

ITALY REPORT

September 2025

TravelSouth
All Y'all Are Welcome USA

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.

- **TSUSA International Showcase 2025. Kansas City, Missouri. December 1-4, 2025:** buyers' coordination ongoing. 1 name replacement for America World and 1 buyer's cancellation (Tecnitravel, replaced by Volonline). Request information about t-shirt size and flight tracker.
Ambassador Nomination: tentative America World.
- **America World Co-Marketing 2025/26:** ongoing, received first layout for approval (3 Newsletters) and confirmation for product update. 4 total itineraries will be promoted during the partnership, 2 of them new: first Bluegrass & Bourbon Trail and second Missouri Iconic Sites & Local Bites.
- **Going Tour Operator Co-Marketing 2025/26:** ongoing, waiting to receive first layouts for approval, as well as updates about product update (4 thematic itineraries will be promoted during the partnership). Waiting to receive def city of the event in November.
- **TTG 2025:** in contact with Lia Maiorca from Visit USA to organize the shipment of Travel South materials to the VISIT USA stand.
- Received a request for itinerary support in the South from **Viaggi Stellari** – a travel agency based in Milan.
- Branding: new **newsletter template** created based on the new format shared by Ivonne.
- **Travel South Global Week - Media Marketplace in Louisville, Kentucky & Press Trips:** Sofia Bordandini, Journalist from CN Traveller published the first article dedicated to Kentucky in the Autumn issue of Condé Nast Traveller.


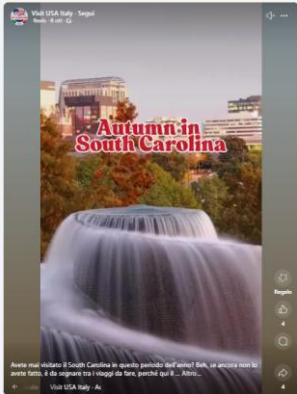

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Italy												
Travel Trade												
Trade Meetings	15	15	16									
Trainings	1	0	0									
Number of Agents Trained	77	0	0									
Media												
Total number of articles published	44	8	21									
Impressions	1.501.105	853.975	38.503.800									

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>September 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. <p>Website: informed Visit Usa about Travel South logo change, to be updated on the dedicated area online.</p> <p>Social Media Post: 1 post to be published during October, visibility to South Carolina.</p>  <p>• TTG 2025: in contact with Lia Maiorca from Visit USA to organize the shipment of Travel South gadgets and guides to the VISIT USA stand.</p> <p>Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - MHezi@aviareps.com</p>	In touch
	 <p>• Travel South International Showcase 2025, Kansas City: We asked the tour operator to provide us with:</p>	

KONRAD TRAVEL	<p>1. Size of Kansas City T-shirt: received</p> <p>2. We informed Ilaria Vergani that that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed.</p> <p>3. Asked to submit the completed Flight Tracker template with flight details: received</p> <p>4. Product insights/updates: received</p> <p>• Fam trip September 2025 AL, MS, LS for 10 top selected agents from all around Italy: fam trip on Going, itinerary uploaded on Travefy and shared with Catherine after our wip call. We sent 11 TSUSA guides, 11 TSUSA notebooks, and 11 Louisiana caps for the participants. Finalized.</p> <p>Ilaria Vergani, Product Manager - ilaria@konradtravel.it</p>	In touch
GOING	<div data-bbox="683 792 912 875" data-label="Image"> </div> <p>• <u>Co-Marketing FY 2025/2026 confirmed:</u></p> <p>Dates: September – March 2026</p> <p>Budget: 5,000</p> <p><u>ONLINE ACTIVITIES:</u></p> <ul style="list-style-type: none"> - 2 newsletters, October 2025 and January 2026 - 1 webinar, Feb 19th 2026 - travel agencies flyers & exposure agencies stores - 4 new itineraries: <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><u>OFFLINE ACTIVITIES</u></p> <ul style="list-style-type: none"> - 2 thematic training events, one on Nov 27th, the second TBD <p>September status:</p> <ul style="list-style-type: none"> • Ivana Di Stasio, PM USA, is creating the itineraries planned for co-marketing. We've shared our media gallery with her for photo inclusion. • Waiting to receive newsletter layout planned during October, for approval. • Waiting to receive Travel Agencies Flyers & Exposure planned during October, for approval. • Defining exact city for our next event on Nov 27th. <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>	In touch to receive a preview of the materials planned for October.

GATTINONI	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with: 1. Size of Kansas City T-shirt: received 2. We informed Domenico that that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: waiting to receive it. 4. Product insights/updates: waiting to receive them.</p> <p>Domenico Cangelli, Product Manager, domenico.cangelli@gattinoni.it</p>	In touch
CREO TOUR OPERATOR	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Luigi Leone informed us he will not be able to participate. Informed Catherine accordingly.</p> <p>Luigi Leone, Director of Product, luigi.leone@creo.travel</p>	In touch
TECNITRAVEL	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Paolo Zampieri informed us he will not be able to participate. We have informed Catherine and requested the possibility of making a substitution (Tentative: Volonline).</p> <p>Paolo Zampieri, Product Manager, paolo.zampieri@tecnitravel.it</p>	In touch
VANESSA VIAGGI	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with: 1. Size of Kansas City T-shirt: received 2. We informed Stefano Gnerucci that that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: received.</p> <p>Post fam: Stefano has a connecting flight in his post fam <i>Come Find Your Virginia: Vistas, Vineyards, and Voyage through History.</i></p>	In touch

	<p>We informed Stefano that he can proceed with purchasing the flight from Kansas to Washington. We, as Hopscotch, will reimburse him and include this cost in the monthly invoice.</p> <p>Stefano Gnerucci, Product Manager – stefano@vanessaviaggi.it</p>	
AMERICA WORLD	<div data-bbox="708 405 927 524" data-label="Image"> </div> <p>• <u>Co-Marketing FY 2025/26 confirmed:</u> Dates: October – December Budget: 6,000 USD <u>ONLINE ACTIVITIES</u> - 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 <u>OFFLINE ACTIVITIES</u> - 1 “a casa del quality group” event</p> <p>September status: <u>ONLINE ACTIVITIES</u> - Waiting for Facebook and IG post layouts, scheduled for October 9th, the Instagram post for October 2nd - Editorial Newsletter, planned for October 7th: request received for a specific focus to be shared, along with media gallery and our logo. - Received 3 Newsletters (trade and consumer) promoting itineraries in the South USA part of our Marketing plan planned during October and asked them to make some changes. - Damien Tamburo informed us about the new website https://usa.flexy.travel/ dedicated exclusively to the United States, with a Fly & Drive section. He also informed us he will create <u>2 new itineraries</u> to be included in the new co-marketing: first <i>Bluegrass & Bourbon Trail</i> and second <i>Missouri Iconic Sites & Local Bites</i>.</p> <p>• <u>Travel South International Showcase 2025, Kansas City:</u> Damien Tamburo, Product Manager from America World will be replaced by his colleague Ilaria Pasero. She will take over all the city and Fam Tours Damien signed up.</p> <p>We asked the tour operator to provide us with: 1. Size of Kansas City T-shirt: received 2. We informed Ilaria Pasero that that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: waiting to receive it. 4. Product insights/updates: informed us they created 11 itineraries to which two new itineraries will be added, as mentioned above: first <i>Bluegrass & Bourbon Trail</i> and second <i>Missouri Iconic Sites & Local Bites</i>. In 2026 they will offer 3 departures with the same itinerary (<i>Music Road</i>); in</p>	In touch.

	<p>2025 they confirmed one departure with 12 participants.</p> <p>Ambassador Award: America World is our potential operator to be nominated for the Ambassador Award: more information and the form to be completed and sent to Ivonne by October 6th.</p> <p>Damien Tamburo, Product Manager, damien.tamburo@americaworld.it Marco Peci, Commercial and Marketing Director, marco.peci@qualitygroup.it</p>	
TRAVEL ISLAND	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with:</p> <ol style="list-style-type: none"> 1. Size of Kansas City T-shirt: received 2. We informed Evelin Ratti that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: waiting to receive it. 4. Product insights/updates: waiting to receive them <p>• <u>Out of Scope Project:</u> video interview with LOT about Louisiana experiences and product, to be than vehiculated via a newsletter to agencies database scheduled on December 16th</p> <p>Evelin Ratti, Product Manager & Travel Consultant, evelin.ratti@travelisland.it</p>	In touch
ALIDAYS TRAVEL EXPERIENCES	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with:</p> <ol style="list-style-type: none"> 1. Size of Kansas City T-shirt: received 2. We informed Giuseppe Gerevini that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: waiting to receive it. 4. Product insights/updates: waiting to receive them <p><u>Marcella Re plane ticket:</u> In contact with Alidays for Marcella's flight booking. Received Catherine's approval. The price is EURO 1083. Going to issue the ticket at end of October.</p> <p>Giuseppe Gerevini, Product Manager, giuseppe.gerevini@alidays.it</p>	In touch

VOLONLINE TOUR OPERATOR	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We called to ask if someone from the product department team will attend, as a replacement for Paolo Zampieri – Tecnitavel tour operator.</p> <p>• <u>Out of Scope Project:</u> Volonline has confirmed its partnership with Louisiana, featuring a mix of digital activities aimed at promoting the destination from an outdoor perspective, as well as an event scheduled for the first months of 2026. At the same time, Product Manager Alessandra Pisoni has confirmed a video chat interview focused on autumn and Christmas, scheduled for October 30th, 2025.</p> <p>Marta Tampieri, Marketing Manager - marta.t@volonline.it Alessandra Pisoni, Product Manager - Alessandra.p@volonline.it</p>	In touch
NAAR TOUR OPERATOR	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with:</p> <ol style="list-style-type: none"> 1. Size of Kansas City T-shirt: received 2. We informed Alessia Pascucci that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: received. 4. Product insights/updates: waiting to receive them. <p>• <u>Out of Scope Project:</u> Partnership with LOT renewed for FY 25/26, focusing on gastronomy and outdoor activities, with the creation of an itinerary that combines these two themes. The first layout will be published at the beginning of November.</p> <p>Erica Melegari, Product Manager, erica.melegari@naar.com Alessia Pascucci, Booking Operator USA, alessia.pascucci@naar.com</p>	In touch
REIMATOURS	 <p>• <u>Travel South International Showcase 2025, Kansas City:</u> We asked the tour operator to provide us with:</p> <ol style="list-style-type: none"> 1. Size of Kansas City T-shirt: received 2. We informed Luca Cesaretti that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: received. 	In touch

	<p>4. Product insights/updates: received.</p> <p>• Out of Scope Project: as part of the partnership with LOT, the TO created a new Self Drive focused on Louisiana: https://www.reimatours.it/schedaselfdrive.asp?id=80955&id_cat=15&sel=1&Sez=Dest. Also, confirmed training event in Pescara on December 16th to promote the destination, focusing on gastronomy and Christmas.</p> <p>Luca Cesaretti, Product Manager, luca@reimatours.it</p>	
ITINE-RARI	 <p>• Travel South International Showcase 2025, Kansas City: We asked the tour operator to provide us with:</p> <ol style="list-style-type: none"> 1. Size of Kansas City T-shirt: received 2. We informed Manuela Baietto that due to a system error, the Monday tour "Masterpieces & Miniatures: A KC Cultural Tour" was not available at the time of registration. It is now available, and delegates can modify their registration if needed. 3. Asked to submit the completed Flight Tracker template with flight details: waiting to receive it. 4. Product insights/updates: waiting to receive them. <p>Manuela Baietto, Owner & Managing Director – manuela@itine-rari.it</p>	In touch
LASCIATI VIAGGIARE	 <p>• Out of Scope Project: Event confirmed with LOT in Bologna on November 19th, with the special participation of travel blogger Simona Sacrifici, to present the destination through a dedicated itinerary and a focus on gastronomy.</p> <p>Cristina Caretti, Lasciati Viaggiare - cristina@lasciatiiviaggiare.it</p>	In touch
Ti.ES.BI	 <p>• Product Update: the tour operator is working on implementing South USA itineraries on the new section of their website. They are still resolving some technical issues, but the contents will be available online soon.</p> <p>Among the new itineraries: <i>From Charleston to New Orleans – 15-day Fly & Drive Tour</i> (South Carolina, Tennessee, Alabama, Mississippi, Louisiana).</p> <p>Link: USA Travel South – Da Charleston a New Orleans – Tour Fly&Drive 15</p>	In touch.

	giorni Ti.Es.Bi. Tour Operator Milano Carmen Bassi, Head of Operations, cbassi@boateltravelevent.it	
VIAGGI STELLARI	 Viaggi Stellari, a travel agency based in Milan, reached out to us for a personal trip in the South USA, including Missouri, Tennessee, Louisiana, Mississippi and is asking for suggestions/advice. Elisabetta Leggeri, Travel Agents - info@viaggistellari.net	In touch.
TRAVEL SOUTH REFRESH BRANDING	Received new logos and newsletter template, created based on the new format shared by Ivonne.	NEXT: Send the new logos to the tour operators to be included in the activities planned under the co-marketing initiatives.
GADGET AND ROLL UP PRODUCTION	<ul style="list-style-type: none"> • Working at new proposals for gadgets with the new logo – to be then shared for approval • Roll-up: we need to receive the new graphics for printing in Italy 	
TRADE ANALYSIS	We have completed the trade analysis for Italy and sent the Excel file to Liz on September 9 th .	

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/>
3. Ilaria Santi: *"6 reasons (+1) why Savannah is the American city you absolutely must visit"*
Link: <https://siviaggia.it/idee-di-viaggio/savannah-georgia/548695/>
4. Ilaria Santi: *"The hotel that inspired Francis Scott Fitzgerald to write The Great Gatsby"*
Link: <https://siviaggia.it/posti-incredibili/hotel-grande-gatsby/551099/>
5. Sofia Bordandini: *"Another South. Cassius Clay, The Great Gatsby, and bourbon were all born in the creative cradle of Kentucky. Are these clues enough?"* Condé Nast Traveller Autumn Issue
Link: https://drive.google.com/file/d/17mRu4inK3Rrk677_33_Es9NHkJtK7xEr/view?usp=sharing

September update: Sofia Bordandini published her first article focused on Louisville in the autumn issue of Condé Nast Traveller.

• Social Media Management

A comprehensive social media strategy was developed for the Travel South USA Facebook page for the month of October, 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:** *"Spooky Southern United States: Halloween itinerary among ghosts, haunted towns, and other worldly myths"* - distributed on September 30 to the

travel consumer and travel trade media lists.

TravelSouth
All Y'all Are Welcome USA

Spooky Southern United States:

Halloween itinerary among ghosts, haunted towns, and other worldly myths

Carved pumpkins on porches, horror-themed parties, and trick-or-treating in costume: traveling to the southern United States during Halloween means venturing into places where the boundaries between past and present become blurred and history comes to life in the form of apparitions and legends. From New Orleans, Louisiana, to Charleston, South Carolina, through Alabama, Tennessee, and Mississippi, October 31 is the ideal time to embark on a journey that winds through fascinating and mysterious cities, elegant villas marked by darkness, cemeteries where you can sense evanescent presences, and abandoned villages shrouded in silence.

Louisiana: between voodoo and the occult in New Orleans

The first stop has to be New Orleans, Louisiana, the capital of voodoo and the undisputed queen of the occult. During Halloween, the French Quarter takes on an even more enigmatic atmosphere, with costume parties and nighttime ghost tours that bring tales of mystery back to life. LaLaurie Mansion, an elegant 18th-century residence, is one of the most haunted places in the city. Once the home of socialite Delphine LaLaurie, who hides in a dark past, it is said that you can still hear the cries of the victims of one of the most brutal serial killers of the colonial period. Continue on to St. Louis Cemetery No. 1, where you can visit the tomb of voodoo queen Marie Laveau and leave offerings and requests for otherworldly protection.

Mississippi: the ghosts of the Civil War

The itinerary continues up the Mississippi River to Natchez, where the grand antebellum mansions provide the perfect backdrop for supernatural tales. For those who want a taste of history, King's Tavern, an old building dating back to 1769, has a dark past: in the 1930s, the remains of three skeletons and a decorated dagger were found behind the fireplace. According to locals, one of those bodies belonged to Madeline, the mistress of the first owner, Richard King, whose presence still lingers among the mirrors and rooms where the beds mysteriously heat up. Adding to the sinister atmosphere is the legend of the outlaw Wiley Harpe and the cry of the child he killed, which many visitors swear they have heard coming from upstairs. A ghost tour in Mississippi cannot fail to stop at Longwood Mansion, a wonderful villa left unfinished after the Civil War, which is home to the restless spirit of Dr. Haller Nutt, the original owner who wanders through the halls as if seeking to complete his home.

Alabama: Outlaws and cities shrouded in mystery

Continuing on toward Alabama, a land of ghost towns and stories steeped in the wounds of the Civil War and industrialization. In Birmingham, the Sloss Furnaces tell the story of the steel boom. Here, it is said that James "Slag" Wormwood, a ruthless foreman, was thrown into a furnace by his men after the deaths of dozens of workers. Today, visitors claim to hear screams and feel menacing presences wandering the abandoned corridors. In Selma, on the other hand, the famous St. James Hotel still welcomes the apparitions of outlaw Jesse James and his companion Lucinda in rooms 214, 314, and 315. But it is in Cahawba, the ancient lost capital,

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that the journey becomes truly evocative. Transformed into a ghost town by war and devastating floods, today it is a favorite destination for ghost hunters thanks to its numerous ruined houses, former slave quarters, and cemetery, as well as the ghost of Pegues, who manifests himself in the form of a luminous sphere that leads visitors into the woods before suddenly vanishing.

Tennessee: the echo of the Bell Witch

The journey through the most mysterious South then arrives in Tennessee, home to one of America's most famous legends: that of the Bell Witch. In Robertson County, starting in 1817, the Bell family was haunted by an entity that spoke, screamed, threw objects, and even physically attacked members of the household. Folklore attributes this presence with a role in the death of the head of the family, John Bell. Today, the Bell Witch cave, near Adams, is a destination for the curious and paranormal enthusiasts who tell of unexplained sensations and invisible presences, making this corner of Tennessee a must for those seeking thrills.

South Carolina: pirates and serial killers in Charleston

Finally, moving northward, Charleston, South Carolina, welcomes visitors with cobbled streets and tree-lined squares with old-world charm but a past marked by wars, riots, and pirates. Don't miss a visit to the Old City Jail, where stories focus mainly on Lavinia Fisher, America's first female serial killer, who, according to many, continues to haunt the prison cells. Reaching the Battery and White Point Garden, you will discover a wonderful park overlooking the city's harbor, which was once the scene of pirate hangings, whose figures hanging from the trees swaying in the wind are still visible on the darkest nights. For a truly spooky moment, the Dock Street Theatre, the most haunted building in South Carolina, is home to the spirit of Nettie, a young woman who died in the second half of the 1800s and still roams the theatre's boxes and balconies in her scarlet red dress.

Images available at this [link](#).


Articles published on online media (and offline)

	TRADE MEDIA	DATE	TITLE	STATES MENTIONED	IMPRESSIONS
1	Italiavola.com	September 1 st , 2025	Tennessee sees growth in tourism and business travel with new flights from Dublin and Reykjavik	Tennessee	190.000
2	askanews.it	September 4 th , 2025	Autumn in the Southern United States, a journey through foliage and wineries	Kentucky, Tennessee, North Carolina, Alabama, Missouri	98.700
3	comunicazionenazionale.it	September 4 th , 2025	Autumn in the Southern United States, a journey through foliage and wineries	Kentucky, Tennessee, North Carolina, Alabama, Missouri	n.a
4	viaggi-usa.it	September 5 th , 2025	Journey through Dixieland: 15 Days Discovering the Most Authentic Soul of the Deep South	Mississippi, Tennessee, Alabama, Georgia, Louisiana	131.000
5	Travelquotidiano.it	September 5 th , 2025	Spirit Airlines reviews its network and cuts connections from 11 US airports	Alabama, Tennessee, South Carolina	24.800
6	viaggi-usa.it	September 5 th , 2025	Coast to Coast in 21 days: from Miami to San Francisco	Tennessee	168.000
7	viaggi-usa.it	September 5 th , 2025	Between Mississippi Blues, Jack Daniel's, and the Louisiana Swamps: a journey into the Deep South of the United States	Mississippi, Tennessee, Alabama, Georgia, Louisiana	212.000
8	viaggi-usa.it	September 11 th , 2025	Saint Louis: what to see in the city with the tallest arch in the world	Missouri	192.000

9	siviaggia.it	September 16 th , 2025	The locations of Jumanji: The Next Level: where the film was shot	Georgia	1.750.000
10	eventinews24.com	September 16 th , 2025	Autumn in Alabama	Alabama	903.000
11	vogue.it	September 16 th , 2025	Around the world in 11 micro bars where you can drink well from Milan to New Orleans	Louisiana	3.560.000
12	siviaggia.it	September 18 th , 2025	Filming locations for The Life of Chuck: an evocative journey through the Alabama destinations that tell the story of Stephen King	Alabama	1.750.000
13	viaggi-usa.it	September 19 th , 2025	Johnny Cash Museum: the museum of the "Man in Black"	Tennessee	168.000
14	viaggi-usa.it	September 22 nd , 2025	The National WWII Museum in New Orleans: the great museum of World War II	Louisiana	168.000
15	viaggi-usa.it	September 22 nd , 2025	Guide to St. Louis Cemetery No. 1 and the cemeteries of New Orleans	Louisiana	168.000
16	viaggi-usa.it	September 22 nd , 2025	World of Coca Cola: the Coca Cola museum in Atlanta	Georgia	168.000
17	viaggi-usa.it	September 22 nd , 2025	New Orleans, climate and temperatures: when to go? Info on the best time of year	Louisiana	122.000
18	blog.almatv.tv	September 25 th , 2025	Autumn in Alabama	Alabama	n.a
19	Tgcom24.mediaset.it	September 26 th , 2025	Kentucky, Paducah hosts barbecue festival	Kentucky	28.400.000
20	latitudeslife.com	September 30 th 2025	Southern United States, raise your glasses in the golden autumn	Kentucky, Tennessee, North Carolina, Alabama, Missouri	25.300

21	Alanews.it	September 30 th 2025	Six scenic routes in the United States to admire the spectacle of autumn colors	Alabama, Missouri	305.000
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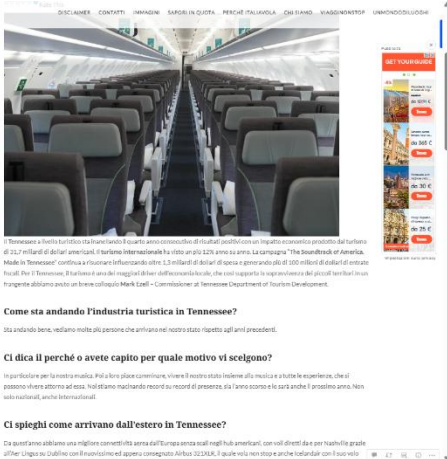
Coverage Book:
<https://travelsouthusa.coveragebook.com/b/98466efc7082f766>



Italiavola & Travel

Il Tennessee cresce in turismo e business travel con i nuovi voli da Dublino e Reykjavik

Pubblicato in ITALYVOLA il 15 SETTEMBRE 2025



DISCLAIMER CONTATTI IMMAGINI SAGGI IN GIUSTA PERCHÉ ITALYVOLA CHI FIANCO VIAGGIAMOSTER UNMONDOGOLLODUE

OUT TOURISM

Il Tennessee è l'unico stato degli Stati Uniti a essere stato scelto da Forbes come uno dei migliori stati del mondo per il turismo. Il Tennessee è l'unico stato degli Stati Uniti a essere stato scelto da Forbes come uno dei migliori stati del mondo per il turismo. Il Tennessee è l'unico stato degli Stati Uniti a essere stato scelto da Forbes come uno dei migliori stati del mondo per il turismo.

Come sta andando l'industria turistica in Tennessee?

Sta andando bene, vediamo molte più persone che arrivano nel nostro stato rispetto agli anni precedenti.

Ci dica il perché o avete capito per quale motivo vi scelgono?

Il per il nostro paese (Tennessee) è un luogo molto speciale, non è solo un luogo turistico, ma è un luogo che ha una storia e una cultura che è unica. Il Tennessee è un luogo che ha una storia e una cultura che è unica. Il Tennessee è un luogo che ha una storia e una cultura che è unica.


Ci spieghi come arrivano dall'estero in Tennessee?

Da quest'anno abbiamo una milione di persone che arrivano dal Tennessee, con voli diretti da e per Nashville grazie alla compagnia aerea Delta. Il Tennessee è un luogo che ha una storia e una cultura che è unica. Il Tennessee è un luogo che ha una storia e una cultura che è unica. Il Tennessee è un luogo che ha una storia e una cultura che è unica.

Autunno negli Stati Uniti del Sud, viaggio tra foliage e cantine

Dal Kentucky al Missouri

SET 4, 2025 Turismo



Annunci Google

[Invia commenti](#)

Perché questo annuncio?

Roma, 4 set. (askanews) – La stagione autunnale negli Sud degli Stati Uniti è una cartolina caratterizzata da foglie dorate che danzano tra vigneti e colline che si tingono di rosso e arancione. È il momento perfetto per intraprendere un viaggio alla scoperta di paesaggi incantevoli e cantine che producono vini d'eccellenza. Dal Kentucky al Missouri, qui è possibile vivere un'esperienza enologica autentica in un viaggio che combina gli aromi delle uve con lo spettacolo del foliage, dove ogni sorso racconta la storia di territori ricchi di tradizione e bellezza.

Attuak42 = *Achlamys* single Mammalian bed bed, composed of fallow and a few



Antennae nearly fixed (fixed) and fixed, a fixed one follows a month.

Settembre 4, 2025

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[Home](#) > [Itinerari USA](#) > [Stati del Sud](#) > [Viaggio nel Dixieland: 15 giorni alla scoperta dell'anima più autentica del Deep South](#)



Itinerario di 15 giorni nel Sud degli USA

Viaggio nel Dixieland: 15 giorni alla scoperta dell'anima più autentica del Deep South

Settembre 5, 2025 / Valeria Rovellini

Pubblichiamo oggi il bellissimo diario di viaggio di Valeria, che ha macinato km e km con un solo obiettivo: scoprire l'anima più autentica del profondo Sud degli States.

In questo itinerario nella terra di Dixie, Valeria esplora stati quali Georgia, Alabama, Louisiana, Mississippi e Tennessee, venendo a contatto con le radici musicali d'America (il country, il blues e il jazz), il suo distillato più popolare (il Jack Daniel's), le sue radici storiche (le piantagioni, le ville danteguerra e le testimonianze delle lotte per i diritti civili), e inaspettate bellezze naturali (il parco Great Smoky Mountains e la strada panoramica Blue Ridge Parkway).

[Indice \[Nascondi\]](#)

- Mappa dell'itinerario
- Da Atlanta a New Orleans
- 8 Settembre: Partenza
- 9 Settembre: Atlanta, Georgia
- 10 Settembre: Antebellum Trail, Georgia
- 11 Settembre: da Montgomery a New Orleans
- 12 Settembre: New Orleans
- Dalle piantagioni della Louisiana a Clarksdale
- 13 Settembre: Le piantagioni di St. Joseph e Oak Alley e le ville di Natchez



Assicurazione Viaggio USA: le migliori polizze a confronto

L'assicurazione sanitaria in America è qualcosa di imprescindibile per il nostro viaggio, ma spesso non è facile orientarsi fra le molte offerte di polizze disponibili. Quali sono i criteri con cui scegliere un'assicurazione USA? Ecco i

REGISTRATI AGLI EVENTI

Spirit Airlines rivede il network e taglia i collegamenti da 11 aeroporti Usa

5 settembre 2025 09:49



Spirit Airlines taglia i collegamenti su 11 destinazioni negli Stati Uniti e accantona i piani per il lancio di un nuovo volo, in linea con il piano di revisione del network legato all'avvio del **secondo Chapter 11** richiesto dalla **low cost** in meno di un anno.

I tagli, che entreranno in vigore all'inizio di ottobre, comprendono la cessazione di tutti i servizi per Albuquerque, New Mexico; Birmingham, Alabama; Chattanooga, Tennessee; Columbia, South Carolina; Oakland, Sacramento, San Jose e San Diego, California; Portland, Oregon; Salt Lake City, Utah; e Boise, Idaho.

Sono stati inoltre rimossi i progetti per il lancio dei voli Fort Lauderdale-Macon, Georgia, il 16 ottobre, nell'ambito di una partnership con Contour Airlines.

Le rotte interessate includono Albuquerque-Las Vegas, Birmingham-Fort Lauderdale, Chattanooga-Newark, Columbia-Orlando, Detroit-San Diego e diversi servizi intra-californiani sulla costa occidentale. Chattanooga e Columbia sono tra le destinazioni più recenti di Spirit, essendo state lanciate solo a giugno.

"Stiamo rivedendo il network per concentrarci sui mercati più performanti – afferma un portavoce di Spirit -. Ci scusiamo con i nostri ospiti per gli eventuali disagi causati e contatteremo coloro che hanno prenotazioni interessate per informarli delle opzioni disponibili, compreso il rimborso.

Rimaniamo impegnati a offrire opzioni di viaggio di alto valore e continueremo a servire decine di destinazioni negli Stati Uniti, in America Latina e nei Caraibi".

Home > Itinerari USA > Coast to Coast > Coast to Coast in 21 giorni: da Miami a San Francisco



Coast to Coast da Miami a San Francisco

Coast to Coast in 21 giorni: da Miami a San Francisco

Settembre 5, 2025 / Roberto Lanciotti

E si riparte per gli Stati Uniti con tre obiettivi... L'anno scorso ci è rimasto famoso in bocca quando capitandoci per caso – a zonzo per la U112 – abbiamo "assaggiato" i magici slot canyon della Hole in the Rock Road a Escalante senza aver visto i più belli. Poi avendo passato vacanze o a Ovest o a Est ci piaceva l'idea di vedere qualcosa degli stati centrali e da qui è venuta l'idea di provare il Coast to Coast. E, infine, riprovare la lotteria sul posto per The Wave dopo aver perso la lotteria online ad aprile.

La preparazione del viaggio, previsto per luglio-agosto, inizia a fine novembre 2018 con la scelta dell'aereo e dell'auto da noleggiare. Dopo molte ricerche su molti portali troviamo un noleggio auto a Miami con riconsegna a San Francisco che ci permette di pagare un costo aggiuntivo di "sola andata" di soli 50 dollari mentre da New York non trovavamo nulla per meno di 500 dollari di costo aggiuntivo. E poi acquistiamo un economicissimo Torino – Roma – Miami, San Francisco – Salt Lake – Parigi – Torino per soli 520 euro a testa.

Cerca ...





Le paludi della Louisiana, Jean Laffite

Fra Mississippi Blues, Jack Daniel's e Paludi della Louisiana: viaggio nel profondo Sud degli States

Settembre 5, 2025 / Andrea Franchelli

In questo viaggio da Dallas a Savannah, Andrea è riuscito a coprire gran parte delle principali attrazioni del Deep South USA, attraversando gli stati del Texas, del Mississippi, del Tennessee, della Louisiana, della Georgia e dell'Alabama. Vediamo allora di immergerci in questo splendido itinerario alla scoperta delle radici del profondo Sud degli Stati Uniti.

Indice [Nascondi]

- [Domenica 31/07: partenza](#)
- [Lunedì 1 febbraio: Dallas](#)
- [Martedì 2: Austin](#)
- [Mercoledì 3: Hamilton Pool e Luckenbach](#)
- [Giovedì 4: San Antonio](#)
- [Venerdì 5: Houston](#)
- [Sabato 6: NASA](#)
- [Domenica 7: Delta del Mississippi](#)
- [Lunedì 8: il quartiere francese di New Orleans](#)
- [Martedì 9: Rosewood Plantation](#)
- [Mercoledì 10: Vicksburg, Clarksdale e dintorni](#)
- [Giovedì 11 e Venerdì 12: i luoghi di Elvis](#)
- [Sabato 13: Tunica](#)

Cerca ...



Assicurazione Viaggio USA: le migliori polizze a confronto

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Guida ai luoghi di interesse di Saint Louis

Saint Louis: cosa vedere nella città dell'arco più alto del mondo

Settembre 11, 2025 / Giorgio Nardini

A circa quattro ore da Chicago, Saint Louis si affaccia timida sul Mississippi sbirciando verso l'Illinois e protetta dal famoso arco di metallo che ne contraddistingue la skyline. Fondata da mercanti di pellicce francesi nel 1764, è ora una tranquilla città del Midwest con un'ottima reputazione nel campo delle biotecnologie, della medicina e... del baseball. I St. Louis Cardinals sono infatti tra le squadre più acclamate della Major League Baseball.

L'America meno conosciuta, poco turistica e vera: Saint Louis è uno stop ideale durante un on the road per trascorrere uno o due giorni tra architettura moderna, baseball ed eventi (non perdetevi il Blues at the Arch ogni venerdì di Agosto). Ecco allora le principali attrazioni da non lasciarsi durante una visita in città:

Indice [Nascondi]

- [Cosa vedere a Saint Louis](#)
- [Gateway Arch](#)
- [Old Courthouse](#)
- [Tower Grove Park e Missouri Botanical Garden](#)
- [Cattedrale di Saint Louis](#)
- [Forest Park](#)
- [City Museum](#)
- [Laumeier Sculpture Park](#)
- [Busch Stadium](#)
- [Anheuser-Busch Brewery](#)

Cerca ...



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[Home](#) > [Luoghi da film](#) > Le location di Jumanji – The Next Level: dove è stato girato il film

Le location di Jumanji – The Next Level: dove è stato girato il film

Esplora le spettacolari ambientazioni del film con Dwayne Johnson, dalle giungle mozzafiato alle montagne incredibili



Letizia Rogolino
GIORNALISTA SPECIALIZZATA IN TRAVEL & LIFESTYLE



Publicato: 16 Settembre 2025 18:30

CONDIVIDI



Jumanji The Next Level location

Nel 2019, Jake Kasdan firmava il sequel di un'avventura eccentrica del 2017, che attingeva in realtà da qualcosa di ancora più fisso nell'immaginario comune: *Jumanji* (1995). Pieni di animali, natura, ironia e insidie, i tre film giocano tutti su atmosfere divertenti e un giusto bilanciamento, che attrae grandi e piccini.

AGGIORNATO IL 16/09/2025 — AMERICA DEL NORD

Autunno in Alabama



IAPHET
ELLI



Pinhoti Trail - Crediti Chris Granger

Quest'autunno l'Alabama invita i viaggiatori a scoprire paesaggi spettacolari: le foreste del nord si accendono di colori brillanti, mentre il Delta Mobile-Tensaw, sulla costa del Golfo, si anima del passaggio degli uccelli migratori. Con oltre 400 km di sentieri nei suoi 21 parchi statali, lo Stato è un vero paradiso per gli amanti delle camminate, ma anche per chi preferisce la bicicletta o la canoa. Dalle lunghe traversate del Pinhoti Trail, tra le colline pedemontane degli Appalachi, ai percorsi più brevi e accessibili, fino agli itinerari da seguire sull'acqua, la guida 25 Must-Tread Trails for 2025 raccoglie le mete imperdibili per la prossima stagione.

Escursione a lunga distanza sul Pinhoti Trail

Il Pinhoti Trail è un percorso di circa 540 km che attraversa l'Alabama e la Georgia, collegandosi indirettamente con l'Appalachian Trail. Il tratto dell'Alabama, lungo 275 km, inizia a Flag Mountain, famosa per la sua torre panoramica in mattoni, e arriva fino al confine con la Georgia, attraversando la Talladega National Forest – uno spettacolo di colori in autunno – e le colline pedemontane degli Appalachi. Chi lo percorre incontra creste rocciose, ruscelli, cascate, tratti ripidi e due sezioni su strada. Lungo il percorso si può campeggiare nella foresta seguendo i principi del "no trace", oppure usufruire dei rifugi semplici, delle cabine a Flag Mountain e degli alloggi nei paesini di montagna vicini. Nelle foreste di pini è possibile avvistare anche il picchio dal ciuffo rosso, specie in via di estinzione.

Maggiori informazioni: trailforks.com; alabamatrailsfoundation.org



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VIAGGI



Il giro del mondo in 11 micro bar dove bere bene da Milano a New Orleans

Dall'Art Nouveau nel Marais allo speakeasy zodiacale, dalla lounge con vista sull'Old Course, al rum bar d'ispirazione Havana. Banconi da 2 a 8 posti, legni antichi, vetri d'autore e vini naturali. L'unico italiano è sui Navigli

DI NICOLE KLIEST

16 settembre 2025

Photo: Maison Metier

Undici micro bar iconici tra America, Europa e Asia, con pochissimi posti, un design con carattere e drink da ricordare

Home > Luoghi da film > Location del film The Life of Chuck: viaggio suggestivo nelle mete dell'Alabama che raccon...

Location del film The Life of Chuck: viaggio suggestivo nelle mete dell'Alabama che raccontano Stephen King

Scopri i luoghi reali del film di Mike Flanagan che danno vita all'universo emozionante e malinconico immaginato da Stephen King



Letizia Rogolino

GIORNALISTA SPECIALIZZATA IN TRAVEL & LIFESTYLE



Publicato: 19 Settembre 2025 16:30

CONDIVIDI



Dove è stato girato The Life of Chuck

Nonostante l'ambientazione di *The Life of Chuck* sembri uscita direttamente da uno dei tanti immaginari paesini del New England creati da **Stephen King**, il film di **Mike Flanagan** è stato in realtà girato interamente in **Alabama**, sfruttando la sua varietà paesaggistica e l'atmosfera sospesa di molte cittadine del sud degli Stati Uniti.

Le riprese si sono svolte principalmente nella zona di Mobile e nella Baldwin County, sulla costa orientale della Mobile Bay. Il film, tratto dall'omonimo racconto incluso nella raccolta *Se scorre il sangue*, è diviso in tre atti narrati in ordine cronologicamente inverso, e ogni parte sfrutta location diverse per accompagnare il tono emotivo della narrazione.

Home > Itinerari USA > Stati del Sud > Tennessee > Johnny Cash Museum: il museo del "Man in Black"



Cosa vedere al Johnny Cash Museum di Nashville

Johnny Cash Museum: il museo del "Man in Black"

Settembre 19, 2025 / Filippo Nardelli

Nel cuore di **Nashville** si trova il **Johnny Cash Museum**, uno spazio interamente dedicato a ripercorrere la vita e l'eredità artistica del "Man in Black". Attraverso cimeli originali, installazioni multimediali e sezioni tematiche, il museo racconta la storia di una delle voci più iconiche della musica americana, offrendo al visitatore un percorso intenso e ricco di suggestioni.

Cerca ...



Tra i luoghi da visitare a New Orleans c'è un enorme museo che racconta ogni dettaglio e retroscena della Seconda guerra mondiale

Il National WWII Museum di New Orleans: il grande museo della Seconda Guerra Mondiale

Settembre 21, 2025 / Filippo Nardelli

Il National WWII Museum è un enorme museo di [New Orleans](#) dedicato alla storia della Seconda Guerra Mondiale e il più importante di tutti gli Stati Uniti. La sua missione è quella di documentare il coinvolgimento militare, industriale e umano degli Stati Uniti nel conflitto.

Info importante

Sei alla ricerca di un itinerario collaudato e pronto all'uso per visitare [New Orleans](#) e gli Stati del Sud? Il nostro itinerario ebook Il profondo Sud tra musica e diritti civili è quello che ti serve!

Grazie a curate installazioni multimediali, alla presenza di numerosi veicoli originali e testimonianze dirette di chi fu coinvolto nella guerra si vivrà un'esperienza immersiva nella storia del conflitto mondiale in modo originale e appassionante.

Cerca ...



Assicurazione



Come visitare il St. Louis Cemetery no.1 di New Orleans

Guida al St. Louis Cemetery no.1 e ai cimiteri di New Orleans

Settembre 22, 2025 / Filippo Nardelli

Il St. Louis Cemetery No. 1 è il cimitero più antico di New Orleans e uno dei luoghi storici più visitati della città. Le tombe monumentali che riflettono le influenze francesi, spagnole e creole della città e le sue lapidi consumate dal tempo, raccontano oltre due secoli di storia sia locale che nazionale.

Cerca ...



La Coca-Cola è nata ad Atlanta e qui troverai il museo dedicato alla storia della bibita più famosa al mondo

World of Coca Cola: il museo della Coca Cola ad Atlanta

Settembre 22, 2025 / Andrea Curvinatto

Ti sei mai chiesto dove sia nata la Coca-Cola? Forse non lo sapevi, ma la bevanda gassata più famosa al mondo, una delle icone indiscusse degli Stati Uniti d'America, è stata inventata ad **Atlanta**, in **Georgia**. Se durante il tuo prossimo viaggio oltreoceano capiti da queste parti, puoi fare una tappa interessante e gustosa per visitare il World of Coca-Cola.

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Questo grande museo dedicato alla più celebre fra le **bevande americane**, offre un'esperienza immersiva nella storia della bibita e consente anche di degustarne diverse varianti.

Cerca ...



Assicurazione



Quando andare a New Orleans? Scopriamo il clima e le temperature della città

New Orleans, clima e temperature: quando andare? Info sul periodo migliore

Settembre 22, 2025 / Andrea Curvinatto

Non è solo il jazz a caratterizzare **New Orleans**: dal punto di vista meteorologico la città è famosa per la **pioggia**. L'area geografica in cui sorge, sul delta del fiume Mississippi e quindi in pieno Golfo del Messico, ne rende il clima umido e soggetto a costanti precipitazioni durante tutto il corso dell'anno.

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Purtroppo, non sono rari gli uragani e i cittadini ricordano con tristezza l'uragano Katrina che nel 2005 devastò la città. Tutto questo non significa che sia impossibile visitare una delle città più emozionanti di tutti gli Stati Uniti: basta sapere quali stagioni sono le più favorevoli e partire con la giusta preparazione.

Cerca ...



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Attrazioni a New Orleans

Pagina 1

GET YOUR GUIDE

GetYourGuide

Apri

Autunno in Alabama

■ giovedì 26 Set 2025 ● di Claudia Guadagni



Quest'autunno l'Alabama invita i viaggiatori a scoprire paesaggi spettacolari: **le foreste del nord si accendono di colori brillanti**, mentre il Delta Mobile-Tensaw, sulla costa del Golfo, si anima del passaggio degli uccelli migratori. **Con oltre 400 km di sentieri nei suoi 21 parchi statali, lo Stato è un vero paradiso per gli amanti delle camminate**, ma anche per chi preferisce la bicicletta o la canoa. Dalle lunghe traversate del Pinhoti Trail, tra le colline pedemontane degli Appalachi, ai percorsi più brevi e accessibili, fino agli itinerari da seguire sull'acqua, la guida 25 Must-Tread Trails for 2025 raccoglie le mete imperdibili per la prossima stagione.

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Maggiori informazioni: trailforks.com, alabamatrailsfoundation.org



SNACK VIDEO



CARNE E SOLIDARIETÀ

Kentucky, a Paducah va in scena il festival del barbecue

I fondi raccolti vengono infatti destinati a cause benefiche

26 Set 2025 - 14:16 | ▶ 00:53



Paducah, in Kentucky, ha ospitato l'annuale concorso "Barbecue on the River", attirando pitmaster da ogni parte del Paese. L'evento, che si svolge nella contea di McCracken, unisce tradizione culinaria e solidarietà: i fondi raccolti vengono infatti destinati a cause benefiche. Tra le specialità in gara anche il barbecue in stile indiano, in un mix di culture, aromi e sapori che celebra la passione per la griglia.

Home > Viaggi > Stati Uniti del Sud, in alto i calici nell'autunno dorato

Viaggi

Stati Uniti del Sud, in alto i calici nell'autunno dorato

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In autunno gli stati del sud degli Usa, diventano tutti d'oro. Colline, vigneti e boschi cambiano abito e il verde dell'estate si fa rosso fuoco e arancio e giallo.



In autunno le cantine sono aperte per le degustazioni (c)Shutterstock

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[Ambiente](#)
[Video](#)

Home > Lifestyle

Sei itinerari panoramici negli Stati Uniti per ammirare lo spettacolo dei colori autunnali

Dagli Ozark del Missouri ai boschi dorati del Vermont, ecco sei itinerari iconici per ammirare il foliage negli USA tra natura, piccoli borghi e attrazioni culturali

di **Vittorio De Bellaro** — 30 Settembre 2025



Articoli recenti

- Juventus, che tegola! Bremer è ancora Ko: lesioni al menisco e operazione in vista
- Stretta dei Social agli under 15, Italia prudente: la situazione
- Processo Rupnik, l'avvocata delle vittime: "Ora giustizia sia realmente avviata"
- Sangiuliano valuta la candidatura in Campania con Fdi: è polemica in Rai
- Lorella Cuccarini: "Non ho irrisolti con Heather Parisi. Non dimenticherò mai la ramanzina di Pippo Baudo: era come un padre"

IV. Newsletters

Trade Newsletter to tour operators and travel agent professionals

Status	Topic	Numbers delivered	Open rate	Click-thru rate
Travel South USA Newsletter Series#11	<p>May monthly newsletter: sent on September 8th, 2025</p> <p>Topic: <i>Biking & Hiking in the Outdoors: What's in Your Picnic Basket?</i></p> <p>States featured:</p> <ul style="list-style-type: none">• <u>NORTH CAROLINA:</u> OUTDOOR EXCURSIONS AND BREATHTAKING VIEWS• <u>SOUTH CAROLINA:</u> FLAVORS OF THE SOUTH AND THE CHARM OF ITS NATURE• <u>ALABAMA:</u> AMONG THE BEST RECREATIONAL TRAILS IN THE UNITED STATES• <u>KENTUCKY:</u> AMONG ADVENTUROUS TRAILS AND "TRAIL TOWNS"	10.328 TOTAL	19,72%	3,06%

V. Market Update

HOLIDAY CALENDAR FAVORABLE FOR LONG WEEKENDS

After the long pause in August, industry professionals are already setting their sights on the holidays breaks that will mark the 2025/2026 calendar, also keeping an eye on school schedules, which are especially important for the Christmas and Easter holidays.

While the market cannot expect much satisfaction for the Easter holidays, the period between Christmas and New Year's will see considerable activity for companies in the sector. The calendars published by individual regions indicate a long break from December 23 to January 6. However, the situation could be even more favorable because December 23 falls on a Tuesday, and it is highly likely that schools, using their autonomy, might include December 22, making the break begin on December 20. In total, this would provide 18 consecutive days for potential family holidays.

Also favorable is December 8, which falls on a Monday, while November 1 (a Saturday) will offer less flexibility. The same applies in spring: April 25 falls on a Saturday, but May 1 is on a Friday, and June 2 is on a Tuesday.

TOURISM 2025: THE FIVE KEY TRENDS OF THE SEASON

It's not just about traveling, it's about doing it in new, more conscious, authentic, and personal ways.

Tour operators know this well and are already investing in travel formats designed to meet the evolving needs of today's travelers. From tailor-made experiences to sustainable tourism and the booming solo travel trend, here are five key trends set to shape tourism in the coming months.

1. Solo Travel

One of the strongest trends of 2025 is the growth of group trips for solo travelers.

In an era that celebrates emotional independence and self-love, more and more people are choosing to travel alone — without compromise.

Traveling solo today means feeling free, embracing the new, and sharing authentic experiences with like-minded people.

2. Experience-Based Tourism

Travelers no longer want to just see places — they want to fully experience them.

In 2025, experiential tourism will be at the heart of the travel industry, offering far more than simple sightseeing.

From weekends in Italian villages with artisan workshops, to guided hikes, traditional cooking classes, or holistic retreats, it's all about the desire for meaningful, memorable experiences.

3. Regenerative Tourism

Where sustainability was once a "nice to have," it's now a non-negotiable requirement.

In 2025, the concept evolves into regenerative tourism — a model that goes beyond simply reducing environmental impact, aiming to give back value to local territories and communities.

4. Microtourism & Slow Travel

The popularity of microtourism continues to rise in 2025: short trips, often close to home, celebrate local beauty and the pleasure of slowing down.

There's growing demand for weekend getaways in Italian villages, food and wine experiences, and tours of regional parks.

This trend also responds to practical needs: limited time, modest budgets, and a craving for authenticity.

In 2024, Italy recorded over 235 million foreign tourist overnight stays, up 3.7% (source: ENIT), many of which were in less-traveled destinations.

Often, microtourism goes hand in hand with slow travel: no checklists to complete, just presence in the moment, quality time, and total immersion.

HEADLINE: HOW MUCH DID ITALIANS SPEND ON VACATION ON AVERAGE IN 2025? WHERE DID THEY GO, WHAT DID THEY DO, AND HOW LONG DID THEY STAY?

In 2025, the holiday spending of Italian citizens served as a significant indicator of consumer choices and tourism habits.

Recent surveys conducted by organizations such as Coldiretti/Ixè and the Confcommercio Tourism Observatory provide a detailed picture: **over 38 million people chose to take at least one day off from their daily routines.** An analysis of average vacation spending among Italians reveals behavioral patterns that reflect the national approach to managing holiday budgets. According to Coldiretti/Ixè, the average per capita expenditure stands at around €648, distributed across a wide range of spending categories:

Up to €500 – 33%

Between €500 and €1,000 – 47%

Between €1,000 and €2,000 – 17%

Over €2,000 – 3%

This distribution highlights a strong polarization in spending, **with most travellers choosing options that remain below €1,000 per person. However, data from the Compass Observatory shows that the estimated average budget rises to around €1,130 per person, increasing significantly for non-EU destinations to approximately €1,900.**

The rise in prices is a key factor: nearly one-third of travelers expect to spend more on transportation and accommodation compared to the past, often driven by the appeal of personalized services and new flexible payment methods such as Buy Now Pay Later.

Choosing low- or mid-cost destinations, booking in advance, and increasing attention to dividing family expenses are emerging as the most common strategies.

Data confirms the sea as the preferred destination for about a quarter of Italian holidaymakers, followed by the mountains and art cities. Domestic tourism remains dominant: **according to the Confcommercio Tourism Observatory, about 91% of Italians choose to stay within national borders, while only a small portion (9%) opt for international destinations – mainly within Europe (with Spain, France, and Greece among the most popular) and the United States for long-haul trips.** Spending patterns show a shift in priorities: according to all major surveys, food now represents about one-third of the total holiday budget, surpassing accommodation and transportation. In 2025, the trend toward shorter holidays seems confirmed. According to Coldiretti/Ixè, the average vacation duration is now 9.7 days—about two days fewer than a decade ago.

Most travelers fall into the following categories:

- Short breaks (3 days or less): Chosen by 13% of Italians, especially young professionals and families with limited time availability.
- Medium-length stays (4–7 days): Representing 34%, ideal for those seeking a refreshing break without straying too far from home or work.
- Long holidays (more than a week): Selected by 25%, with preferences for seaside or mountain destinations, as well as art cities during low season.

Summer 2025 marks a strong acceleration of the trend known as experiential tourism, and particularly a growing interest in the enhancement of food and wine and rural heritage. **Nearly 40% of travelers participated in tastings, cooking classes, and visits to wineries, oil mills, dairies, or breweries.** This data confirms the evolving expectations of tourists toward more engaging and hands-on experiences, where personal involvement plays a central role.

TRAVEL TO THE U.S.: NEW ESTA FEES STARTING SEPTEMBER 30

Starting **September 30**, a new fee will be introduced for obtaining the **ESTA**, the 2-year tourist visa essential for entering the United States. The online registration fee **will increase from the current \$21 to \$40.** This measure was approved in **July** as part of a package called the ‘**Big Beautiful Bill**’.

ITA AND UNITED: CODESHARE LAUNCHES ON ITALY-U.S. FLIGHTS

Starting on **September 15**, the codeshare flights between **Ita Airways** and **United Airlines** will debut,

expanding travel options between Italy and the United States for both carriers. "The codeshare agreement with United Airlines represents a significant step for **Ita Airways** in its strategy to expand its network to new intercontinental destinations," says **Joerg Eberhart**, CEO and General Manager of the airline. "**Thanks to this partnership, we are strengthening our presence in the U.S. market** — the second most important market after the domestic one — by offering passengers the opportunity to reach additional destinations in the U.S. through the connections provided by our new partner." Among the new destinations now available to Italian passengers are cities like **Dallas, Denver, Honolulu, Houston, and Newark**. "This initiative is part of a broader growth strategy in international markets, which will culminate with Ita Airways' entry into **Star Alliance**, scheduled for **2026**, following its integration into the **Lufthansa Group**. We are proud to expand our travel offerings for our customers through synergy with **United Airlines**," concludes Eberhart.

DELTA WILL OPERATE AN OLBIA-NEW YORK FLIGHT STARTING IN MAY 2026

Sardinia and Malta join Delta's flight network thanks to votes from members of the SkyMiles loyalty program and the airline's employees, who chose these two islands as new European destinations. Both destinations will become part of the U.S. carrier's network from summer 2026.

The flight from Olbia, Sardinia, to New York will begin on May 21, 2026, and will be operated four times a week with a Boeing 767-300ER aircraft.

On both routes, passengers will be able to experience four cabin classes: Delta One, Delta Premium Select, Delta Comfort, and Delta Main. In Delta One, travelers will enjoy fully flat-bed seats, menus designed by renowned chefs, Missoni-branded amenity kits, and Taittinger champagne.

Across all cabins, passengers can enjoy curated meal service and Delta Studio entertainment, while SkyMiles members benefit from fast Delta Sync Wi-Fi, provided free of charge by T-Mobile.

At New York-JFK Airport, Delta One passengers will have access to the Delta One Lounge, featuring tranquil spaces, gourmet dining options, premium beverages, and dedicated service.

By adding Sardinia to its summer 2026 schedule, Delta strengthens its position as the leading U.S. airline in terms of flights to Italy, where it already serves Rome, Milan, Venice, Naples, and Catania airports.

MARCO PECI, QUALITY GROUP: "WE WERE REWARDED BY LAST-MINUTE BOOKINGS"

A Fluctuating 2025: For **Quality Group**, the year started strong in the first half, thanks to an exceptional April and May, followed by slower bookings for July and August.

"**Last-minute recovery**," says Sales Director **Marco Peci**, "allowed us to close the summer with growth compared to 2024, both in terms of passenger numbers and revenue. The real positive surprise was the market's ability to react on the last-minute front, confirming how central travel remains in consumers' choices." Among the challenges that have made **2025 a particularly demanding year**, Peci points to "**the decline in average purchasing power in Italy. Our goal is to maintain high quality standards even in an economically difficult context for Italians.**"

In addition to the impact of rising prices, several factors have played a role:

The search for destinations perceived as **safe** amid geopolitical tensions; The "**Trump factor**"; greater **sensitivity to currency exchange rates**, which has made certain destinations more appealing; the increase in **last-minute bookings**, tied to economic uncertainty.

"**Overall, Italian travelers have shown great maturity in their consumption of tourism products.**"

As for the most requested destinations — though not all necessarily growing — the "**classic favorites**" remain strong:

USA, Japan, South Africa, Northern Europe, Peru, and China, among others.

The summer season also saw **positive surprises** such as **Uzbekistan** and **Brazil**, which benefited from growing demand. On the long-haul front, **Mexico** and **Australia** also stood out.

ALPITOUR GROUP: TOUR OPERATING REVENUE UP 11%

Just over a month before the end of the fiscal year, there is a sense of satisfaction at Alpitour Group. "The tour operator's revenue growth stands at 11%," explains Alessandro Seghi, Commercial Director of Tour Operating at Alpitour World. "As for profitability, we'll comment once the fiscal year closes, but I can already anticipate that the figures are positive. So far, the tour operating division alone has recorded an increase of €155 million."

This leap forward has involved all the group's key business pillars. "Growth has been significant, thanks both to the contribution of high-spending clients and to that of customers who are more attentive to value for money."

In detail, the performance has covered almost all destinations in the portfolio, with only a few exceptions. "The Italian seaside segment saw a slight decline, with passenger numbers down by two percentage points. However, some competing destinations benefited — Egypt first and foremost, where we achieved a 24% increase in passengers. Except for the Balearic Islands, which recorded a 3% drop mainly due to high prices, and Cape Verde, where our flagship hotel in Sal was under renovation, summer produced extremely positive results," Seghi continues — results that set the stage for an equally promising winter season.

And what about the United States? "This year," Seghi clarifies, "the trend for that destination has been somewhat atypical compared to others. In the first part of the year, we saw double-digit growth, followed by a period of stagnation. At the moment, the numbers are recovering, and overall, we are seeing passenger growth of around 2%."