



Where Is Everyone Travelling in 2027? 10 Places Already Trending

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Paris, Rome and Santorini will always have a place on our travel wish lists. But if youâ??re wondering where travellers are setting their sights **next**, 2027 is shaping up to be an exciting year.

Weâ??re seeing growing interest in destinations that offer more than a beautiful photo: incredible food, immersive culture, outdoor adventures and the chance to experience somewhere that still feels a little unexpected.

So, where should you be looking for your next trip?

Here are **10 places to have on your radar for 2027**.



1. Okinawa, Japan

Go for: Tropical beaches, Japanese culture and a completely different side of Japan.

Tokyo and Kyoto may get most of the attention, but Okinawa is quickly becoming one of Japan's most exciting destinations.

This island prefecture feels worlds away from Tokyo's neon lights. Think white-sand beaches, turquoise water, coral reefs, subtropical forests and a distinct [Ryukyuan culture](#) – all with the hospitality and incredible food Japan is known for.

It's perfect for travellers who want to experience Japan but also want a few days where the itinerary consists mostly of *beach, swim, eat, repeat*.

Don't miss: Island hopping, snorkelling in crystal-clear water and trying Okinawan cuisine.

Best for: Couples, beach lovers and travellers returning to Japan for a second trip.

2. Tirana & the Albanian Riviera, Albania

Go for: Mediterranean beaches, affordability and an emerging European hotspot.

If Croatia and Greece are already on your list, Albania deserves a look too.

Start in colourful Tirana before heading south toward the Albanian Riviera, where places like Himarë and Ksamil deliver sparkling Ionian water, beach clubs and beautiful coastal scenery.

Albania is increasingly attracting travellers looking for the Mediterranean experience without automatically choosing Europe's most famous summer destinations.

Don't miss: Driving the coastal route and stopping at beaches and small seaside towns along the way.

Best for: Couples, friend trips, road-trippers and travellers looking for something different in Europe.





3. Phu Quoc, Vietnam

Go for: Beaches, resorts, seafood and tropical island life.

Vietnam is already a favourite for culture and food â?? but Phu Quoc shows off its tropical side.

Located off Vietnamâ??s southern coast, the island is filled with beaches, resorts, night markets and warm water. It also makes an interesting addition to a longer Vietnam itinerary.

Spend the first half of your trip exploring busy cities, temples and street-food stalls, then finish it barefoot on the beach.

Donâ??t miss: The night markets, island hopping and a sunset over the Gulf of Thailand.

Best for: Couples, honeymooners and travellers who want sightseeing *and* relaxation.

4. Oslo, Norway

Go for: Nordic cool, waterfront culture and easy access to Norway's incredible scenery.

Oslo is having a moment and 2027 is a great time to discover why.

Norway's capital blends sleek Scandinavian design with nature in a way few cities can. Spend the morning exploring world-class museums and striking modern architecture, wander along the waterfront at Aker Brygge, then finish the day with a floating sauna overlooking the Oslo Fjord.

The city is also an ideal starting point for a bigger Norwegian adventure. From Oslo, you can continue toward Bergen, dramatic fjords and some of the country's most spectacular landscapes by train, cruise or road trip.

Don't miss: [The Oslo Opera House](#), [MUNCH Museum](#), Vigeland Sculpture Park, a floating sauna and a cruise on the Oslo Fjord.

Best for: Nature lovers, design enthusiasts, foodies and travellers looking for a stylish European city break with an outdoorsy twist.





5. Cape Town, South Africa

Go for: Mountains, beaches, wine, and great food.

Cape Town is one of those rare cities where you can look at your itinerary and wonder how all of these experiences possibly belong to the same vacation.

Take the cable car up Table Mountain. Explore the coastline. Visit colourful Bo-Kaap. Spend a day tasting wine in nearby Stellenbosch and Franschhoek.

Don't miss: Cape Winelands and Cape Point

Best for: Couples, honeymooners, foodies, wine lovers and adventure travellers.

6. Hong Kong

Go for: Food, skyline views, shopping and nonstop energy.

Hong Kong is one of the destinations being tipped for increased interest in 2027 â?? and itâ??s easy to understand why.

Itâ??s a city of contrasts: futuristic skyscrapers and traditional temples, Michelin-starred restaurants and tiny dim sum shops, packed streets and surprisingly peaceful hiking trails.

Donâ??t miss: Victoria Peak, a ride on the Star Ferry, the cityâ??s street markets and as much dim sum as humanly possible.

Best for: Foodies, city lovers and travellers planning a larger Asia itinerary.





7. Istanbul, Türkiye

Go for: Food, history, bazaars and two continents in one trip.

Few cities make an entrance quite like Istanbul.

Here, Europe and Asia meet across the Bosphorus, centuries-old mosques sit alongside trendy restaurants and caf  s, and an afternoon can easily disappear while wandering through the Grand Bazaar.

And Istanbul doesn  t have to be the entire vacation.

Continue to Cappadocia for that famous sunrise hot-air-balloon experience or head toward T  rkiye  s Mediterranean coast for a completely different side of the country.

Don  t miss: Hagia Sophia, the Blue Mosque, the Grand Bazaar and a Bosphorus cruise.

Best for: Foodies, history lovers, couples and photographers.

8. Kyoto, Japan

Go for: Temples, gardens, food and timeless Japanese culture.

Yes, Japan gets two spots on our list â?? because the experiences couldnâ??t be more different.

Kyoto is the Japan many travellers dream about before they ever arrive: peaceful temples, bamboo forests, traditional neighbourhoods, tea houses and seasonal landscapes that look almost unreal.

Spring brings cherry blossoms; autumn transforms temples and gardens with brilliant red and orange foliage.

But donâ??t rush through Kyoto just to check attractions off a list. Some of the best moments happen when you wander down a quiet side street with nowhere in particular to be.

Donâ??t miss: Fushimi Inari, Arashiyama and an early morning walk through Gion.

Best for: Culture lovers, photographers, foodies and first-time visitors to Japan.





9. San Miguel de Allende, Mexico

Go for: Colourful architecture, incredible food, art and romantic atmosphere.

Thereâ??s much more to Mexico than a beach vacation.

San Miguel de Allende offers cobblestone streets, rooftop restaurants, galleries, colourful colonial architecture and one of the most photogenic city centres in the country.

Itâ??s the kind of place where the vacation isnâ??t necessarily about rushing between attractions.

Itâ??s about long lunches, wandering without a map, finding a beautiful courtyard bar and staying on the rooftop for one more drink because the sunset is *that* good.

Donâ??t miss: Sunset near Parroquia de San Miguel Arc  ngel and dinner on a rooftop overlooking the city.

Best for: Couples, foodies, girlsâ?? trips and culture lovers.

10. Hobart, Tasmania

Go for: Food, nature, wine and a less-expected Australian adventure.

Sydney and Melbourne might be Australia's headline acts, but Hobart offers something completely different.

Tasmania's capital combines a small-city atmosphere with incredible access to wilderness, wineries, seafood and dramatic landscapes.

Explore Salamanca Market, visit MONA, sample local produce and then use Hobart as your starting point for discovering more of Tasmania.

For travellers who have already done Australia's classic east-coast itinerary, this could be the perfect reason to come back.

Don't miss: MONA, Salamanca Market and a road trip through Tasmania.

Best for: Foodies, nature lovers, road-trippers and repeat visitors to Australia.



So, Where Will 2027 Take You?

The biggest travel trend weâ??re watching isnâ??t just about where people are going.

Itâ??s about why theyâ??re going.

Travellers want to come home with stories: swimming in turquoise water off Okinawa, watching a solar eclipse over Luxor, tasting wine outside Cape Town, eating dim sum in Hong Kong or wandering through the temples of Kyoto.

And some of the most memorable trips are the ones you start planning before everyone else does.

Ready to start planning your 2027 adventure?

Whether one of these destinations caught your eye or you have somewhere completely different in mind, a Travel Masters advisor can help turn your ideas into the right trip â?? from flights and

accommodations to tours, cruises and unforgettable experiences.

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