



7 Popular Travel Destinations (And Where to Go Instead)

Written by **Lilit Marcus** • September 16, 2016

14 PHOTOS



Is it possible for a place to be loved *too* much? While some cities and countries remain stars year after year and rely on tourism to make money, others are reconsidering their approach to hosting guests and, in some cases, cutting back significantly. As popular destinations like Barcelona, Santorini, and Bhutan move to limit the number of tourists able to visit, we recommend a few equally-great alternatives where you're less likely to be charged a "tourist tax."



Where You're Going Now: Reykjavik



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In the past few decades, [Reykjavik](#) has gone from relative backwater to bona fide hotspot. The problem? The world's northernmost national capital is also a small one, and it has gotten too crowded. Iceland is pursuing regulations that would [cap the number of Airbnb rentals](#) allowed in the country, which in turn would reduce the number of people able to visit. While Reykjavik, unlike Cinque Terre, hasn't settled on an exact maximum number of visitors yet, travelers are encouraged to check out other parts of the country or fly into Akureyri Airport in the north instead of busy Keflavik.

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Where to Go Next: Helsinki



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If northern Europe is still on your bucket list, head to underrated Helsinki, whose [Nordic cuisine](#) (reindeer jerky, anyone?) and [vibrant design scene](#) make it a great bargain for culture lovers and foodies alike. And visiting just got way easier, thanks to [FinnAir's new Helsinki stopover program](#), which lets travelers going between Europe and North America spend a few days in Helsinki for free and add on one other eastern European stopover for just \$100 more.

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