

# The New Art of the Travel Detour

WHY 2025'S SAVVY TRAVELERS ARE TAKING THE LONG WAY ROUND

The age-old travel debate of “beaten path versus off-track adventure” is taking an unexpected turn in 2025. Rather than choosing between traditional hotspots and hidden gems, travelers are increasingly saying: Why not both?

Enter the “detour” trend – a travel phenomenon where visitors to major destinations are deliberately building side trips into their itineraries, creating richer, more nuanced travel experiences. According to recent Expedia data, 63 percent of travelers are planning to incorporate these “detour destinations” into their next vacation.

## Reimagining the Day Trip

“It’s about maximizing the travel experience without completely abandoning the comfort of familiar destinations,” explains Maria Chen, a travel behavior analyst. “Travelers want the security of proven destinations but crave the thrill of discovery. The detour trend elegantly satisfies both desires.”

Consider Venice, one of Europe’s most visited cities. While tourists continue to flock to its famous canals, many are now adding day trips to lesser-known gems like Burano, known for its lace-making and rainbow-colored houses, or Treviso, with its medieval walls and sophisticated culinary scene. These detours provide breathing room from overcrowded tourist centers while offering authentic local experiences.

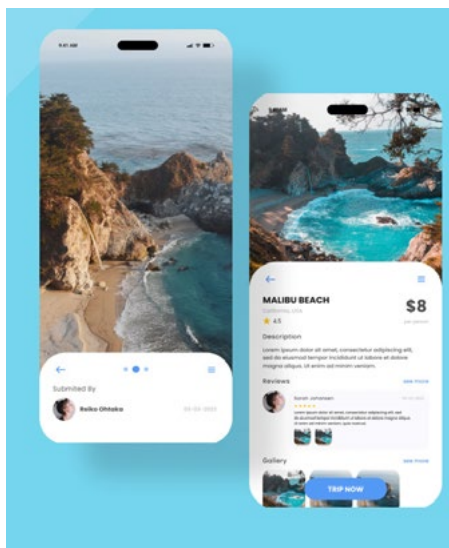
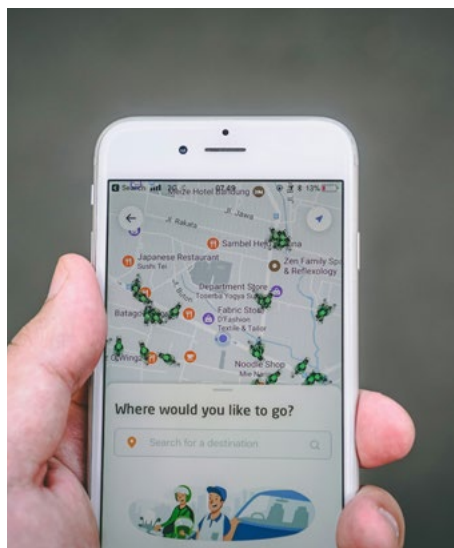




## The Economics of Exploration

This trend isn't just reshaping itineraries – it's transforming local economies. Small towns and attractions within a few hours of major tourist hubs are seeing unprecedented interest. Local businesses are adapting, with many offering specialized "detour packages" designed for day-trippers from nearby tourist centers.

"We're seeing a ripple effect in tourism spending," notes James Thompson, a tourism economist. "These secondary destinations are benefiting from the overflow of traditional tourist hotspots, creating more sustainable tourism patterns."



## The Technology Factor

Modern travel apps and improved transportation infrastructure have made detour travel more accessible than ever. Real-time translation tools, navigation apps, and crowd-sourced reviews have reduced the uncertainty of venturing into lesser-known territories.

High-speed rail connections and improved regional transport networks mean these side adventures don't require significant additional planning.

## Looking Ahead

As we move deeper into 2025, the detour trend shows no signs of slowing. Travel industry experts predict this could lead to more balanced tourism development, where the benefits of international travel are distributed beyond the usual tourist magnets.

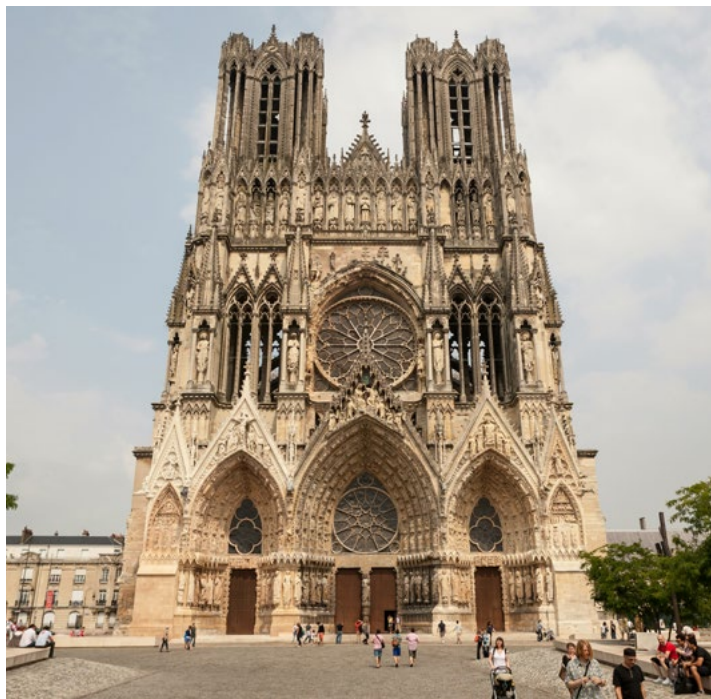
For travelers planning their next adventure, the message is clear: sometimes the best memories lie just a little off the main route. The key is not to skip the classics but to enhance them with thoughtfully chosen detours that add depth and surprise to the travel experience.

Whether it's pairing Paris with a day trip to Chantilly, or Tokyo with an excursion to Kamakura, 2025's travelers are discovering that the joy of travel often lies in these carefully planned diversions. After all, sometimes the best way to appreciate a destination is to briefly leave it behind.



## FEATURES

Expedia's latest travel trends highlight a growing interest in "Detour Destinations"—lesser-known locales near popular tourist spots that offer unique experiences without the usual crowds. Here are the top 10 Detour Destinations for 2025:



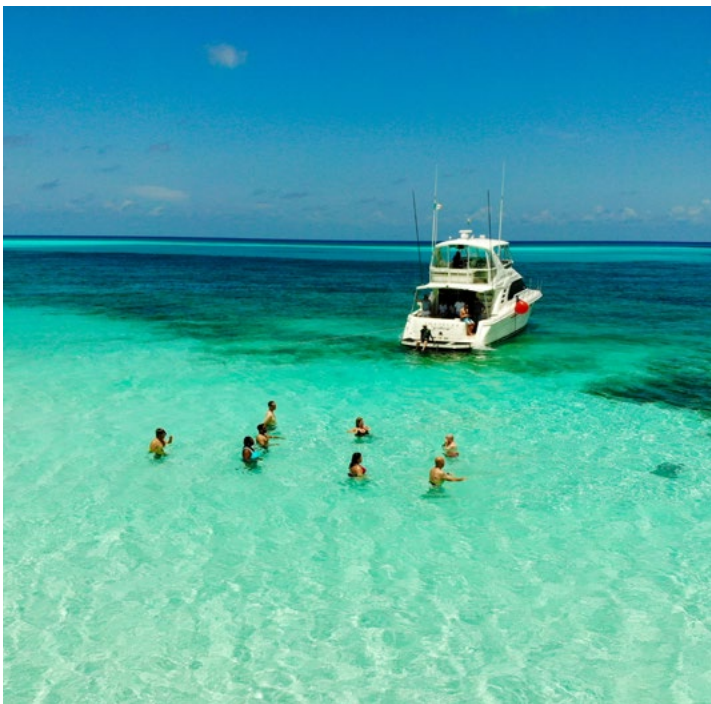
### Reims, France (Detour from Paris)

Renowned as France's unofficial champagne capital, Reims boasts historic sites like the UNESCO-listed Cathédrale Notre-Dame de Reims and numerous champagne houses offering tastings and tours.



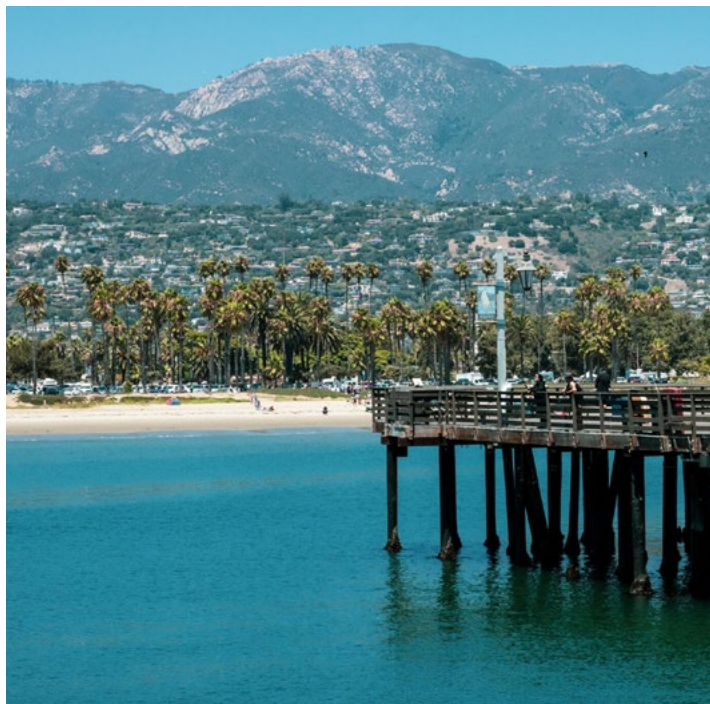
### Brescia, Italy (Detour from Milan)

Nestled between Lake Garda and Lake Iseo, Brescia is rich in history with significant Roman ruins, a medieval castle, and a vibrant cultural scene, making it a charming alternative to Milan.



### Cozumel, Mexico (Detour from Cancún)

This serene island in the Caribbean is a paradise for nature lovers, offering exceptional scuba diving and snorkeling opportunities in the Mesoamerican Reef and the Arrecifes de Cozumel National Park.



### Santa Barbara, California, USA

Known for its Spanish Mission architecture, farm-to-table culinary scene, and proximity to the Santa Ynez Mountains, Santa Barbara provides a sophisticated yet laid-back coastal experience.





### Waikato, New Zealand (Detour from Auckland)

Home to the famous Hobbiton Movie Set, Waikato offers lush landscapes, underground wonders like the Waitomo Glowworm Caves, and rich Maori culture, all within easy reach of Auckland.



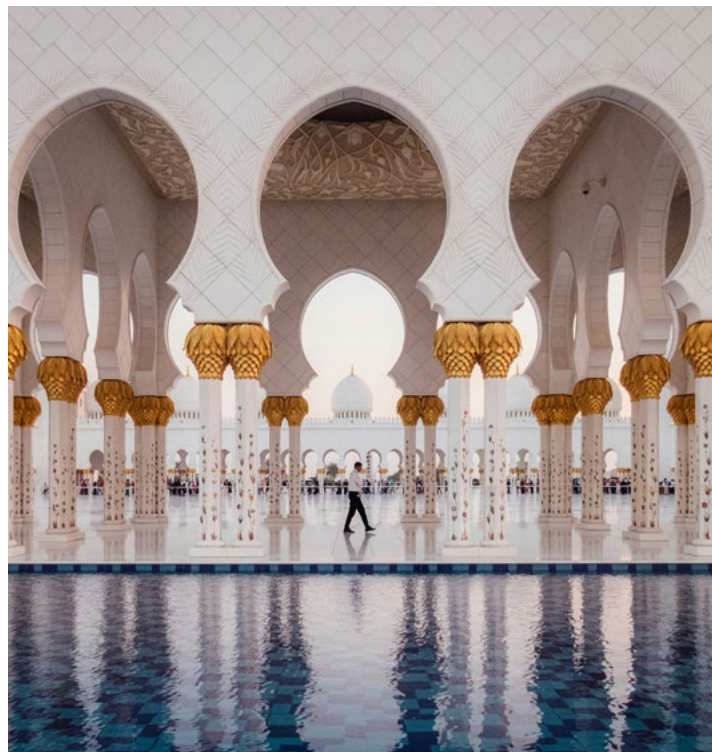
### Fukuoka, Japan (Detour from Tokyo)

As a gateway to Kyushu, Fukuoka is celebrated for its yatai food stalls, ancient temples, and beaches, providing a blend of urban excitement and traditional charm.



### Girona, Spain (Detour from Barcelona)

With its well-preserved medieval architecture, vibrant culinary scene, and historic sites like the Girona Cathedral, this Catalan city offers a tranquil escape from Barcelona's hustle.



### Abu Dhabi, UAE (Detour from Dubai)

Quieter than its neighbor Dubai, Abu Dhabi focuses on U.A.E. heritage and big-hitter cultural institutions, including the Sheikh Zayed Grand Mosque and the Louvre Abu Dhabi.



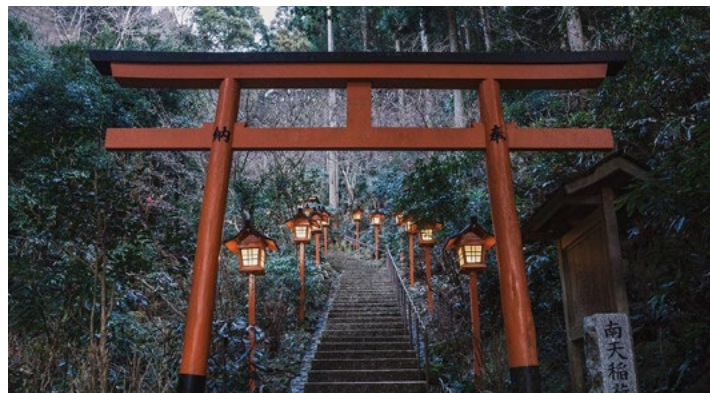
# Top Tips for Planning 'Detour' Trips While Traveling

Exploring detour destinations is a fantastic way to discover unique spots, avoid overcrowded tourist hubs, and immerse yourself in authentic experiences. Here's a list of tips to help you plan your detour trips effectively:

## Research Nearby Hidden Gems



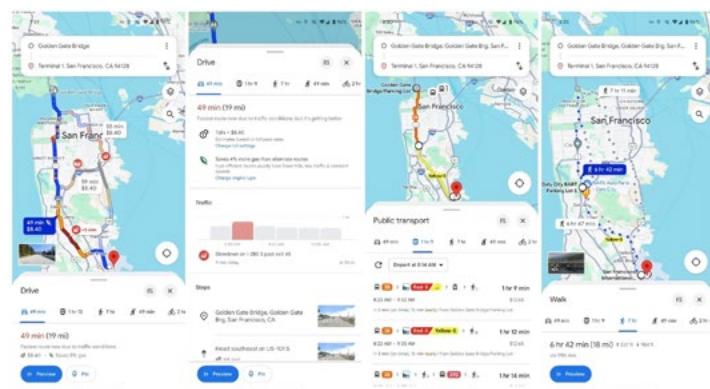
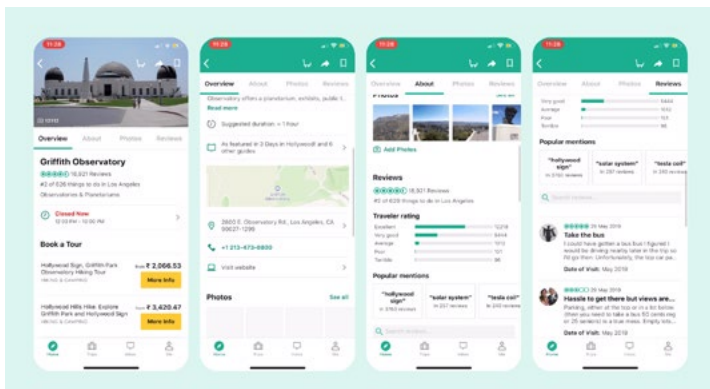
*Parc de la Patte d'Oie, Reims, France*



*Nanzo-in Temple, Fukuoka, Japan*

Look for lesser-known towns, landmarks, or attractions near your primary destination. Search for “hidden gems near [destination]” or ask locals for recommendations.

## Use Travel Apps and Forums



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## Check Accessibility



Before heading out, verify the transportation options. Look into public transport, car rentals, or local tours to ensure your detour is easy to reach and fits your schedule.

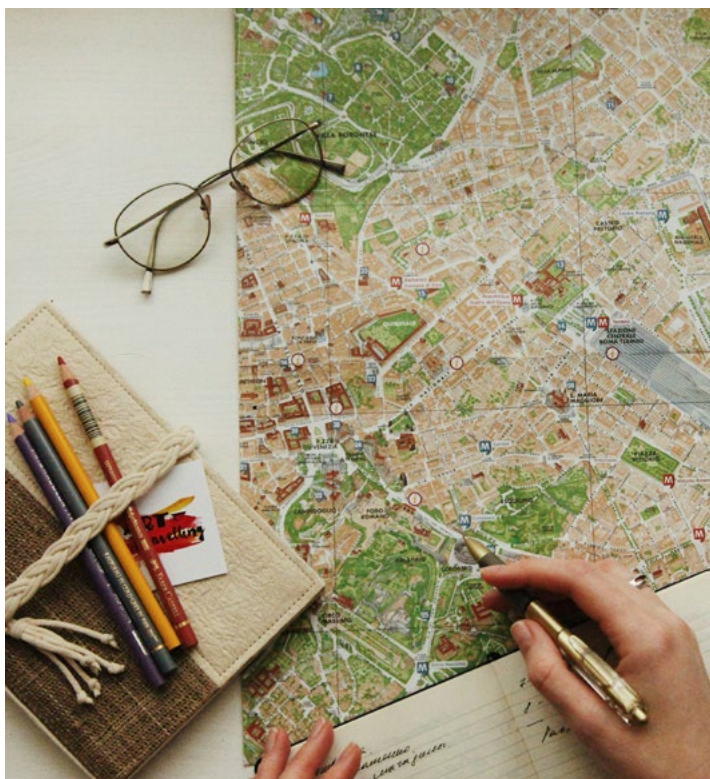


## Budget Wisely



Detours can be cost-effective, but don't forget to account for transportation, entry fees, and meals. Look for package deals or day-trip offers that might bundle activities at a lower price.

## Embrace Flexibility



Some detour destinations may require you to adapt your plans. Be open to adjusting your schedule or exploring spontaneously if something catches your eye.