

A Hidden Colombian Gem – The Beauty of the Undiscovered

In the age of social media, it sometimes feels like the world is shrinking, not because distances are shorter, but because every corner seems already photographed, tagged, and posted. Instagram has made it easy to find the next “must-see” destination, but in doing so, it has also changed the way we travel.

Now, many places become famous overnight. Crowds arrive, photos are taken, and before we know it, the quiet essence that made those places special begins to fade. Sometimes it feels that people show up for the selfie, not for the experience. As a result, the magic gets replaced by noise, traffic, and crowds with their cell phone – it is rare seeing people with a real camera nowadays!

That’s why finding a mostly undiscovered place and not trendy feels like such a gift to the curious.

Recently, we stumbled upon one of those rare places: a small town nestled deep in the mountains of the Colombian Cordillera Central. This town, which will remain nameless, is as a colonial town, with colorful facades, balconies overflowing with flowers, and narrow walkable – and steep – streets. But unlike the better-known colonial towns, this one remains mostly untouched by tourism.

In this secret town, we didn’t see crowds or people constantly taking a selfie in the middle of the plaza (although we did get a selfie). Likewise, we were not being hassled every step we took with street vendors trying to sell things we did not want. Instead, the people we saw, were locals going about their day – chatting in front of their homes, sweeping the doorsteps, drinking beer in the local bar, and the kids going to school. It felt so authentic and real.

We stayed in a small boutique hotel, one that used to be a family home built over 160 years ago. Over breakfast, the owner shared the history of the house, how the original owner had 25 children, and the house took over the entire block! And how, twelve years ago, he turned it into a small hotel. He also took the time to provide local restaurants to try, working coffee farms that were not aimed at tourism, and even told us about the town’s old cemetery, which we would have not visited had he not mentioned its history.

Before 1975, he explained, the cemetery reflected the social divisions of the time, the wealthy and “respectable” were buried on the right side, with ornate tombs and statues, while the poor and those up to not good, were laid to left – the middle class was buried in the middle. Ironically, those on the left had the best view! Walking through it, we could almost feel the layers of history, the injustice, and the positive changes that society has made – it reminded us that although we do not live in a perfect society, we, as humans, have come a long way to eliminate discrimination and segregation.

This town has been one of our favorite discoveries so far, not because it is grand or famous, but precisely because it isn’t. It allowed us to slow down, to talk with people, to listen to stories, and to truly see daily life of a Colombian town. Everything here, from the food to the hospitality, felt authentic, affordable, and full of heart.

Places like this remind us why we travel: not for the sole purpose of collecting photos, but to collect moments that stay with us, to learn about other ways of living, other points of view and to enrich our life.

We are sharing this video not because we want to hashtag the town, or post it all over the internet, but because we want to share with those who genuinely want to share this adventure with us.

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<https://youtu.be/0aujcBm28mg?si=b61bDP5xK32tjqE6>