***THE BILLIONAIRE WAY**

A bay of ochre houses with yachts moored twenty metres from the terraces. The Splendido at Portofino, Cenobio dei Dogi at Camogli.

BY CAMPERVAN

You cannot drive into Portofino — restricted traffic zone, and the road ends in a very expensive car park. Base: the municipal aire in Santa Margherita, Via Garibotti, 12 places, no hook-ups.

FOR NEXT TO NOTHING

The coast path from Camogli via San Fruttuoso to Portofino. You arrive on foot exactly where everyone else arrives by tender.

WHERE TO SLEEP

Camper area · Area camper comunale, Santa Margherita Ligure · GPS 44.33627, 9.19481

Genoa → Savona → Sanremo → Ventimiglia → Menton, about 240 km on the A10 · ~3½ h by camper.

4

MONACO

*Principality of Monaco***THE BILLIONAIRE WAY**

Port Hercule, the Casino de Monte-Carlo, the Hôtel de Paris. In late September the Monaco Yacht Show gathers the largest yachts in the world in the harbour.

BY CAMPERVAN

Monaco does not take motorhomes. You cannot stay overnight, and the underground car parks have height barriers that shut you out. Base at Menton, Roquebrune or Cap d'Ail and come in by train — five to ten minutes.

FOR NEXT TO NOTHING

Climb to La Turbie and the Trophy of Augustus: the whole principality lies below you. In the evening the quays of Port Hercule are public.

12 km to Èze — but take the Grande Corniche, not the Moyenne: its tunnels have height limits.

5

ÈZE & SAINT-JEAN-CAP-FERRAT

*Alpes-Maritimes, France*THE
BILLIONAIRE
WAY

Cap Ferrat is the most expensive real estate in Europe per square metre. Villa Ephrussi de Rothschild, the Grand-Hôtel du Cap-Ferrat, La Chèvre d'Or at Èze.

BY CAMPERVAN

Parking on the peninsula is paid from 1 May and sized for cars. Leave the camper at Beaulieu-sur-Mer or Villefranche and carry on by foot or bus.

FOR NEXT TO
NOTHING

The Sentier du Littoral, the path that rings the whole Cap Ferrat peninsula, running behind the most expensive gardens in Europe. Villa Ephrussi is the one place on this route where you actually step inside the wealth instead of looking at it.

Through Nice to Antibes — 25 km · ~30 min by camper.

6

ANTIBES — PORT VAUBAN

*Alpes-Maritimes, France*THE
BILLIONAIRE
WAY

The “Quai des Milliardaires” — the largest superyacht marina in the Mediterranean. Above it, Cap d'Antibes and the Hôtel du Cap-Eden-Roc.

BY CAMPERVAN

There is no motorhome parking in the centre; the aires lie outside town, towards Biot and Villeneuve-Loubet. Come early in the morning.

FOR NEXT TO
NOTHING

The quay is public. You walk past hundred-metre yachts without paying a thing — closer than you will ever get in Monaco. Plus the Marché Provençal and the Picasso Museum.

WHERE TO
SLEEP

Campsite · Camping Les Embruns, 63 Route de Biot, Antibes · GPS 43.61205, 7.12569

17 km to Cannes along the coast road.

7

CANNES

*Alpes-Maritimes, France*THE
BILLIONAIRE
WAY

La Croisette, the Carlton, the Martinez, Palm Beach. In May the Film Festival effectively closes the town.

BY CAMPERVAN

As at Antibes: sleep outside town and come in for the morning. Avoid the festival fortnight entirely — unless that is precisely what you came to see.

FOR NEXT TO
NOTHING

The ferry to Île Sainte-Marguerite, a quarter of an hour: pines, clear water and the fort that held the Man in the Iron Mask. The best value on the whole coast.

90 km to Saint-Tropez — but count on two to three hours in high season.

8

SAINT-TROPEZ

*Var, France — end of the route*THE
BILLIONAIRE
WAY

The Vieux Port, the Sénéquier terrace, the clubs on Pampelonne beach. In July and August a sunlounger costs what a week of camping does.

BY CAMPERVAN

The municipal aire at Ramatuelle, 1727 Route de Bonne Terrasse: 112 places, four nights maximum, 300 m from the beach. Otherwise Port Grimaud.

FOR NEXT TO
NOTHING

Do not drive the D98A in a camper: in summer it is a queue several kilometres long. Leave it and take the Bateaux Verts shuttle from Sainte-Maxime or Port Grimaud. You come into Saint-Tropez from the sea, which is the way the town was meant to be seen.

WHERE TO
SLEEP

Camper area · Aire municipale de camping-cars, 1727 Route de Bonne Terrasse, Ramatuelle · GPS 43.21156, 6.66158

End of the route. For the way home, see the practical guide below.

THE ROUTE AT A GLANCE

Distance	~800 km
Driving time	~14 h in all, without stops
Recommended time	10–14 days
Stage stops	8
Countries	CH · IT · MC · FR
HIGHEST PASS	Maloja, 1,815 m
Recommended direction	north → south
Best months	May–Jun · Sep–Oct

GOOD TO KNOW BEFORE YOU LEAVE

Monaco does not accept motorhomes: you cannot stay overnight, and the underground car parks have height barriers. Base yourself in Menton, Roquebrune or Cap d'Ail and go in by train.

In May the Cannes Film Festival practically closes the town; in July and August there are queues on the Saint-Tropez peninsula and full camper areas.

Towards Èze take the Grande Corniche, not the Moyenne: the tunnels have height limits. In Italy, watch out for ZTLs in every historic centre.

WHEN TO GO

Ideal: mid-May to early June, or all of September.

Avoid: July and August — queues on the Saint-Tropez peninsula, full aires, doubled prices.

Steer clear of: the Cannes Film Festival (11–22 May 2027) and the Monaco Grand Prix (early June, to be confirmed).

Aim for: the Monaco Yacht Show, late September — that is when the yachts gather.

SWITZERLAND — ROAD CHARGES

Under 3.5 t: a vignette, compulsory on motorways. The electronic one is tied to the number plate, the sticker to the vehicle. Valid 1 December 2025 – 31 January 2027. Driving without one: a fine plus the vignette.

Over 3.5 t: not a vignette but the flat-rate heavy vehicle charge. Register online *before* entering the country; it applies on all roads, not just motorways.

A trailer or caravan needs its own separate vignette.

ITALY & FRANCE

ZTL in almost every Italian historic centre — Como, Genoa, Portofino. Fines follow you home by post.

A7 and A10 are toll motorways, paid on exit.

Nice low-emission zone: since April 2025 it restricts only vehicles over 3.5 t and Crit'Air 4–5 coaches. Under 3.5 t you are unaffected — but get the Crit'Air sticker anyway, it is cheap.

Corniche: on the Nice–Monaco road take the Grande Corniche. The Moyenne has tunnels with height limits.

THE WAY HOME

Saint-Tropez is the end of the route, not a loop — from here it is 900 km to southern Germany. Two options, both better than the motorway you came on:

Along the coast — Cassis and the Calanques, then Marseille and up the Rhône valley. Faster, busier.

Inland — the Gorges du Verdon and the Route Napoléon towards Grenoble. A few hours longer and far more beautiful; wide roads, cheap campsites, no queues. This is where you win back what the coast cost you.

How do you get the Swiss vignette?

The electronic one is tied to the number plate, the sticker to the vehicle. A camper over 3.5 t pays the flat-rate heavy vehicle charge instead, registered online before entering the country.

Can you sleep in a camper in Monaco?

No. Monaco does not take motorhomes overnight, and the underground car parks have height barriers. You sleep at Menton, Roquebrune or Cap

d'Ail and come in by train, five to ten minutes.

Can the route be driven in a 7-metre camper?

Yes, the whole way. The only stretch that needs care is the Maloja pass, with tight hairpins on the Italian side and a gradient of up to 9%.

When is the best time for this route?

Mid-May to early June, or all of September. In July and August the Saint-Tropez peninsula queues, the aires are full and prices double.

THE RULE OF THE ROAD

“On this route you do not pay for access, you pay for the seat.

The coast paths, the quays and the ferries are public.

What costs money is the chair that faces them.”

Documentary check: September 2026. Places, hours and conditions change — check them before you leave.