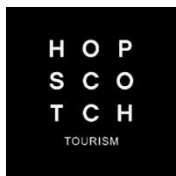


ITALY REPORT

July 2025



Prepared By:



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ABOUT TSUSA

Global Partner Programming

The TSUSA GPP provides a foundational base from which state tourism offices have shared **in- country representation with international export marketing and sales activities**. Managed by Travel South USA, the official regional destination marketing organization for the 12 state tourism offices, these collaborative efforts create leveraged actions, increase reach of travel trade and **journalists, and coordinated consumer campaigns which deliver visitors to the South**. In 2019, the Travel South USA region welcomed 10.2 million visitors, who spent \$10.3 billion, with 90% of these visitors arriving from 15 markets from around the globe.

The Italian market has long-term potential and high spend per visitor, and the U.S. **remains the #1 long-haul travel destination for Italians**. The Italian travel industry landscape is mainly dominated by small-to-medium companies. A significant number of them are family-owned and run, even if Covid-19 caused a slight reduction in the number of agencies, and above all greater tendency to the development and concentration of networks.

There are approximately **80 tour operator companies** that feature U.S. products, and **6,000 travel agencies/retailers based in Italy**.

The Southern U.S. remains very popular for Italian tour operators looking to create product and market aggressively to their customer base of well-heeled travelers.

I. EXECUTIVE SUMMARY

Trade Contacts (phone calls, emails, personal meetings) cont.

- **Visit USA 2025:** finalized webinar on July 3rd with Travel Island, 77 participants.
- **TSUSA International Showcase 2025. Kansas City, Missouri. December 1-4, 2025:** delegation almost finalized. We are in contact with Evelin to understand which FAM trip she wants to join, so we can inform Catherine. We have also followed up with Giuseppe and Luigi Leone to proceed with their registration.
- **Action Plan 2026 shared with Head Office.** In contact with America World, Going and Idee Per Viaggiare: co-marketing details for 2025-26 are almost finalized.
- **Travel South Global Week - Media Marketplace in Louisville, Kentucky & Press Trips:** Sofia Bordandini, Journalist from CN Traveller will publish first article during September dedicated to Kentucky and second during November dedicated to South Carolina.


	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Italy												
Travel Trade												
Trade Meetings	15											
Trainings	1											
Number of Agents Trained	77											
Media												
Total number of articles published	44											
Impressions	1.501.105											

DRIVE LINK:

<https://docs.google.com/spreadsheets/d/1CuljhXau6gnAHwfGjuOWpCsGVZlveJTQ/edit?gid=1332887015#gid=1332887015>

II. Travel Trade

Trade Contacts (phone calls, emails, personal meetings) cont.


Contacts	Activity/Activation	Follow-up/ Next step
VISIT USA ITALY	 <p>July status:</p> <ul style="list-style-type: none"> • 2025 MEMBERSHIP: <p>Webinars - Travel South:</p> <ol style="list-style-type: none"> 1. November 11th with Naar Bespoke Travel Defined title of the webinar: <i>Grand Tour of the South from the Atlantic to the Gulf</i>. Defined States involved: North Carolina, South Carolina, Tennessee, Alabama, Mississippi, and Louisiana. 2. July 3rd with Travel Island. Finalized. Title: <i>"FALL IN THE SOUTH: Autumn experiences and traditions across North Carolina, South Carolina, and Tennessee"</i> Finalized with 77 participants. List and recording received. <div>     </div> <p>3/7/25 FALL IN THE SOUTH esperienze e tradizioni d'autunno tra Carolina del Nord & Sud e Tennessee</p> <p>Link to the webinar recording: https://www.youtube.com/watch?v=oVt1RDtrfw&list=PLH7AG_1C6CSVK_Qck2W7cWoEAz3VsWEuxL&index=3 </p> <p>Social Media Post: - received for approval post to be published during August, visibility to Louisiana, ROTS, Arkansas </p>	In touch

	<div data-bbox="509 215 1086 1003">  </div> <p>Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - MHezi@aviareps.com</p>	
KONRAD TRAVEL	<div data-bbox="667 1144 943 1218">  </div> <p>• Travel South International Showcase 2025, Kansas City: Ilaria Vergani will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #2 <i>Get Your Kicks: A Missouri Route 66 Road Trip Adventure</i></p> <p>• Shared the profiles sheets of the Southern states with Ilaria for a group of clients who are departing soon.</p> <p>Ilaria Vergani, Product Manager - ilaria@konradtravel.it</p>	In touch
GOING	<div data-bbox="683 1693 912 1778">  </div> <p>• Co-Marketing FY 2025/2026 confirmed: Dates: September – March 2026 Budget: 5,000</p> <p>Details: ONLINE ACTIVITIES:</p>	Already received calendar of activities with exact dates.

	<ul style="list-style-type: none"> • 1 NEWSLETTER • 1 WEBINAR • 1-2 TRAVEL PROPOSALS WITH LOGO ON WWW.GOING.IT • TRAVEL AGENCIES FLYERS & EXPOSURE IN POINTS OF SALE • 4 NEW ITINERARIES: focus on cinema and TV series: <ol style="list-style-type: none"> 1. North Carolina+ South Carolina (Outdoor/Family) 2. Missouri + Kentucky+ Tennessee (Route 66 + Traditions + Spirits) 3. Rhythms of the South (Music) 4. Alabama + Louisiana + Mississippi (Specifically dedicated to cinema) <p>OFFLINE ACTIVITIES</p> <ul style="list-style-type: none"> • 2 THEMATIC TRAINING EVENTS <p>Ivana Di Stasio, Product Manager - ivana.distasio@going.it Silvia Mussa, Trade Marketing & Partnership Manager - silvia.mussa@bluvacanze.it Giulia Ruggiero, Going Marketing Specialist - giulia.ruggiero@bluvacanze.it</p>	
GATTINONI	 <ul style="list-style-type: none"> • <u>Travel South International Showcase 2025, Kansas City:</u> Domenico Cangelli will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #7 <i>Beats of Memphis to Music City Vibes</i> <p>Domenico Cangelli, Product Manager, domenico.cangelli@gattinoni.it</p>	In touch
CREO TOUR OPERATOR	 <ul style="list-style-type: none"> • <u>Travel South International Showcase 2025, Kansas City:</u> chased Luigi Leone to go ahead with the registration. <p>Luigi Leone, Director of Product, luigi.leone@creo.travel</p>	In touch
NAAR BESPOKE TRAVEL	 <ul style="list-style-type: none"> • <u>Travel South International Showcase 2025, Kansas City:</u> Alessia Pascucci will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #3 <i>Beer, Baseball, Blues & A Little Bit of Route 66 – A True St. Louis Experience!</i> <p>Erica Melegari, Product Manager – erica.melegari@naar.com</p>	In touch

TECNITRAVEL	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Paolo Zampieri will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #7 <i>Beats of Memphis to Music City Vibes</i></p> <p>Paolo Zampieri, Product Manager, paolo.zampieri@tecnitravel.it</p>	In touch
ITINE-RARI	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Manuela Baietto will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #1 <i>Grit & Glory: Missouri's Outlaws, Icons & Westward Legacy</i></p> <p>Manuela Baietto, Owner & Managing Director – Itine-rari - manuela@itine-rari.it</p>	In touch
REIMA TOURS	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Luca Cesaretti will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #3 <i>Beer, Baseball, Blues & A Little Bit of Route 66 – A True St. Louis Experience!</i></p> <p>Luca Cesaretti, Product Manager - luca@reimatours.it Paolo Cesaretti, Operations Department - paolo@reimatours.it</p>	In touch
VANESSA VIAGGI	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Stefano Gnerucci will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #8 <i>Come Find Your Virginia: Vistas, Vineyards, and Voyage through History</i></p> <p>Stefano Gnerucci, Product Manager – stefano@vanessaviaggi.it</p>	In touch
AMERICA WORLD	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Damien Tamburo will attend 2025 TSUSA Showcase in Kansas City and registered for FAM #2 <i>Get Your Kicks: A Missouri Route 66 Road Trip Adventure.</i></p> <p>• <u>Co-Marketing FY 2025/26 confirmed:</u> Dates: September – December</p>	Waiting to receive

	<p>Budget: 6,000 USD</p> <p>Details of the plan:</p> <p>ONLINE ACTIVITIES</p> <ul style="list-style-type: none"> • 1 FB PROMOTED POST • 1 IG PROMOTED POST • 1 EDITORIAL NEWSLETTER (trade and consumer) with editorial contents and news on South USA • 3 NEWSLETTERS (trade and consumer) promoting itineraries in the South USA <p>OFFLINE ACTIVITIES</p> <ul style="list-style-type: none"> • 1 "A CASA DEL QUALITY GROUP" EVENT <p>Damien Tamburo, Product Manager, damien.tamburo@americaworld.it Marco Peci, Commercial and Marketing Director, marco.peci@qualitygroup.it</p>	<p>calendar of activities with exact dates.</p>
TRAVEL ISLAND	 <p>• <u>Webinar with Visit USA on July 3rd</u>: Title: "FALL IN THE SOUTH: Autumn experiences and traditions across North Carolina, South Carolina, and Tennessee". Finalized with 77 participants.</p> <p>• <u>Travel South International Showcase 2025, Kansas City</u>: Evelin Ratti will attend 2025 TSUSA Showcase in Kansas City. She is interested in joining a post tour but didn't do the selection yet – she will do in the upcoming days.</p> <p>Evelin Ratti, Product Manager & Travel Consultant, evelin.ratti@travelisland.it</p>	<p>In touch</p>
ALIDAYS TRAVEL EXPERIENCES	 <p>• <u>Travel South International Showcase 2025, Kansas City</u>: chased Giuseppe Gerevini to go ahead with the registration for Showcase.</p> <p>Giuseppe Gerevini, Product Manager, giuseppe.gerevini@alidays.it</p>	<p>In touch</p>
IDEE PER VIAGGIARE	 <p>• <u>Co-Marketing FY 2025/26 with IPV confirmed.</u> Dates: January – June 2026. Budget: USD: 4.000</p> <p>Details of the plan:</p> <p>ONLINE ACTIVITIES:</p> <ul style="list-style-type: none"> - 6 Content Marketing 	<p>Waiting to receive calendar of activities with exact dates and</p>

	<ul style="list-style-type: none"> - 6 Social Post - 3 New Itineraries - 6 DEM - Performance & Insights – Monthly Monitoring Of Keyword / Ai Overview Footprint, Engagement, Traffic & Lead Metrics <p>Liberato Esposito, Product Manager - liberato.esposito@ideeperviaggiare.it Dionisio Spinelli, Head of Digital - dionisio.spinelli@ideeperviaggiare.it</p>	the product update.
DELUXE TRAVELS	 <p>Finalized an introductory call with Tour Operator Deluxe Travels and we have added their contact information to our database. They are interested in exploring opportunities in the South, and we provided them with materials and profile sheets of the States.</p> <p>Simona Di Pumpo, CEO - info@deluxe-travels.com</p>	Contact added to our database
ACTION PLAN 2025/26	<p><u>We have submitted the Action Plan for Fiscal Year 2025/26, which includes:</u></p> <p>Trade Activities proposed:</p> <ul style="list-style-type: none"> - Sales Calls - Via Email requests - Monthly report - Monthly Newsletter - Visit USA Membership - US Commercial Service Showcase - 3 Partnership with TOS (Quality Group, IPV, Going) - Travel South International Showcase 2025 <p>PR Activities proposed:</p> <ul style="list-style-type: none"> - Press releases (12/13 per year) - Media pitching - Media support - Day by day communication actions - Ongoing relationships with the media - Social media profile management (Facebook) through organic content posting 	Action Plan approved

III. Communication & PR

• Global Media Marketplace & FAM

March 31st - April 3, 2025, in Louisville, Kentucky

Journalists confirmed:

1. Ilaria Santi, SiViaggia.it
2. Elena Barassi, Il Giornale
3. Sofia Bordandini, Traveller
4. Laura Sommariva, Touring & Donna Moderna

ARTICLES PUBLISHED:

1. Ilaria Santi: *"Why visit Atlanta now (before everyone else does)"*

Link: [Atlanta, Georgia, è il momento di andarci \(prima che ci vadano tutti\)](#)

2. Elena Barassi: *"Virginia: The Elegant Cradle of American History"*

Link: <https://blog.ilgiornale.it/viaggiopervoi/2025/04/24/virginia-lelegante-culla-della-storia-americana/>

July update: journalist Sofia Bordandini informed PR Team she will publish her first article during September dedicated to Kentucky and second during November dedicated to South Carolina.

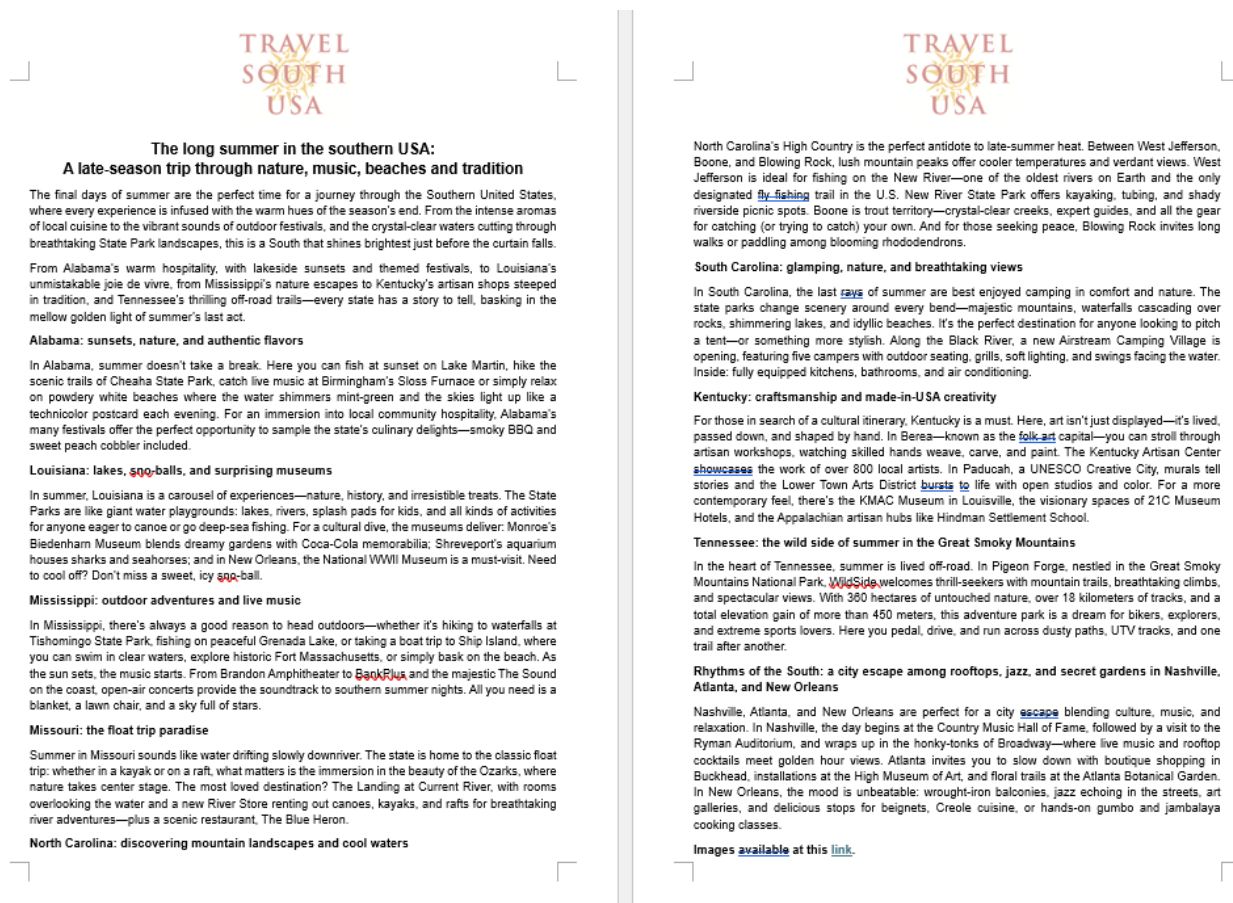
• Social Media Management

A comprehensive social media strategy was developed for the Travel South USA Facebook page for the month of August, with the goal of ensuring cohesive storytelling and balanced visibility across all member states. The following activities were carried out:

- Strategic inclusion of all Southern states within the content plan
- Promotion of diverse themes to maintain variety while ensuring coherence across posts
- Drafting of original and engaging copy tailored to each destination and topic
- Careful selection of images to visually support and enhance the narrative of each post

Social Media Plan available [here](#).

- **Press release** : *“The long summer in the southern USA : A late-season trip through nature, music, beaches and tradition”- distributed on July 29th to the travel consumer and travel trade media lists.*



Articles published on online media (and offline)

	TRADE MEDIA	DATE	TITLE	STATES MENTIONED	IMPRESSIONS
1	tg24.sky.it	July 1 st , 2025	Summer 2025, the destinations most chosen by Italians: from the Dolomites to Alabama	Alabama	74.000

2	Viaggiusa.it	July 1st, 2025	Columbus in Georgia, what to see in the city of the inventor of Coca-Cola	Georgia, Alabama, Louisiana	19.300
3	Tgcom24.mediaset.it	July 2nd, 2025	The theme parks of the USA, between magic, adrenaline, and wonder	Tennessee	60.400
4	Msn.com	July 2nd, 2025	The theme parks of the USA, between magic, adrenaline, and wonder	Tennessee	439.000
5	Adnkronos.com	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	61.100
6	Vipù.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	377
7	Mantovauno.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	56.000
8	Itacanotizie.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	7.340
9	Montagneepaesi.com	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table	Alabama, Louisiana, Mississippi,	1.720

			cuisine between barbecue and oysters.	North Carolina, South Carolina, Tennessee, Georgia	
10	Canaledieci.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	15.900
11	Corrieretoscane.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	1.990
12	Prpchannel.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	1.180
13	Meridiananotizie.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	333
14	Siciliareport.it	July 6 th , 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	759

15	Cagliarilivemagazine.it	July 6 th , 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	273
16	Periodicodaily.com	July 6 th , 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	553
17	Sbircialanotizia.it	July 6 th , 2025	<u>Alabama a journey of taste between barbecue fires and fresh oysters from the Gulf</u>	Alabama	3.690
18	Italianonews.it	July 6 th , 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	850
19	Lospecialegiornale.it	July 6 th , 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	4.090
20	Nonsolocalcio.news	July 6 th , 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	204

21	Vetrinatv.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	2.900
22	Quotidianodibari.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	5.680
23	Ildifforme.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	10.100
24	Quotidianodifoggia.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	1.480
25	Informamolise.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	673
26	Livenet.it	July 6th, 2025	<u>Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.</u>	Alabama, Louisiana, Mississippi, North Carolina, South Carolina,	120

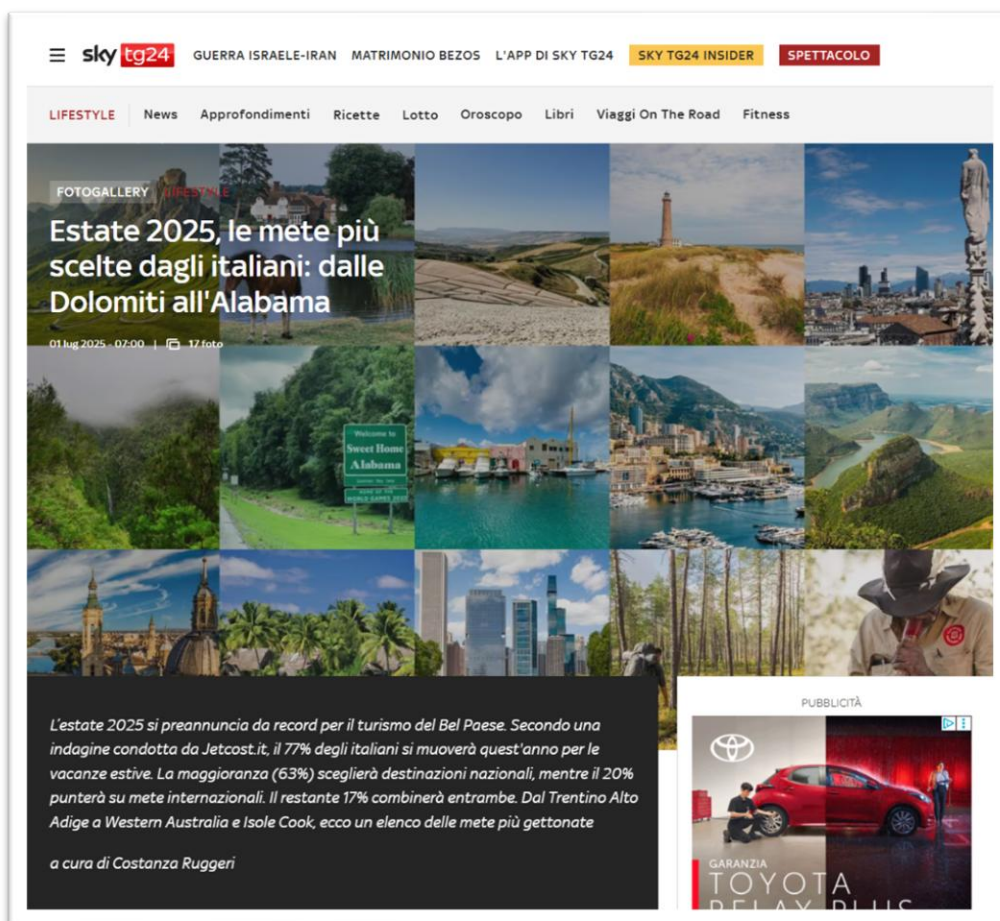
				Tennessee, Georgia	
27	Unmondoditaliani.com	July 6th, 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	339
28	Sulpanaro.net	July 6th, 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	12.100
29	Corrieregrossetano.it	July 6th, 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	209
30	Qds.it	July 7th, 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	862
31	Eventi.news	July 7th, 2025	Tourism, in Alabama a gourmet experience with farm-to-table cuisine between barbecue and oysters.	Alabama, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Georgia	52
32	Advtraining.it	July 7th, 2025	Outdoors, sustainability, and accessibility: Arkansas relaunches	Arkansas	1.740

			its tourism proposal.		
33	Travelquotidiano.com	July 9th, 2025	Alabama: new rail link from New Orleans to Mobile, starting August 18.	Alabama	493
34	Travelquotidiano.com	July 10th, 2025	Atlanta's Hartsfield Airport remains the busiest in the world: the Aci World ranking.	Georgia	493
35	viaggi-usa.it	July 11th, 2025	Oak Alley Plantation: the iconic plantation near New Orleans	Louisiana	17.500
36	tgcom24.mediaset.it	July 14th, 2025	United States: In Louisiana to discover the soul of the South.	Louisiana	60.400
37	alfemminile.com	July 15th, 2025	Traveling with Kids? 10 Amazing (and Safe) Destinations to Discover the World On the Road	Louisiana, Alabama, Mississippi, Georgia	25.900
38	veganiinviaggio.it	July 17th, 2025	10 National Parks That Honor Black History: A Journey Through African American Heritage in the U.S.	Georgia, Alabama, Louisiana	819
39	lonelyplanetitalia.it	July 21st, 2025	A travel guide to the host cities of the 2026 FIFA World Cup.	Missouri, Atlanta	2.440
40	globalmedianews.info	July 21st, 2025	Summer Guide to Outdoor Activities in Louisiana. From swamps to beaches, and through festivals filled with local flavors, travelers can enjoy a summer packed with outdoor experiences in the Southern United States.	Louisiana	176
41	repubblica.it	July 23rd, 2025	Traveling with Kids, Summer Destinations: From the Allure of the Great North to the California Dream	Tennessee, Louisiana, Missouri, Alabama, Virginia	118.000

42	torinocronaca.it	July 23rd, 2025	Summer 2025: Italians' Most Loved Dream Destinations, From Etna to Alabama	Alabama	487.000
43	pegasonews.info	July 26th, 2025	Louisiana Under the Sun: A Summer of Swamps, Beaches, and Festivals to Experience Outdoors	Louisiana	830
44	advtraining.it	July 29th, 2025	Tennessee: Tourism Growth and New Boost from Direct Flights from Europe	Tennessee	1.740

Coverage Book:

<https://travelsouthusa.coveragebook.com/b/98466efc7082f766>



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Home > Itinerari USA > Stati del Sud > Georgia > Columbus in Georgia, cosa vedere nella città dell'inventore della Coca-Cola

La città di Columbus in Georgia è ricca di storia e non solo: qui viveva l'inventore della Coca-Cola!

Columbus in Georgia, cosa vedere nella città dell'inventore della Coca-Cola

Luglio 1, 2025 / Andrea Cuminatto

La [Georgia](#) è uno stato interessante da visitare sotto diversi punti di vista e che offre un buon mix fra storia, natura e mare. Ciononostante, molti turisti che visitano gli [Stati del Sud](#) si limitano a sfruttare l'aeroporto di [Atlanta](#) per il viaggio di andata e ritorno, per poi avventurarsi verso luoghi più famosi. Ma fra le città georgiane ce ne sono alcune interessanti da visitare, come Columbus, che si presta anche ad essere un'ottima tappa intermedia per un viaggio itinerante fra la Georgia e gli stati situati più ad est.

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STATI UNITI

I parchi a tema degli USA, tra magia, adrenalina e meraviglia

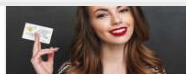
Dagli ottovolanti più alti del mondo agli eventi fantasy: dai parchi "storici" alle novità del 2025

02 Lug 2025 - 06:00

COMMENTA

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1 di 6
Avvia slideshow
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Turismo, in Alabama gourmet experience con una cucina farm-to-table tra barbecue e ostriche

Labitalia

La tua finestra sul mondo del lavoro

ISCRIVITI

In arrivo la Guida Michelin dedicata agli Stati Usa del Sud



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La notizia in tempo reale

Il settimanale di Trapani, Marsala, Mazara del Vallo,
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admin@admin.com | lunedì 07 luglio 2025 - 1:03

LEGGI ANCHE

MUSICA
Pier Avellino: il battito del Sud



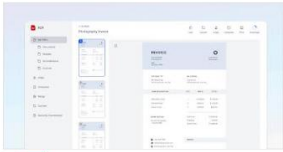
Turismo, in Alabama gourmet experience con una cucina farm-to-table tra barbecue e ostriche

Luglio 6, 2025 • Notizie

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(Adnkronos) – Una cucina 'farm-to-table', che privilegia prodotti locali, dal

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Turismo, in Alabama gourmet experience con una cucina farm-to-table tra barbecue e ostriche

BY FABRIZIO GEROLLA – 6 LUGLIO 2025

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Di Adnkronos 06/07/2025



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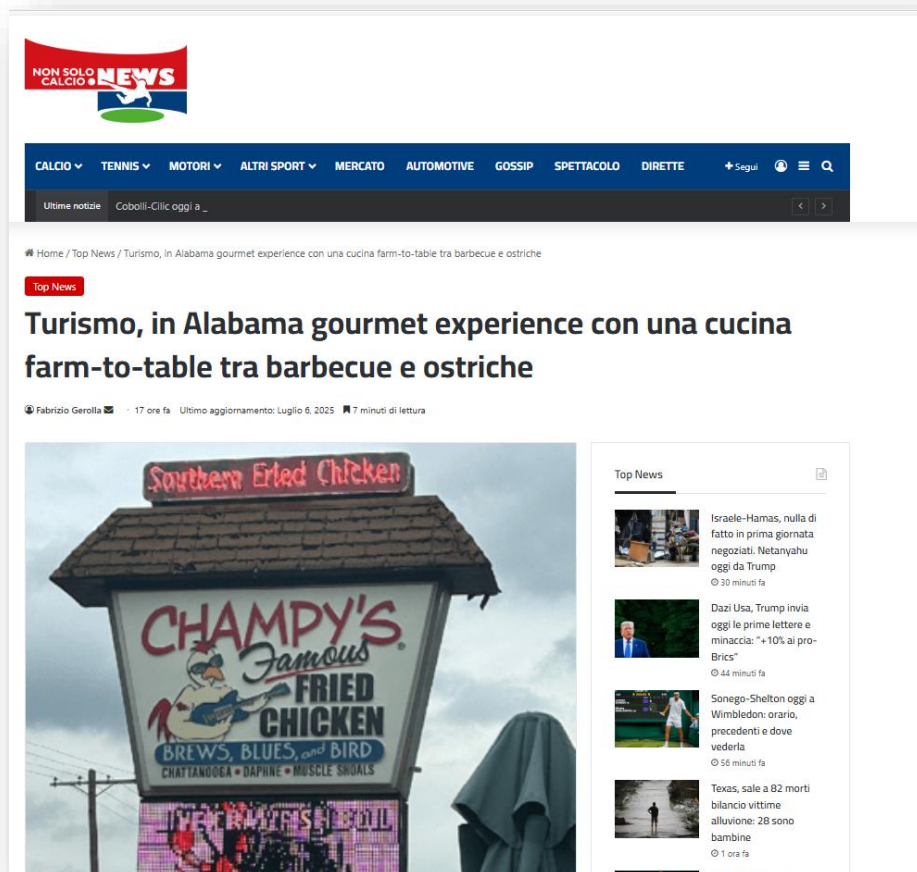
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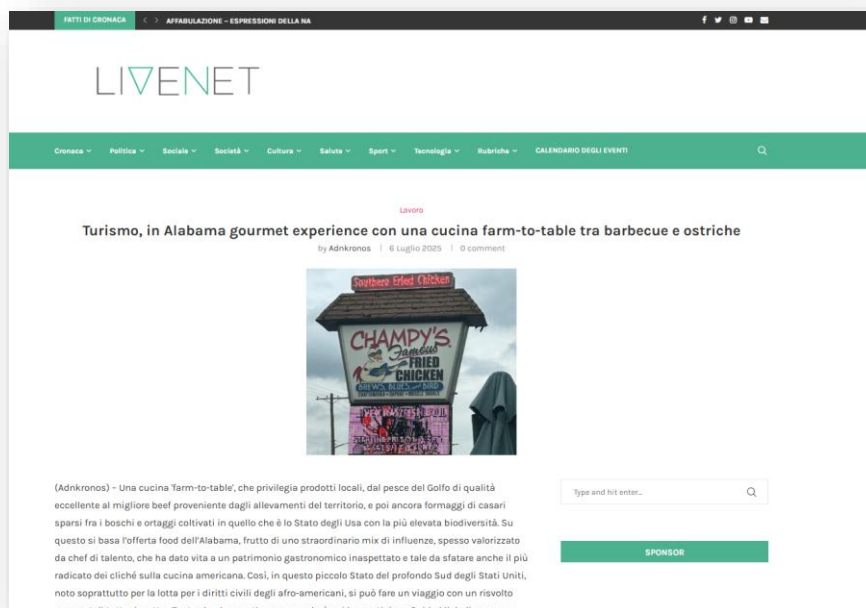
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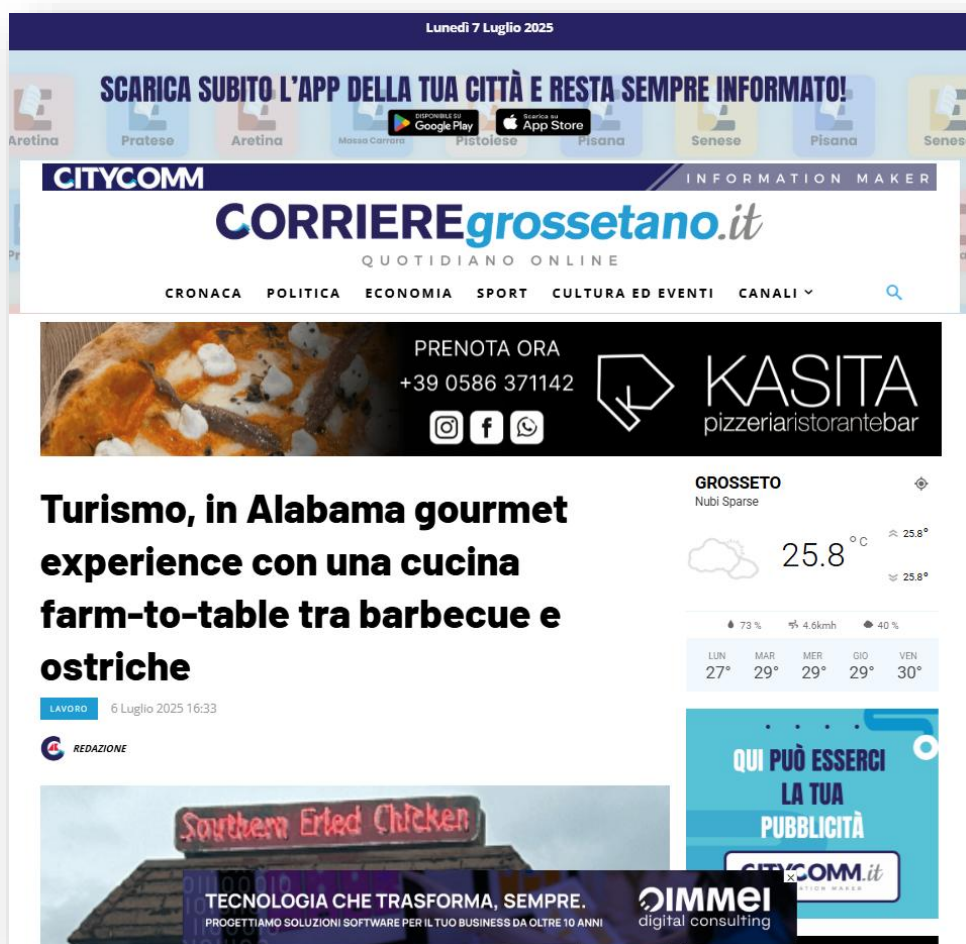
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Oak Alley Plantation: tour da New Orleans e info per la visita

Oak Alley Plantation: l'iconica piantagione nei dintorni di New Orleans

Luglio 11, 2025 / Bernardo Pacini

Chi ha visto film come 12 anni schiavo o Django Unchained avrà già ben presente l'estetica delle piantagioni del Sud: le querce monumentali, le colonne bianche delle case padronali, il sole implacabile sui campi. Durante una visita di Oak Alley Plantation, situata in Louisiana a un'ora da New Orleans, sembra di essere gli attori non protagonisti di una di quelle pellicole. Eppure, non bisogna mai dimenticare che luoghi così belli sono stati anche spazi di sfruttamento, violenza e controllo.

Visitare la Oak Valley significa immergersi in una bellezza senza pari, però col groppo in gola che procura la terribile storia di schiavismo che sta dietro quel fascino che sembra immacolato.

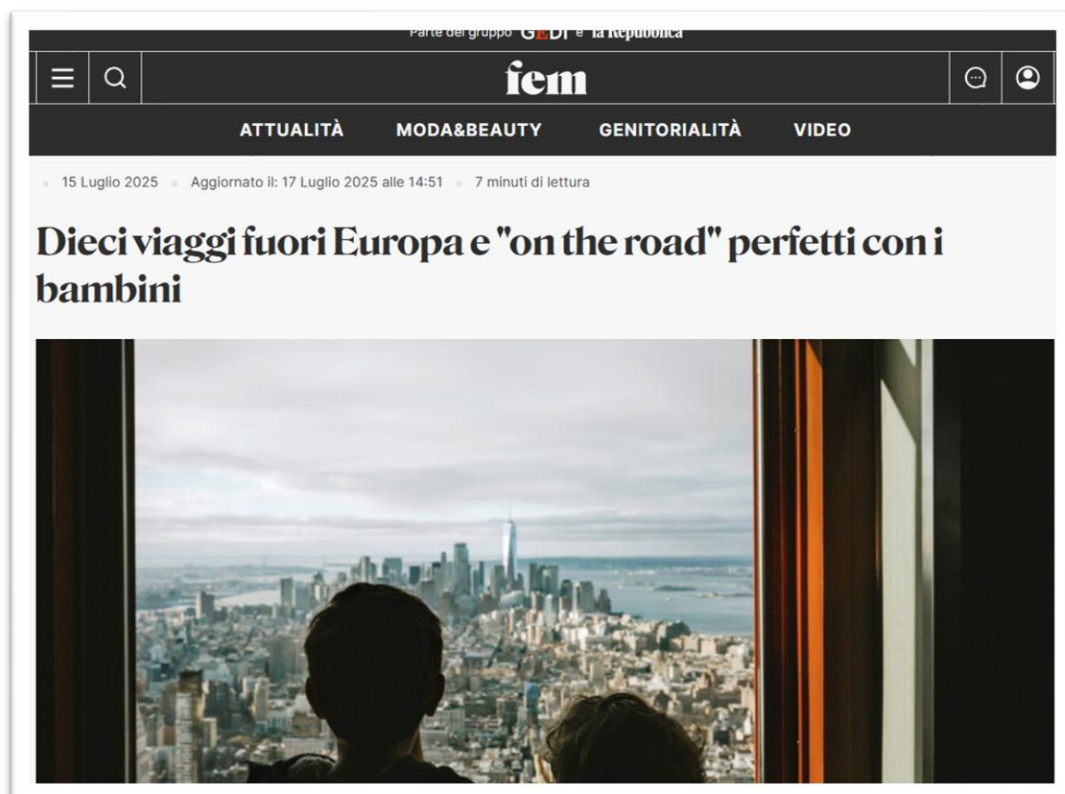
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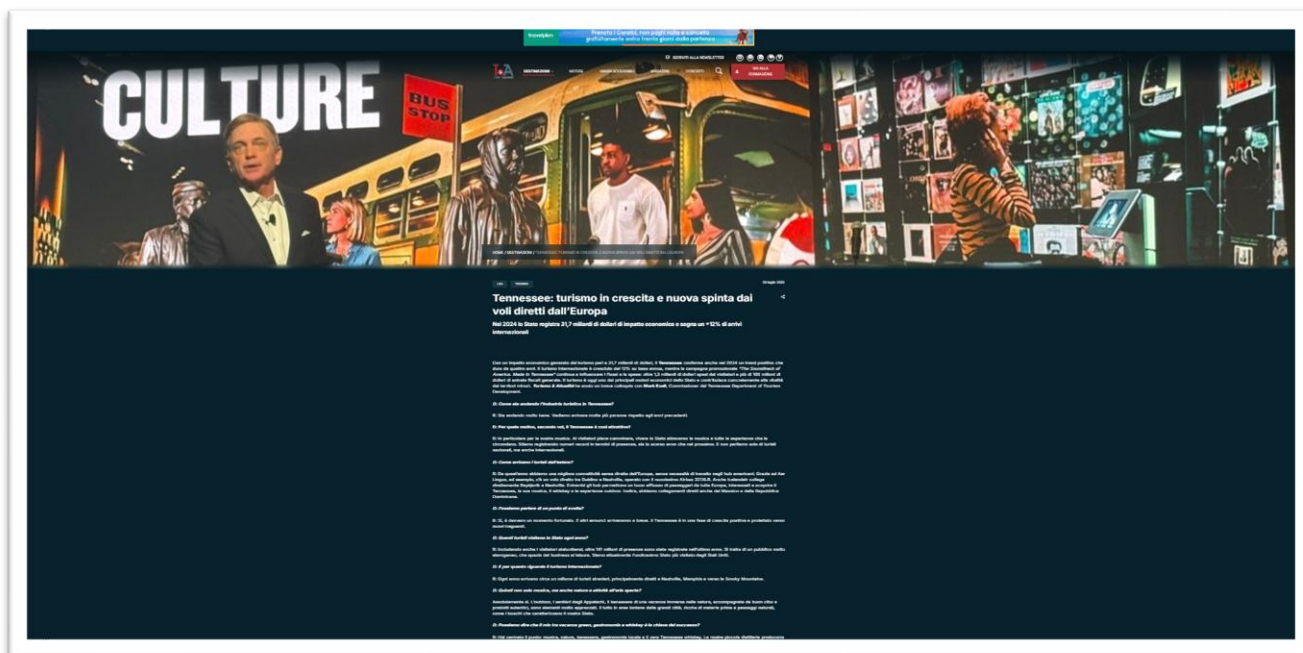
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IV. Newsletters

Trade Newsletter to tour operators and travel agent professionals

NL will be distributed during September.

V. Market Update

CONFCOMMERCIO: 30.5 MILLION ON HOLIDAY, SPENDING EXCEEDS 35 BILLION EUROS

Summer 2025 is starting with positive signs for the tourism sector. According to the "Focus on Italian Holidays" by the Confcommercio Tourism Observatory, in collaboration with SWG, 30.5 million Italians are expected to take at least one holiday during the summer months, representing an increase of 1.5 million compared to last year.

Considering long holidays, short breaks, and short stays, each person is expected to travel twice during the four-month period. August remains the top choice for trips of 7 days or more, accounting for 11.2 million departures. However, it's worth noting that July is projected to see the largest increase in departures for long holidays compared to last year, with 800,000 more departures.

This summer, the sea is once again the top choice, selected by 24% of Italians for at least one of their planned holidays between June and September. Almost tied, within a range of 10% to 12%, we then have, in descending order, art cities, mountain resorts, and small villages. Countryside locations follow.

Excluding short breaks, where Tuscany, Campania, Liguria, Lazio, and Veneto form the top five, at the forefront of summer 2025 preferences are Puglia and Trentino Alto Adige, which Italians favor for both short breaks – 3 to 5 overnight stays – and longer holidays. However, leading the ranking for trips of 7 days or more, after a long time, is Sardinia.

According to Confcommercio, the outlook for foreign destinations is more homogeneous, confirming Europe's attractiveness. Spain, Greece, and France form the leading trio by far for the entire summer, followed, at a distance, by Portugal and Austria.

2025 ACCORDING TO THE TRAVEL EXPERT

Based on data collected by The Travel Expert—a network of travel consultants—in the first half of 2025, Japan is registering the highest growth rates for the third consecutive year. The general trend for Asian and African destinations, including Egypt, is good, and the United States also seems to be holding steady, despite initial expectations of a decline. Currently, the countries of the Middle East are also experiencing significant growth: the United Arab Emirates, Qatar, Oman, and Jordan.

For The Travel Expert, 2025 also represents a year of consolidation for new assets: study holidays, recently introduced, are already contributing to 5% of the turnover, while the business travel and MICE sector, which until recently were not covered, currently represents between 10% and 15% of the total business volume.

IN SUMMER 2025, ALTERNATIVE TRAVEL FORMATS, ESPECIALLY OUTDOOR ONES, ARE GROWING.

The novelty of the summer is the growth of alternative travel formats, especially in the outdoor sector. This is revealed by the new edition of the Open-air Tourism Observatory conducted by Human Company and the Piepoli Institute (here the data on summer trends). This year, food and wine holidays are growing, with a jump from 3% to 12% in preferences, as are slow holidays, which rise from 5% to 7%, and sports holidays (from 4% to 5%). Religious trips are also making an appearance, going from 0% to 2%, according to observatory data. The proportion between holidays in Italy and abroad remains stable this year: the country is chosen by 81% of Italians, while only 19% opt for foreign destinations. The data reveals that the holiday budget is also growing this year, generally approaching €1,950 (in 2023 it was just over €1,400 and in 2024 it was €1,700). Furthermore, the average spending for outdoor holidays is confirmed to be higher, rising from just over €2,000 in 2024 to nearly €2,700 for the upcoming summer. Despite the increase in the available budget, economic concerns remain central to travel decisions. At the top of the list are the rising cost of living (bills, rent, groceries) and prices for tourist services (transport, restaurants, accommodation), both indicated by 66% of Italians as determining factors. Consequently, holidays are now planned with an increasingly rational and budget-conscious mindset, where every choice—from the destination to the length of the stay—is conditioned by economic sustainability. This is also confirmed by the 59% who say they have to make more economical choices and the 55% who have reduced spending power compared to the past.

“The Observatory data confirms that the desire of Italians to travel remains strong, despite economic uncertainties. In this scenario, outdoor tourism continues to show constant growth, so much so that this summer it will approach a quarter of the market,” says Domenico Montano, general manager of Human Company. “This is a significant expansion that reflects an increasingly widespread interest and the ability to respond concretely to the new needs of travelers. Those who appreciate this type of holiday are willing to invest in authentic and quality experiences, a sign of a new travel culture, more attentive to freedom, nature, and sustainability.” According to Livio Gigliuto, president of the Piepoli Institute, “summer 2025 confirms the Italians’ desire for a holiday, with numbers that remain high despite the economic and international context, but the real news is the boom in outdoor tourism: a format that is becoming increasingly central in travel choices. Those who choose open-air do so with conviction, investing time and resources to live varied and authentic experiences, in contact with nature and with a freer style. Not only that: the open-air traveler is also willing to spend significantly more than the traditional traveler.”

HOLIDAYS ABROAD: MORE TRIPS, BUT BUDGETS UNDER CONTROL

More and more Italians are choosing international destinations, but without relinquishing a watchful eye on their budget. According to the latest Ing People Insights Lab research conducted with YouGov, 73% of adult Italians travel beyond national borders at least occasionally, with peaks of 82% among young people.

Over half venture beyond the European Union, but expenses remain under strict observation. Travel remains an experience to be approached carefully: while 92% do not give up bringing home souvenirs, local crafts, and typical products, 44% define themselves as meticulous travelers, while only a quarter allow themselves to be

guided by improvisation. In terms of finances, however, the budget always dictates the rules: 50% of travelers control every euro spent, while only one in ten allows themselves everything without too many worries. Abroad, the credit card is still the preferred instrument (37% average usage, 45% for those over 55), but fees on payments and withdrawals in currencies other than the euro remain a deterrent: 44% refrain from using it to avoid unpleasant surprises from the bank.

Even those who dream of exotic beaches or distant capitals do not embark lightly: almost 9 out of 10 Italians check the currency exchange rate before making purchases or at the start of their holiday, while 82% keep an eye on withdrawal fees. 14% are willing to spend up to 1,500 euros per week outside the EU, but every euro saved on fees is another step towards a worry-free trip.

GROUP TRAVEL IS THE RECIPE FOR SHARED ADVENTURE

The group travel sector has experienced a strong surge after the pandemic, thanks to people's renewed desire to travel and explore the world. This trend has increasingly consolidated over the years, with a highly positive impact on the sector, and has highlighted some changes associated with the way people travel. We discuss this with SiVola and other industry players, both agencies and tour operators, to outline the development model.

"Today, travel is increasingly conceived as an experience where travelers want to feel like protagonists, rediscover themselves, and explore new places together, emphasizing the need for social connection and the desire to connect with places and people," comments Sergio De Luca, CEO of SiVola. "With data in hand, we are recording a steadily growing demand for group travel, particularly from clients over 60, who are attracted by proposals meticulously organized by our consultants, making them safe and rich in content," comments Ezio Barroero, President of Lab Travel. Among the best-selling destinations for 2025 at Lab Travel, Italy and the United States stand out, followed by Egypt and the Maldives.

The Success of Solo Travel:

Analyzing online user searches, King Holidays has discovered that "solo travel" is among the most frequently typed keywords, "often accompanied by generational references such as 'over 40,' 'over 50,' or 'under 30,'" declares Barbara Cipolloni, product manager of the tour operator. The 2024 Travel Trend Report confirms this: 56% of Italians already travel alone, and this is expected to reach 60% by 2026.

"People travel alone both out of necessity and by choice," asserts the manager, "with the desire to experience firsthand and challenge themselves. In this context, the possibility of joining a group helps overcome any discomfort related to solitude and, above all, allows for time optimization, a crucial element in an increasingly fast-paced environment with limited vacation time.

Targeting the youth demographic with specific proposals has been an objective for Bluvacanze, which recently announced an agreement with WeRoad, the travel brand that revolutionized the concept of travel for Millennials and Gen Z.

The Active Tours line of Boscolo Tours offers itineraries that combine the pleasure of discovery with physical activities suitable for everyone, to be carried out in many ways: from easy treks in nature to fantastic e-bike rides, from catamaran trips to excursions in arctic landscapes on a dog sled. This represents another dynamic and contemporary way of interpreting group travel.

QUALITY GROUP SEES +11% IN FIRST HALF; CAUTION FOR COMING MONTHS

A promising first half, built on the solid foundations of bookings collected in the last quarter of 2024, characterized by steady growth until April. This is what Marco Peci, Commercial Director of Quality Group, states regarding the group's performance. "The prolonged holiday period – which extended into the first days of May – then led to a natural slowdown in booking activity. April and May recorded revenue growth of over 20%."

At the same time, geopolitical tensions in the Middle East have impacted and continue to influence booking dynamics for the second half of 2025, significantly affecting customer choices, with particular reference to Middle Eastern and U.S. destinations.

Despite these challenges, Quality Group has managed to maintain a positive performance even in bookings, thanks to the diversification of its destination portfolio and the consolidated trust of its target audience. Japan confirms itself as one of the leading markets, The United States, despite international tensions, maintained

constant interest among Italian travelers in the first 6 months. In the wider Mediterranean basin, Morocco, Jordan, Turkey, and Egypt recorded better-than-expected results.

In the first half of 2025, the average window between booking and departure stood at around 100 days, confirming Quality Group travelers' habit of planning cultural and nature experiences well in advance.

"The results of the first half demonstrate the solidity of our positioning in the organized tourism market," comments Marco Peci. "The 11% growth in a context characterized by geopolitical uncertainties confirms that our travelers continue to travel despite prices, the advance booking required, and the most recent international tensions."

TECHNOLOGY AND AI, A NEW CHAPTER FOR IDEE PER VIAGGIARE

"The scenario in which we operate today is totally different from that of 2019 and will be even more different a year from now. For this reason, we cannot stand still; we need imagination and a good dose of courage to be willing to challenge ourselves." With these words, Danilo Curzi, CEO of Idee per Viaggiare, announced the new chapter in the Roman tour operator's thirty-year history: the digital one. In reality, as Andrea Nike Curzi, the group's new Innovation Manager, explained, this is a work that began five years ago and has now become an interconnected technology ecosystem, created with the help of various partners and the aid of extensive Artificial Intelligence. "We started 30 years ago with a manual, heartfelt airline ticket, which we want to safeguard, but also make faster, more efficient, and with a reduced margin of error," explained Andrea Curzi. Furthermore, within the next year, the first advanced AI agents will arrive. Based on all company data, they will enable the execution of a series of preliminary activities, allowing Idee per Viaggiare's human consultants to focus exclusively on providing that personalized touch to travel proposals that will make them unique. The numbers could be impressive, given that an employee will thus be able to increase from the current 27 daily managed practices to over 100.

UNITED STATES: JUNE ARRIVALS STILL DOWN, AT 80% OF 2019 LEVELS

Despite a general stagnation in inbound tourism to the U.S., **arrivals from Italy rose by 10% in May**, with smaller increases from the UK and Spain. However, overall international arrivals were down 3% year-on-year in June and remain at just 80% of 2019 levels. U.S. government data points to ongoing weakness in international tourism due to economic and geopolitical instability. The WTTC projects that such geopolitical shifts will significantly impact North American tourism in 2025, with a sharp decline in U.S. travel and tourism revenue.