Agoda Reveals Asia’s Top Rural Escapes: Munnar Shines Among Highland Favorites

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Digital travel platform Agoda has revealed its list of top rural destinations in Asia, and Kerala’s scenic hill station Munnar has secured a coveted spot in the top eight. With its sprawling tea plantations, mist-clad hills, and tranquil environment, Munnar is drawing travelers seeking immersive experiences in nature away from the bustle of India’s major cities.



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Rural destinations, particularly those nestled in mountains and hillsides, are gaining popularity among travelers seeking to immerse themselves in local culture and natural beauty. These charming highland locales offer a slower pace of life, allowing visitors to unwind and connect with the environment, away from the hustle and bustle of crowded urban hubs.

Agoda’s data, which ranks destinations across eight markets in Asia with a population under 50,000 based on accommodation searches made on Agoda between 15 February to 15 August 2025, revealed that Malaysia’s Cameron Highlands took the crown for the most popular rural destination in Asia, followed by Khao Yai (Thailand) and Puncak (Indonesia) in the top three. In addition, Fujikawaguchiko (Japan), Kenting (Taiwan), Sapa (Vietnam), Munnar (India) and Pyeongchang-gun (South Korea) rounded out the top eight rural destinations in Asia.

From the expansive tea plantations of Munnar in Kerala, India to the lush landscapes of Cameron Highlands in Malaysia, these secluded spots provide a distinct flavor and promise a refreshing escape from city life.

Cameron Highlands (Malaysia)
Nestled in the heart of Malaysia, Cameron Highlands is renowned for its cool climate and stunning tea plantations. Travelers can explore lush green landscapes, visit vibrant flower gardens, and enjoy fresh produce from local farms. The highlands offer a peaceful retreat with opportunities for hiking and exploring charming villages.

Khao Yai (Thailand)
Khao Yai is a nature lovers paradise, home to Thailands oldest national park. Visitors can embark on wildlife safaris, explore waterfalls, and enjoy panoramic views from scenic

viewpoints. The regions rich biodiversity and outdoor activities make it a must-visit for adventure seekers.

Puncak (Indonesia)
Located in West Java, Puncak is famous for its breathtaking mountain views and tea plantations. Travelers can enjoy a refreshing escape from the city, with opportunities for hiking, paragliding, and exploring local markets. The cool climate and natural beauty make Puncak a popular weekend getaway.

Fujikawaguchiko (Japan)
Situated near Mount Fuji, Fujikawaguchiko offers stunning views of Japans iconic peak. Visitors can relax in hot springs, explore traditional Japanese gardens, and enjoy seasonal festivals. The towns proximity to Mount Fuji makes it an ideal base for exploring the regions natural wonders.

Kenting (Taiwan)
Kenting is a coastal gem known for its pristine beaches and vibrant marine life. Travelers can enjoy water sports, explore coral reefs, and relax on sandy shores. The regions national park offers hiking trails and scenic viewpoints, making it a perfect destination for nature enthusiasts.

Sapa (Vietnam)
Sapa is a mountainous destination famous for its terraced rice fields and local villages. Visitors can trek through stunning landscapes, experience the unique culture, and enjoy breathtaking views of the Hong Lin Son mountain range. Sapas unrivaled charm and cultural richness make it a must-visit destination.

Munnar (India)
Munnar is a hill station in Kerala known for its tea plantations and misty mountains. Travelers can explore lush green hills, visit tea museums, and enjoy wildlife sanctuaries. The regions cool climate and natural beauty offer

a tranquil escape from the hustle and bustle of city life.

Pyeongchang-gun (South Korea)
Pyeongchang-gun is a winter wonderland, famous for hosting the 2018 Winter Olympics. Visitors can enjoy skiing, snowboarding, and other winter sports. The regions beautiful landscapes and cultural attractions make it a year-round destination for travelers seeking adventure and relaxation.

Gaurav Malik, Country Director, Indian Subcontinent & Indian Ocean Islands, said, "*Indian travelers are increasingly looking beyond big cities and turning to rural escapes that offer both natural beauty and cultural richness. Munnar, with its tea gardens, misty hills, and wildlife, emerged to be a favorite among those seeking a peaceful yet immersive getaway. At Agoda, we are making these journeys seamless with a wide range of stays, flights, and curated experiences that bring travelers closer to India's most charming rural destinations*."

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