

NOT HOT LIST

2027 | *by Intrepid*

GLOBETRENDER®

Developed in association with Globetrender.



Welcome

This is Intrepid’s 2027 Not Hot List, spotlighting 10 lesser-known destinations ready to welcome more travellers in 2027.

As visitor numbers continue to surge in a handful of iconic destinations, many equally compelling places remain overlooked by mainstream tourism. The Not Hot List is designed to shine a light on these destinations and encourage travellers to look beyond the usual hotspots.

More than just a list of lesser-known places, it aims to shift the conversation around where and how we travel, inspiring people to explore places where tourism can create meaningful benefits for local communities, economies and cultures.

Developed using insights from Intrepid’s extensive global network of local leaders and destination experts and informed by independent research from trend forecasting agency Globetrender, the 10 destinations on the Not Hot List were selected based on three key criteria:

- 1. Less-visited** – Low awareness and visitor numbers compared with nearby or similar destinations.
- 2. Tourism readiness** – Ability to welcome growing visitor numbers responsibly through strong infrastructure, community alignment, and sustainable destination planning.
- 3. New in 2027** – New initiatives, improved connectivity, major events, launches or infrastructure developments that give travellers a compelling reason to visit in 2027.



‘As Sri Lanka’s tourism boom continues, most visitors remain concentrated along the coast, but there’s so much more to see. We need to better disperse tourists, and a trip through Sri Lanka’s tea country is the perfect place to start.’

Poornaka Delpachitra
Intrepid Travel General Manager, Sri Lanka
Based in Colombo, Sri Lanka



‘While some of Europe’s most popular destinations are grappling with overtourism, places like Alonnisos, Liepāja and Dalsland offer the same sense of discovery, beauty and cultural connection, without the crowds.’

Zina Bencheikh
Intrepid Travel Managing Director, EMEA
Based in Casablanca, Morocco



‘Our most famous parks offer extraordinary wildlife experiences, but they also face growing pressure from demand. By spotlighting less-visited – but equally remarkable – places like Kenya’s Samburu region, we can help redirect tourism towards communities and conservation areas that can benefit from it the most.’

Samuel Karani
Intrepid Travel General Manager, East Africa
Based in Nairobi, Kenya



‘Patagonia is often associated with places like Torres del Paine or the iconic Route 40 which passes through El Chaltén, but it is so much more than that. This part of Northern Patagonia is not very well known, but for adventurous travellers willing to venture off the beaten path, it’s completely worth it.’

Camila Blanzaco
Intrepid Travel General Manager, Chile
Based in Santiago, Chile



‘When people think of Jordan, they often think of deserts. I remember how surprised I was to see green areas in the Northern Highlands and experience the diversity that the region has to offer. I hope that more people will take the time to discover this side of Jordan for themselves.’

Salam Shaqdeeh
Intrepid Travel General Manager, Jordan and Egypt
Based in Amman, Jordan



‘Yukon is home to the wild landscapes many travellers imagine when they think of Canada, but Whitehorse offers something more: a glimpse into northern life, Yukon First Nations history and culture and a side of the country that many visitors never see.’

Christian Wolters
President, Intrepid Travel, Canada
Based in Toronto, Canada

Intrepid Travel's 2027 Not Hot List

1. **SAMBURU NATIONAL RESERVE**
Kenya
 2. **MESTIA**
Georgia
 3. **NORTHERN HIGHLANDS**
Jordan
 4. **WHITEHORSE**
Canada
 5. **ALONNISOS**
Greece
 6. **DILI**
Timor-Leste
 7. **PEKOE TRAIL**
Sri Lanka
 8. **LIEPĀJA**
Latvia
 9. **CARRETERA AUSTRAL**
Chile
 10. **DALS LAND**
Sweden





Photo credit: Sopa Lodge



SAMBURU

National Reserve, Kenya



Thanks to a push to disperse visitors from Kenya's most famous parks, Samburu National Reserve is ready to welcome travellers yearning for rarefied animal encounters and fewer crowds.

Safari tourism in Kenya is concentrated in just a handful of national parks, and the landscapes and wildlife millions of travellers flock to see each year are under significant strain. In response, Kenya is working hard to share the benefits of tourism beyond its best-known spots. Enter Samburu National Reserve.

Located in Samburu County in northern Kenya, Samburu National Reserve is one of East Africa's most ecologically unique protected areas. Characterised by rugged terrain,

palm groves, riverine forests and acacia scrubs – you'll find household-name East African wildlife (lions, leopards, buffalo and cheetah) alongside the 'Samburu Special Five' (the reticulated giraffe, Grevy's zebra, Somali ostrich, East African oryx and long-necked antelope known as gerenuk). There are elephants aplenty too, and you're most likely to find them on the banks of the Ewaso Nyiro River.

Samburu National Reserve, which is also an emerging astrotourism destination thanks to its undisturbed night skies, combines abundant wildlife and unique landscapes with the opportunity to learn about the Indigenous Samburu people's culture and customs. A semi-nomadic community closely related to the Maasai, the

Samburu offers a different kind of magic – fewer vehicles and wilder landscapes, all wrapped up in a community conservation model that directly supports livelihoods and wildlife protection.”
— *Samuel Karani*

Intrepid Travel General Manager, East Africa

Samburu people partner with a range of tourism operators, ensuring the benefits of tourism

flow directly into their community and support education, healthcare, conservation and livestock initiatives.

The reserve welcomes 30,000–40,000 visitors a year (just one tenth of the amount of travellers heading to the Maasai Mara National Reserve) and Intrepid's new [10-day Kenya Safari Adventure](#) takes in the Maasai Mara and Samburu reserves, meaning travellers can experience the best of both – while sharing the benefits of tourism beyond the most popular parks.

For crowd-averse safari fans looking to combine iconic wildlife viewing with a deeply embedded community tourism model, Samburu National Reserve demands serious consideration.

Highlights

- A quieter safari experience featuring the iconic wildlife of East Africa plus the 'Samburu Special Five'
- A chance to spend time with and learn from the Samburu people
- Stargazing experiences under Samburu's clear night skies

MESTIA

Georgia



Mestia's shift into Svaneti's main hub has increased local trade and investment, raising the quality of life across neighbouring villages and giving people a real economic reason to stay instead of moving away to big cities.”
— Merab Mchedliani

Intrepid Travel Tour Leader, Caucasus



Mestia offers unparalleled hiking, skiing and outdoor adventures, with new infrastructure investment promising to turn the region into a year-round gateway to the Caucasus.

The main road leading to Mestia was finished less than a hundred years ago and a visit today feels like a journey back in time. Home to under 2,000 full-time residents, it's the main tourism hub for Georgia's Upper Svaneti mountain region and a gateway to hiking, skiing, and outdoor adventures.

There are hiking routes for all skill levels – even serious alpine expeditions for those so inclined. Elsewhere, travellers can explore medieval tower villages, get immersed in living Svan culture, embark on day hikes, and experience the joys of Georgian wine – one of the world's oldest – after a busy day of activities.

The fun doesn't stop in winter, either. Surrounded by peaks pushing 5,000 metres, Mestia receives around 300 inches of light, dry snow every year

– comparable to Aspen, Jackson Hole and Hokkaido. Snow-seekers will rejoice at the depth and quality of fresh powder, off-piste terrain, glacier skiing and the relative lack of people as they hurtle down the slopes. The opening of the Tetnuldí Ski Resort in 2016 brought with it robust investment in lifts, accommodation and other such ski-critical infrastructure, all of which has combined to transform Mestia into an unmissable winter destination.

Mestia isn't new to tourism – visitors from neighbouring countries have been coming here for decades – but only recently has it caught broader international attention. Mestia's visitation sits in the region of tens of thousands to low hundreds of thousands, while Kazbegi, Georgia's better-known mountain region receives roughly 500,000 visitors annually.

The majority of accommodation is still locally owned, and Georgia's 2024–2030 Strategy for High Mountain Settlements will see more investment in aid of developing Mestia's tourism infrastructure. Recent road rehabilitation has improved connectivity between Upper and Lower Svaneti, while a new airport terminal is in the works, making the region more accessible to both domestic and international travellers.

Intrepid's new [9-day Trekking the Transcaucasian Trail](#) stops in Mestia before setting off on the Mestia-Ushguli route of the Transcaucasian trail. As access improves and international interest grows, Mestia is heading into 2027 with some serious momentum.

Highlights

- Enjoy world-class skiing and hiking
- Journey back in time through medieval towns and experience local homestays
- Experience Georgia's unique culture, winemaking, artisans, crafts and festivals

Photo credit:
Tuul & Bruno
Morandi

NORTHERN HIGHLANDS

MIDDLE EAST

Jordan



Photo credit: Jordan Tourism Board



As Jordan regains momentum after a challenging year, its push to diversify tourism beyond its iconic sites is good news for travellers – especially those keen to explore a greener slice of the country.

Travellers know Jordan for Petra, Wadi Rum and deserts. But venture into the Northern Highlands and you'll unearth a different side of the country.

Offering a greener and cooler taste of Jordan, the Northern Highlands combine Roman, Islamic and Ottoman history with abundant hiking trails and community-led tourism initiatives. An alternative to the country's iconic desert landscapes, a trip to the Northern Highlands – comprising the mountainous governorates of Jerash, Ajloun and Irbid – presents an opportunity to support rural livelihoods and conservation while having a once-in-a-lifetime experience.

Nature-lovers will find their fix in the protected Ajloun, Yarmouk and Dibeen forest reserves, and the Jordan Trail presents an opportunity for travellers to put their best foot forward while enjoying unique birdwatching and wildlife experiences – not to mention the

panoramic mountain views. Intrepid's new [12-day Jordan Uncovered itinerary](#) is an ideal option for anyone keen to explore these remote landscapes in comfort.

Hospitality is one of the things Jordanians are most proud of and what makes this region truly special is the people. You'll stay in locally owned guesthouses, share meals with families and experience communities where tourism is helping to sustain rural livelihoods.”
— *Salam Shaqdeeh*

**Intrepid Travel General Manager,
Jordan and Egypt**

The Northern Highlands are also home to some of the country's most significant and revered ruins. At Jerash Archaeological Site, you can explore preserved Roman cities and Ajloun Castle, a 12th-century Islamic fortress built by one of Saladin's (a former Sultan of Egypt who's famous for uniting the Muslim world) generals – a perfect day trip for history buffs.

With Petra attracting over 580,000 visitors in 2025, visitation to the Northern Highlands is more broadly dispersed across a range of heritage, cultural and nature sites. It features prominently in Jordan's strategy to diversify tourism beyond Petra and the Dead Sea, and well-established visitor infrastructure (including eco-lodges, locally owned guesthouses and community tourism initiatives) means it's ready to receive more travellers.

Highlights

- Explore a greener, cooler and altogether more ecologically distinct side of Jordan
- Spend your days exploring ancient archaeological sites and your nights in locally owned guesthouses
- Hike through green Jordanian landscapes and protected reserves

NORTH AMERICA

WHITEHORSE

Canada

The Yukon has wilderness that is vast and looks pristine because of the stewardship here by the Yukon First Nations people. It is very important to know that this land has been travelled and cared for since time immemorial. Visiting here means stepping into history and feeling the land in a very meaningful way.”

— *Amber Berard-Althouse*

Tlingit woman and Kluane First Nations citizen. Founder of the Land Heals and Chair of Yukon First Nations Culture and Tourism

A new Arctic tourism initiative is setting up Whitehorse as a hub for community-led cultural, wildlife and adventure tourism in the Yukon.

Whitehorse, located on the traditional territories of the Kwanlin Dün First Nation and the Ta’an Kwäch’än Council, is a gateway to Canada’s untamed Yukon Territory. Here you’ll find mountains, glacier-fed lakes, spruce forests and the Yukon River – much of which is under First Nations stewardship.

It boasts over 700 kilometres of marked trails, all within snow-shoeing distance of a vibrant adventure hub that’s brimming with community spirit. Whether it’s kayaking along the Yukon River, hiking, bear-spotting, mountain biking, hot spring-ing, skiing, Aurora Borealis viewing (late August – mid April) or

taking part in Indigenous-led cultural experiences, Whitehorse has plenty to satiate adventurers of all stripes.

Whitehorse’s appeal extends beyond its trails and wilderness experiences. As host of the 2026 Arctic Summit, it is emerging as a key hub for Arctic tourism. The recently launched Arctic Canada Tourism Network, which brings together tourism partners from across Canada’s North, aims to encourage year-round visitation while supporting Indigenous-owned businesses, strengthening local economies and inspiring travellers to explore beyond the peak season.

Whitehorse and the Yukon feature as part of Intrepid’s new [16-day Wild Canada & Alaska itinerary](#), which includes an Indigenous-led tour of Whitehorse with a local Tlingit guide and Kluane First Nation member.

Some 10 million people visited neighbouring British Columbia in 2025, while Yukon welcomed just over half a million. With the opening of the massive Yukon Gathering Place convention centre planned for 2028 and investment into tourism infrastructure pouring in, Whitehorse is primed to become the next frontier of Canadian adventure travel.

Highlights

- Endless outdoor adventures within driving distance of town
- Indigenous-guided day hikes, city tours, museums and cultural experiences
- The ideal base for road trips into the wider Yukon region



With many Greek islands facing overtourism challenges, Alonnisos, home to Europe’s largest marine protected area, offers a quieter taste of island life.

A leading example of responsible island tourism, Alonnisos is a slice of paradise that plays host to an array of aquatic and land-based delights, including the endlessly entertaining – and endangered – Mediterranean monk seals.

Conservation efforts have been crucial to preserving the island’s ecosystem, while allowing visitors to appreciate all it has to offer. Where Skiathos serves as the archipelago’s vibrant tourist hub, Alonnisos is home to the National Marine Park of Alonnisos and Northern Sporades – Europe’s largest marine protected area. It welcomed just 70,000 visitors in 2024 versus Skiathos’ 500,000, and because Alonnisos is only accessible by ferry or private yacht, it helps to naturally limit tourist numbers.

With improved connectivity via neighbouring Skiathos and refreshed tourism infrastructure, Alonnisos is focusing on low-impact, nature-based tourism, while promoting cultural experiences that protect the environment and support the local community. It is one of five pilot destinations in the LIFE CEI

Greece circular economy program (which kicked off in 2019 and wraps up in 2027), which means beyond responsible tourism measures there’s also island-wide investment into recycling, biowaste management, desalination plants and renewable energy.

Forming part of the Northern Sporades archipelago in the Aegean Sea, Alonnisos is also the place to dive Greece’s first (and only) underwater museum – the Peristera shipwreck. A site dating back to 5th Century BC and only opened to the public in 2020, it’s known as the ‘Parthenon of Shipwrecks’ and is an excellent spot for keen divers to submerge themselves in the history and underwater wonders of the island.

On land, travellers will find a bounty of cultural treasures, including the Alonnisos Museum, (which features a collection of artefacts from the region’s pirate history), archaeological ruins, and the old town, Chora. Perched on the island’s highest point (essential positioning to avoid pirate raids!), the town serves up 360-degree panoramas and the

opportunity to sip an ice-cold lager while overlooking the Aegean Sea. Intrepid’s [8-day Sail Greece: Skiathos, Skopelos & Alonnisos](#) sailing trip is an immersive itinerary for anyone looking to dip their toe (or dive head-first) into the wonders of the region.

Taken as a whole, Alonnisos is a strong case study for how Mediterranean islands can seek to grow tourism without following the mass-market model plaguing more popular destinations.

Alonnisos demonstrates how tourism can contribute to nature conservation while creating meaningful experiences for visitors and supporting the local economy and community.”
— *Eleni Skarveli*

Greek National Tourism Office



Photo credit:
Municipality of
Alonnisos

ALONNISOS

Greece

EUROPE

Highlights

- Dive (or snorkel) into an underwater world and search for shipwrecks, dolphins and Mediterranean monk seals
- Take in 360-degree views from the old town, Chora
- Hike, swim and stand-up paddleboard to your heart’s content

Highlights

- Snorkel some of the world's most biodiverse reefs
- Summit Timor-Leste's highest peak, Mt. Ramelau (2,968m)
- Experience the blend of Portuguese, Indonesian and Austronesian culture

Timor-Leste is one of South East Asia's least-visited destinations. With improved flight routes on the horizon, its capital, Dili, is set to host a new generation of travellers seeking culture and outdoor adventure in equal measure.

A little under 100,000 travellers head to Timor-Leste annually, despite it being home to pristine reefs, eye-popping mountain ranges, striking coastlines and a rich cultural backbone. With Fiji receiving just under 1 million visitors in 2025, Timor-Leste is an intriguing alternative for those seeking an island-less-travelled in 2027.

Tourism is still in its early stages and Timor-Leste (and its capital, Dili) is building the foundations for a more robust tourism economy with a focus on considered growth, developed in

step with local communities. It was accepted into ASEAN (Association of Southeast Asian Nations) in 2025 after a 4-year application process, a membership that's paving the way to leverage tourism to diversify the economy, improve local infrastructure and attract broader investment.

Travellers keen to visit now will find a burgeoning destination brimming with possibilities and hope for the future. Beyond the modernisation of Dili's international airport, local carrier Aero Dili has recently introduced two

new flight routes from Kuala Lumpur and Darwin. This builds on its to its current destination network of Bali, Singapore, Xiamen and Fuzhou. Elsewhere, the Avenida de Portugal waterfront is undergoing an upgrade.

Culturally, Timor-Leste has a complex history, shaped by 400 years of Portuguese colonisation and subsequent Indonesian occupation. Today, sites such as Timorese Resistance Archive and Museum and Taibesi Market offer insights into Timor Leste's past and present.

Tourism here is still young. We are not a destination where everything has been built or polished for tourists, and I think that is one of our biggest strengths. You need to come with an open mind and a heart for adventure — but that is also where some of the best experiences come from.”

— *Anas Madeira*

Intrepid Travel Tour
Leader, Timor-Leste



DILI

Timor-Leste





Photo credit: The Pekoe Trail Organisation

PEKOE TRAIL

ASIA

Sri Lanka

Relaxed visa rules and new flight routes mean Sri Lanka's first long-distance walking trail – encompassing tea estates, cloud forests, mountains, rivers, remote villages and World Heritage landscapes – is more accessible than ever.

Intentionally developed as a community-led tourism initiative, Sri Lanka's Pekoe Trail is a 300 kilometre route connecting a plethora of the country's natural and cultural gems across 22 stages. Beyond all the things you can see and do on the trail, the act of hiking itself forces travellers to slow down and become a part of the scene – not just a fleeting visitor.

The trail is already receiving global recognition – it was recently shortlisted for the Trail Tourism Award at the World Trails Awards. You needn't worry about crowds though. Over the past year, just 9,589 trail passes have been sold. To put that into perspective, Spain's famous Camino de Santiago route recorded over 500,000 travellers in 2025 alone.

The trail is overseen by the non-profit Pekoe Trail Organisation, which is set up to support local communities, protect habitats and spread the benefits of tourism into rural areas.

While progress is still ongoing, the trail aims to disperse tourism revenue across all stages, encompassing dozens of

Capturing the essence of what makes Sri Lanka so unique, the Pekoe Trail brings together breathtaking natural beauty, warm hill-country communities and a gentle, more thoughtful way to experience the land.”
— *Pramali Fernando*

**Intrepid Travel Sri Lanka
Destination Product Manager**

villages and helping to create new income opportunities for local guesthouses, cafes, guides, artisans, transport providers, farmers and community enterprises.

Each stage presents exciting new cultural and natural encounters – with mountainous landscapes, tea

plantations, rivers, waterfalls, cloud forests, remote villages, Buddhist temples and abundant wildlife, including langurs, deer, giant squirrels, butterflies, dragonflies and countless birds.

Proximity to the UNESCO World Heritage-listed Horton Plains National Park means hikers can get familiar with endemic species found nowhere else on Earth, and landmarks like World's End and Baker's Falls will give you plenty to talk about when you get home. Intrepid's new [10-day Hike Sri Lanka's Pekoe Trail](#) itinerary is the perfect drop-in point for hikers of all abilities.

With family-run guesthouses, homestays, and locally-owned cafes spread along the trail, cultural immersion comes as part of the experience, not an optional add-on. Relaxed visa rules and new international flight routes to Sri Lanka, including Jetstar's new direct Melbourne-Colombo service, should be all the encouragement hikers need to step onto the Pekoe Trail in 2027.

Highlights

- A singular hiking experience for travellers keen to experience Sri Lanka's natural beauty
- With family-run guesthouses and homestays spread along the trail, cultural immersion is hardwired into the experience
- Helps to spread the benefits of tourism to rural communities along the route

Latvia's beach city will become a European Capital of Culture in 2027: welcome to the Baltic Mediterranean.

With Latvia's tourism strategy aiming to encourage visitors to go beyond Riga and stay a little longer, destinations like Liepāja – a seaside hideaway – offer the perfect solution.

Home to an eight-kilometre stretch of white-sand beach, Liepāja is billed as the 'Baltic alternative to the Mediterranean', a description it more than lives up to. The city will become a European Capital of Culture in 2027, a designation given by the European Union that will see over 500 cultural events across Liepāja and neighbouring Kurzeme and Kuldīga. Expect international exhibitions, concerts, theatre, festivals, and public art installations – as well as the launch of new walking routes and community-led cultural experiences.

Liepāja has never been a city that follows the crowd. Shaped by the Baltic Sea, creativity and a spirit of restless innovation, it offers visitors an authentic experience where culture, nature and local life exist in perfect balance.”

— *Inta Šorina*

Chairperson of the Board, Liepāja 2027

Comparable to Dubrovnik, which sees roughly a million visitors a year, just 119,840 tourists spent a night in Liepāja in 2025 – a figure that leaves ample room for crowd-free adventures, whether through the historic city streets or on the seemingly endless beachfront.

Beyond the beach, the Seaside Park (one of the largest planted parks in Latvia) was originally planned as a spa resort, and now offers visitors a beautiful setting to relax and unwind in. Lake Liepāja is a birdwatchers paradise, and its wet meadows are a 'Natura 2,000' protected area of European importance where keen twitchers will find nearly 80 different bird species.

For culture buffs, the 'Great Amber' Concert Hall, Holy Trinity Cathedral and Liepāja Museum offer ample opportunity for your art and history fix.

Strong tourist infrastructure combined with comparably low visitation means visitors to Liepāja can enjoy all its natural, cultural and historical wonders without having to wrestle through crowds. And its imminent Capital of Culture status may soon see this lesser-known gem jump onto the radar of travellers the world over.



LIEPĀJA

Latvia

EUROPE

Highlights

- Experience the 'Baltic Mediterranean' on an eight-kilometre white-sand beach
- Hit the town and explore cathedrals, museums and the 'Great Amber' iconic concert hall
- Revel in over 500 'Capital of Culture' events and activities through 2027

Rumour has it that the *real* road less-travelled runs 1,240 kilometres through Chilean Patagonia – and goes by the name of Carretera Austral.

The Carretera Austral, or ‘Route 7’ as it’s known to the locals, has to date been less a road and more a partially paved highway – and it’s one of South America’s best-kept secrets. Those with a taste for slightly more turbulent tarmac will be richly rewarded by embarking on this epic route through Chilean Patagonia.

This overland journey slices through the Aysén region in Chile’s South. It is a make-your-own-adventure of the highest order – beyond the thrill of the drive itself, you can stop for ample hiking, kayaking, fly fishing, eating, drinking, national park-ing and glacier-

visiting – far from the tourist throngs. Compared to Patagonia’s popular Torres del Paine or the iconic Route 40 which passes through El Chaltén, this wedge of Northern Patagonia provides ample room to exhale.

You could choose to traverse the Chaitén Volcano, which erupted as recently as 2008. Or go off-grid in the ancient Valdivian rainforests of Pumalín National Park (or see a ‘hanging glacier’ at Queulat National Park). You might stroll through Antarctic beech and lenga forests en route to a turquoise lagoon, or kayak through the Marble Chapels

on General Carrera Lake. There’ll be condors, too, if you know where to look.

The route is dotted with places to stay, from basic campsites to self-contained cabins, family-run guesthouses and small local hotels. It is possible to drive most sections of the Carretera Austral in a regular car, providing you’re careful (though a 4WD is highly recommended), and the route can be completed in 7 to 10 days.

Despite the slightly foreboding trip notes regarding the road, the government began implementing a road improvement plan in

“The Carretera Austral is one of Chile’s most valuable natural and cultural assets, connecting diverse ecosystems and making this part of Patagonia truly unique.”
— *Claudio Montecinos*

Director, Sernatur Aysén

2026, with more than CLP800 billion (£636 million) committed improving infrastructure and connectivity across the region. Backed by one of Chile’s largest infrastructure investment programs in decades, road-trippers who do decide to tackle the Carretera Austral in 2027 will find this remote region easier to reach.



Photo credit:
Sernatur Aysén



Highlights

- Drive the length of one of South America’s greatest road trips
- Endless options to explore national parks, glaciers, forests, volcanoes, lakes and rivers
- Explore Chilean Patagonia at your own pace, far from the tourist throngs

CARRETERA AUSTRAL

Chile

SOUTH AMERICA



Photo credits: West Sweden Tourist Board / Henrik Trygg
West Sweden Tourist Board / Jonas Ingman



DALSLAND

Sweden



A new rail link has made it easier than ever for travellers to explore Sweden's 'Lake District', with kayaking, hiking, wild camping and epic gravel biking all on offer.

If you picture Sweden's 'Lake District' in your mind, there's a strong chance you're picturing exactly what Dalsland looks like. Located in West Sweden, close to the border with Norway, this under-explored part of the country boasts over 2,000 lakes set amongst lush forests, granite canyons and high plateaus. Dalsland hosted just 320,000 visitors in 2025 – a fraction of the almost 16 million that travelled to Stockholm during the same period.

The launch of a 600-kilometre direct rail link between Malmö and Oslo in June 2026 means Dalsland is now more accessible than ever, and a new destination strategy for the region positions it as 'Europe's Nearest Wilderness'. The final leg of the train journey, known as the Dalsland Wilderness Plateau, navigates ancient taiga forests and glacial finger lakes.

Just two hours from Gothenburg and Oslo, Dalsland is an established gravel biking destination, with more than 850 kilometres of gravel roads, 17 circular routes and an expansive network of bike-friendly accommodation and pit stops. The country's Right of Public Access laws mean wild camping is absolutely on the menu, so gravel bikers and hikers alike can set up camp wherever their heart desires (providing you follow the rules).

If wild camping isn't your thing, Dalsland also features plenty of local accommodation options run by local, small-scale operators, including the unique '72 Hour Cabins' designed to reduce stress through nature immersion. Many local businesses have also committed to the 'Stepping up Sustainability' initiative, which prioritises minimal environmental impact and maximum community benefit.

“When people find their way to Dalsland, they are often surprised by how much there is to experience in a place that still feels so unspoilt and unexplored.”
— *Lotta Edin-Johansson*

**CEO, Visit Dalsland AB
& Dalslands Canal AB**

While there's plenty to see and do in Dalsland, the drawcard isn't so much a specific sight, destination or highlight – it's the opportunity to travel slowly and the type of freedom that is hard to come by in the modern age.

Highlights

- Experience a 'remote' wilderness feeling just two hours from Gothenburg and Oslo
- Explore over 850 kilometres of under-visited gravel bike trails
- Canoe, kayak and hike your way through a network of over 2,000 lakes

Methodology

The 2027 Not Hot List highlights ten destinations that are overlooked by mainstream travellers yet poised for gradual growth in 2027. These are places with untapped appeal, community-led tourism ambitions and new developments to draw more visitors for the year ahead.

Our goal is to spotlight lesser-known regions that will benefit from well-managed tourism.

Selection criteria

The list was developed using insights from Intrepid's extensive global network of local leaders and destination experts, spanning more than 30 offices across six continents, and informed by independent research from trend forecasting agency Globetrender.

Each destination was assessed against three key criteria, supported by both data and expert insight:

- **Less-visited** – Low awareness and visitor numbers compared with nearby or similar destinations.
- **Tourism readiness** – Ability to welcome growing visitor numbers responsibly through strong infrastructure, community alignment, and sustainable destination planning.
- **New in 2027** – New initiatives, improved connectivity, major events, launches or infrastructure developments that give travellers a compelling reason to visit in 2027.

Research process

The following quantitative and qualitative inputs were combined:

- **Local insights** – Contextualised by Intrepid's local leaders, in-country teams and national tourism boards to ensure it is truly representative of local people and their vision to disperse and diversify tourism in their countries.
- **Tourism data** – 2025 international arrival figures, growth rates and comparisons to regional benchmarks.
- **Readiness indicators** – Infrastructure projects, air connectivity, accommodation capacity and environmental protections.
- **Economic context** – International visitor spending and GDP contribution from tourism.
- **Media scan** – Review of current coverage to identify underexposed destinations with strong storytelling potential.

Shortlisting and refinement

Destinations were put forward by Intrepid's local experts, alongside recommendations from Globetrender. These destinations were shortlisted against the core criteria, with qualitative notes on overtourism risk, safety, accessibility and media fit. Destinations were removed if they lacked topical news for 2027, had insufficient infrastructure or were deemed too environmentally fragile for promotion. The final ten reflect a balance of continents, trip types and narratives – from cultural capitals to emerging adventure hubs.

Editorial judgement

While informed by statistics, the Not Hot List is not a scientific ranking. It blends numbers with human judgement, industry expertise and local insights.

