

THE ZOE REPORT

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(Travel)

The Destination Dupe Travel Trend Is Taking Over For 2024

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Consider the alternative.

In the digital age, the rising trend of "destination dupes" has gained momentum across online platforms, as travelers, weary of excessive crowds and soaring price tags, yearn for a more authentic experience. Particularly in the aftermath of the pandemic, countries such as Greece, Italy, and Bali witnessed a surge in tourism, leading to overcrowding at popular attractions and posing challenges to the environment and local communities. While the financial benefits of traveling off the beaten path are certainly appealing, the true essence lies in the opportunity to interact with locals in a more genuine and meaningful way.

Promoting responsible travel and highlighting lesser-known destinations are crucial steps in mitigating the adverse effects of over-tourism. An influx of visitors not only threatens the cultural authenticity of these places but also the livelihoods of the people who call them home, often resulting in increased living costs and a loss of community identity. Thanks to our team of experts, these carefully curated destination dupes offer an opportunity to escape the pitfalls of over-tourism, explore unscathed landscapes, and immerse yourself in the authenticity of less visited locales.

Instead Of Mexico City, Visit Guadalajara



Photo courtesy of Guadalajara Tourism

“Guadalajara has the same charm, great food, and cultural scene that Mexico City has but it flies under the radar,” explains Leila Najafi, a freelance travel writer and FORA travel advisor. Renowned as the birthplace of mariachi music and tequila, Guadalajara exudes a lively atmosphere with its traditional markets, historic architecture, and lively plazas. “For a quick day trip, drive to Tequila town and take a distillery tour to watch how the spirit is made,” says Najafi. After immersing yourself in the essence of Guadalajara, let the mariachi bands serenade you in the iconic Plaza de los Mariachis, while the Mercado Libertad, one of the largest indoor markets in Latin America, provides a sensory feast with its vibrant colors and diverse array of goods.