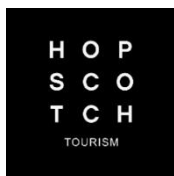


ITALY REPORT

April 2026

Travel
South
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**.

Prior to the pandemic, the Travel South USA region welcomed over 10.2 million international visitors, generating \$10.3 billion in visitor spending, with approximately 90% of arrivals coming from 15 key international markets. Today, as long-haul travel continues to recover and evolve, the South is particularly well positioned to capture new demand thanks to its year-round appeal, diverse landscapes, rich cultural heritage, culinary traditions, and music-driven storytelling—elements that resonate strongly with experience-driven travelers.

Italy represents a high-potential, high-spending market and remains one of the most important long-haul source markets for the United States. Long-haul travel accounts for 13% of outbound trips and continues to grow, supported by a clear shift toward year-round travel and off-season departures aimed at avoiding peak summer crowds.

In 2024, 1.12 million Italians traveled to the United States (+15% versus 2023), generating €3.18 billion in total spending. U.S. bookings have remained resilient despite global uncertainty, with early 2025 showing stable performance, with an increasing interest in destinations offering immersive experiences, national parks, culture, heritage, and slower-paced itineraries—key strengths of the Southern USA.

The Italian travel trade landscape is highly fragmented, and relationship driven. It includes **approximately 778 active tour operators**, ranging from small tailor-made specialists to large integrated groups, alongside **around 5,650 physical travel agencies**, many of which belong to consortia such as Welcome Travel, Gattinoni, Bluvacanze, and UVET. Travel agents continue to play a central role in medium- and long-haul bookings, particularly for complex and customized itineraries.

The Southern United States remains a highly attractive product for Italian tour operators targeting affluent and culturally curious travelers. Its milder climate compared to northern U.S. cities makes it especially appealing for spring, fall, and winter travel, aligning perfectly with current Italian travel trends. To fully leverage this opportunity, ongoing visibility, agent training, and coordinated storytelling are essential. Through strategic partnerships, digital tools, and consistent market engagement, Travel South USA continues to strengthen its positioning in Italy, building on established trust and growing operator-led investment in Southern USA products.

I. EXECUTIVE SUMMARY

- **Idee Per Viaggiare Co-Marketing 2025/26:** ongoing, stories published on IG on Aprile 24th.
- **Visit USA:** finalized webinar with Reima Tours on April 30th. Waiting for list of participants and webinar recording.
- **TSUSA International Showcase Nashville TN & Super Fam Tours Nov. 29 – Dec. 6, 2026:** invitation sent to 14 operators, already received 12 confirmations.
- **Global Media Marketplace & FAM April 22nd - April 30th, 2026, in Mobile, Alabama:** finalized

		Jan	Feb	March	Q3 Total	April
9 partners AL/KY/LA/MS/MO/NC/SC/TN/ ROTS	Italy					
	Travel Trade					
	Trade Meetings/Trainings	10	29	78	117	18
	Number of Agents Trained	0	207	41	248	0
	Media Meetings	9	5	7	21	5
	Total number of articles published	46	38	32	116	50
	Impressions	1,247,769	2,304,986	953,951	4,506,706	951,359

DRIVE LINK:

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

II. Travel Trade




Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/ Next step
<p>VISIT USA ITALY</p>	<div data-bbox="762 454 912 595" style="text-align: center;"> </div> <p>April status:</p> <p>• 2026 TSUSA MEMBERSHIP: Webinars - Travel South:</p> <ol style="list-style-type: none"> 1. April 30th with Reimatours: Music and Soul on the Road: from Tennessee to Mississippi all the way to Louisiana FINALIZED (waiting for list of participants and webinar recording) <div data-bbox="579 846 1098 1256" style="text-align: center; border: 1px solid black; padding: 10px;"> </div> <ol style="list-style-type: none"> 2. October 22nd with Volonline – Title and participating states will be defined later <p>Social media post</p> <p>1 post published during on Apr 29th, visibility to Kentucky.</p> <div data-bbox="603 1496 912 2033" style="border: 1px solid black; padding: 5px;"> </div>	<p>In touch</p>


	<p>Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - mia@visitusaita.org</p>	
GOING	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Ivana di Stasio, Product Manager, intends to participate; she is currently travelling and will confirm on May 12th upon her return.</p> <p>Ivana Di Stasio, Product Manager - ivana.distasio@going.it Giulia Ruggiero, Going Marketing Specialist - giulia.ruggiero@bluvacanze.it</p>	Waiting for her confirmation.
GATTINONI	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; Domenico Cangelli, Product Manager, has been invited, and we are awaiting his confirmation.</p> <p>Domenico Cangelli, Product Manager - domenico.cangelli@gattinoni.it</p>	In touch.
IDEE PER VIAGGIARE	 <p>• Co-Marketing FY 2025/26 ongoing:</p> <ul style="list-style-type: none"> -6 content marketing - 2IG Post - 1 LinkedIn Post -2 Carousel -2 stories takeover - 1FB Post - 6 DEM - Three New itineraries <p>April status: Stories published on IG on April 24th.</p>	In touch

	 <p> • Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Massimo Miniello, Booking and Operations Coordinator & Product Manager, will participate. </p> <p> Dionisio Spinelli, Head of Digital, dionisio.spinelli@ideeperviaggiare.it Liberato Esposito, Product Manager, liberato.esposito@ideeperviaggiare.it Massimo Miniello, Booking and Operations Coordinator & Product Manager, massimo.miniello@ideeperviaggiare.it </p>	
<p>KONRAD TRAVEL</p>	 <p> •Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Ilaria Vergani, Product Manager, confirmed her participation. </p> <p> Gianluca Sposito, Konrad Travel - gianluca@konradtravel.it Ilaria Vergani, Konrad Travel - ilaria@konradtravel.it </p>	<p>In touch</p>
<p>KEL 12</p>	 <p> • Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Stefano Gnerucci, Product Manager, confirmed his participation. </p> <p> Stefano Gnerucci, Product Manager – stefano.gnerucci@kel12.com </p>	<p>In touch</p>
<p>I GRANDI VIAGGI</p>	 <p> • Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Sara Quagliaroli, Product Manager, will participate. </p> <p> • Out of scope: Participation in a fam trip organized by LOT from April 27 to May 3 to discover Louisiana </p> <p> Sara Quagliaroli, Product Manager - sara.quagliaroli@igrandiviaggi.it </p>	<p>In touch</p>

<p>OLTREMARE</p>	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Stefano Uva, CEO, confirmed his participation.</p> <p>Stefano Uva, Ceo - s.uva@oltremareviaggi.com</p>	<p>In touch</p>
<p>AMERICA WORLD</p>	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Damien Tamburo, Product Manager, will participate.</p> <p>Damien Tamburo, Product Manager - damien.tamburo@americaworld.it</p>	<p>In touch</p>
<p>ALIDAYS</p>	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Ilaria De Nardi, Senior Travel Designer, has confirmed her participation.</p> <p>• Out of scope: training event in Brescia area, as part of partnership with LOT, targeting around 25 travel agents from the area. Also, a video chat webinar was organized, following the event.</p> <p>Giuseppe Gerevini, Product Manager - giuseppe.gerevini@alidays.it Iliaria De Nardi, Senior Travel Designer - ilaria.denardi@alidays.it</p>	<p>In touch</p>
<p>GO WORLD</p>	 <p>• Travel South International Showcase USA 2026, Nashville: sent invitation on April 13th; received feedback: Carmen Lucia Ruggiero, Product Manager, will participate.</p> <p>Carmen Lucia Ruggiero, Product Manager - c.ruggiero@goworld.it</p>	<p>In touch</p>
<p>TRAVEL ISLAND</p>	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Evelin Ratti, Product Manager, confirmed her participation.</p> <p>Evelin Ratti, Product Manager & Travel Consultant - evelin.ratti@travelisland.it Franco Bondioli, Travel Consultants & Tour Operator - franco.bondioli@travelisland.it</p>	<p>In touch</p>

<p>NAAR BESPOKE TRAVEL</p>	 <p>•Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Alessandra Cucco, North America Destination Specialist, confirmed her participation.</p> <p>•Out of scope: training event in Verona area, as part of partnership with LOT, targeting around 25 travel agents from the area.</p> <p>Erica Melegari, Product Manager - erica.melegari@naar.com Alessandra Cucco, North America Destination Specialist - alessandra.cucco@naar.com</p>	<p>In touch</p>
<p>ITINE-RARI</p>	 <p>•Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Manuela Baietto, Owner & Managing Director, confirmed her participation.</p> <p>Manuela Baietto, Owner & Managing Director – manuela@itine-rari.it</p>	<p>In touch</p>
<p>REIMATOURS</p>	 <p>• Travel South International Showcase 2026, Nashville: sent invitation on April 13th; received feedback: Claudia Cannas, Operations & Booking, will participate.</p> <p>Luca Cesaretti, Group Department Manager - luca@reimatours.it Claudia Cannas, Operations & Booking Dept., claudia@reimatours.it</p>	<p>In touch</p>

<p>ENJOY DESTINATIONS</p>	<div data-bbox="703 210 858 362" data-label="Image"> </div> <p data-bbox="416 409 1198 499">Mirko Pacini (Product Manager), on the occasion of the Route 66 centennial, updated an existing itinerary on the website and published it on his Instagram and LinkedIn profiles.</p> <div data-bbox="651 517 944 1149" data-label="Image"> </div> <p data-bbox="389 1167 932 1191">Mirko Pacini, Product Manager - mirko@enjoydestinations.it</p>	<p>In touch</p>
<p>CREO</p>	<div data-bbox="730 1252 876 1397" data-label="Image"> </div> <ul data-bbox="392 1435 1163 1496" style="list-style-type: none"> • Out of scope: Participation in a fam trip organized by LOT from April 27 to May 3 to discover Louisiana. <p data-bbox="392 1552 884 1576">Luigi Leone, Product Director - luigi.leone@creo.travel</p> <p data-bbox="392 1579 884 1603">Michela Cimini, Booking - michela.cimini@creo.travel</p>	<p>In touch.</p>
<p>MIANOTOUR</p>	<div data-bbox="719 1630 876 1783" data-label="Image"> </div> <ul data-bbox="392 1798 1230 1856" style="list-style-type: none"> • Out of scope: Participation in a fam trip organized by LOT from April 27 to May 3 to discover Louisiana. <p data-bbox="392 1899 951 1924">Salvatore E. Miano, Sole Director - direzione@mianotour.com</p>	<p>In touch</p>

<p>BLUEBERRY TRAVEL</p>	 <ul style="list-style-type: none"> • Out of scope: Participation in a fam trip organized by LOT from April 27 to May 3 to discover Louisiana. <p>Stefano Serra, Owner - stefano.serra@blueberrytravel.it</p>	<p>In touch</p>
<p>COLUMBUS TOUR OPERATOR</p>	 <p>Giovanna Cannizzaro expressed interest in the webinar with Reima Tours and Visit USA and requested recommendations for DMCs specialized in the Southern USA.</p> <p>Giovanna Cannizzaro, Product Manager – giovanna@columbusvacanze.it</p>	<p>We shared with Giovanna Cannizzaro the link to the full list of Southern USA DMCs.</p>
<p>BONAIR VIAGGI</p>	 <p>Serena Cantini attended the webinar with Visit USA and Reima Tours, expressing strong interest and enthusiasm and recalling a previous successful road trip in the Southern USA with NAAR. She requested materials to support an in-agency presentation and expressed her intention to replicate the experience with a group of at least 12 people.</p> <p>Serena Cantini, Travel Agent, serena@bonairviaggi.it</p>	<p>In touch and ready to respond to her.</p>
<p>TRAVEL SOUTH GPP ANNUAL PRODUCT AUDIT REPORTS</p>	<p>Updated and shared the Italy spreadsheet (GPP Annual Product Audit report) with the Team.</p>	<p>Finalized.</p>

Master Calendar: <https://docs.google.com/spreadsheets/d/14dbnPZAuyLzWaeriqvfw5liFg-WduAoV/edit?usp=sharing&ouid=103828313671859789867&rtpof=true&sd=true>

III. Communication & PR

• Global Media Marketplace & FAM

April 22nd - April 30th, 2026, in Mobile, Alabama FINALIZED

Journalist confirmed:

1. Elena Bittante – ilfattoquotidiano.it
2. Elena Barassi– GQ.it
3. Cristina Giuliano – Askanews
4. Ilaria Santi – siviaggia.it
5. Daniela Solito – larepubblica.it

Activities for Travel South USA Global Media Marketplace and FAM 2026

- Coordination with the journalists' group before and during the trips via dedicated Whatsapp groupchat.
- Participation of the PR Account during the Global Media Marketplace to assist the journalists.

ARTICLES PUBLISHED:

1. Cristina Giuliano: "In Alabama, Italian tagliatelle has become a wellness ritual"
Link: <https://askanews.it/2026/04/25/in-alabama-le-tagliatelle-italiane-diventano-un-rito-di-benessere/>
2. Cristina Giuliano: "In Fairhope, Alabama, sustainability in the kitchen speaks Italian"
Link: <https://askanews.it/2026/04/27/a-fairhope-in-alabama-la-sostenibilita-in-cucina-parla-italiano/>
3. Cristina Giuliano: "A Grand Hotel in the U.S. tells the story of two wars and a quest for identity"
Link: <https://askanews.it/2026/04/28/un-grand-hotel-negli-usa-racconta-due-guerre-e-una-storia-identitaria/>
4. Cristina Giuliano: "Larry DeLucas, from the Space Shuttle to Alabama: "Space brings the world together"
Link: <https://askanews.it/2026/04/29/larry-delucas-dallo-shuttle-allalabama-lo-spazio-unisce-il-mondo/>
5. Cristina Giuliano: "A Journey Aboard the USS Alabama, the Ship That Froze Time"
Link: <https://askanews.it/2026/04/29/viaggio-a-bordo-della-uss-alabama-la-nave-che-ha-fermato-il-tempo/>
6. Cristina Giuliano: Alabama's white-sand beaches: a haven for Europeans seeking to escape overtourism"
Link: <https://askanews.it/2026/05/02/spiagge-bianche-dellalabama-frontiera-anti-overtourism-per-europei/>
7. Cristina Giuliano: "The ephemeral art of sandcastles on Alabama's beaches"
Link: <https://askanews.it/2026/05/03/sulle-spiagge-dellalabama-larte-effimera-dei-castelli-di-sabbia/>

• 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. Elena Barassi: Louisville: Bourbon, Gatsby and Kentucky Legends
Link: <https://stylux.net/home/louisville-tra-bourbon-gatsby-e-leggende-del-kentucky/>
6. 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
a. Link: https://drive.google.com/file/d/17mRu4inK3Rrk677_33_Es9NHkJtK7xEr/view?usp=sharing
7. Sofia Bordandini: New destinations, Boa tour. Hospitable, scenic, guardian of a forgotten African American history, South Carolina tells its story on the water.
a. Link: https://drive.google.com/file/d/1UjiFUINE_tbt--kVT6rjijYLI8rRvkX-/view?usp=sharing

• Social Media Management

A comprehensive social media strategy was developed for the Travel South USA Facebook and Instagram pages for the month of April, 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: *drafting of the press release “Spring en plein air in the Southern United States between scenic trails and indulgent food stops”. Media pitching of the “Five new Civil Rights Trails for a journey through history across Virginia, Louisiana, and Tennessee”*

TravelSouth
All You Are Welcome USA

Spring en plein air in the Southern United States between scenic trails and indulgent food stops



Spring in the Southern United States unfolds at a gentle pace, best experienced through unhurried walks and two-wheeled journeys along trails that seem designed to be lost in and found again. Here, outdoor routes weave seamlessly with indulgent food stops, turning every excursion into a story shaped by breathtaking landscapes and authentic flavors. An impromptu picnic beneath centuries-old trees, a hidden bakery along the road, a craft beer enjoyed after an open-air adventure: each stop becomes part of an itinerary where nature meets the rich aromas of Southern cuisine.

Missouri: along the river, between flavors and American stories

Following the Missouri River, the Katy Trail stretches for over 380 kilometers, crossing small towns of understated charm and landscapes that shift rhythm with every bend. The journey begins in St. Charles, a historic landmark of Lewis and Clark's expedition, where a first stop at the Bike Stop Café and Outpost sets the tone with a light breakfast. Heading west, the route becomes a sequence of flavorful pauses: wood-fired sourdough pizzas and craft beers at Good News Brewing Company in Defiance, artisanal pastries in Augusta within the first American Viticulture Area in the United States, surrounded by vineyards that tell a long-standing winemaking tradition. In Rocheport, the Meriwether Café and Bike Shop welcomes travelers with buttermilk pancakes and gourmet burgers, closing a trail where movement and taste naturally intertwine.

Mississippi: between hills, history and coastal horizons

Mississippi reveals an unexpected diversity of landscapes. In the northern part of the state, Tishomingo State Park offers trails immersed in striking scenery, with dramatic rock formations, suspension bridges and waterfalls, while the Tanglefoot Trail guides cyclists and walkers along more than 70 kilometers of rolling hills, tracing paths linked to Chickasaw heritage and Meriwether Lewis. Nearby, Wall Dosey State Park invites relaxed walks through greenery, while the streets of Oxford unfold a literary charm and a slow, contemplative atmosphere. Here, a lakeside picnic or a pause in shaded town squares becomes part of the journey itself.

In the heart of the state, the Natchez Trace Parkway extends for over 700 kilometers, offering an ideal route for those seeking a blend of nature and historical memory. Scenic pull-offs and rest areas invite travelers to lay down a blanket and enjoy a picnic beneath ancient trees.

Further south, the Langleaf Trace crosses pine forests and small towns before reaching the Gulf Coast, where a scenic route runs along the sea for more than 40 kilometers between Bay St. Louis, Gulfport and Biloxi. With its flat terrain and bike-friendly communities, the Gulf Coast is ideal for relaxed cycling and full days by the ocean, paired with picnic baskets filled with local seafood specialties.

North Carolina: from peaks to ocean, a journey in constant transformation

In North Carolina, the warm season encourages a slower rhythm, moving between mountain peaks, wooded trails and coastal stretches shaped by Atlantic breezes.

In the mountains, Pisgah National Forest and the views along the Blue Ridge Parkway offer exhilarating experiences, from mountain biking routes to hikes leading to hidden waterfalls. At Beech Mountain Resort, former ski slopes transform into cycling trails, while food lovers can enjoy local flavors such as Ashe County cheese, fresh apples and sourdough bread from a Boone bakery.

In the Piedmont region, nature blends with a more urban setting: the American Tobacco Trail near Durham winds through forests and farmland, while parks such as Umstead State Park in Raleigh offer restorative walks. The pace slows, with stops at outdoor beer gardens where travelers share stories over craft beers.

Finally, along the coast, from the Wilmington Riverwalk to Carolina Beach State Park and the Outer Banks, every step is accompanied by Atlantic views and fresh flavors such as seafood salad, kettle chips and craft soda.

Articles published on online media (and offline)

	TRADE MEDIA	DATE	TITLE	STATES MENTIONED	IMPRESSIONS
1	viaggi-usa.it	April 1st, 2026	American National Parks: Reservation Required	Virginia, Missouri	12.700
2	corriere.it	April 3rd, 2026	In Memphis, the Southern Soul of "Sinners"	Tennessee	125.000
3	revenews.it	May 11th, 2026	Elvis Week: a New Week of Pop Pilgrimage at Graceland	Tennessee	1.530
4	corriereadriatico.it	April 6th, 2026	Route 66 Turns 100: A Journey Through the Museums Along the Mother Road	Missouri	12.900
5	motori.ilmessaggero.it	April 6th, 2026	Route 66 Turns 100: A Journey Through the Museums Along the Mother Road	Missouri	104
6	it.euronews.com	April 9th, 2026	100 Years of Route 66: The Ultimate American Road Trip	Missouri	2.780
7	guidaviaggi.it	April 12th, 2026	Louisiana Outdoors: Bayous, Wildlife and Untamed Nature for Experiential Tourism	Louisiana	1.250
8	lidentita.it	April 13th, 2026	Centenary Journey Along Route 66	Missouri	13.600
9	sportoutdoor24.it	April 14th, 2026	The Most Beautiful UNESCO National Parks According to TUI Musement	North Carolina, Tennessee	19.800

10	pianetamamma.it	April 14th, 2026	Waterfalls and Turquoise Lakes: The Most Beautiful Natural Parks to Explore with Children	Tennessee	2.220
11	it.euronews.com	April 14th, 2026	The World's Busiest Airports Revealed	Georgia	2.780
12	Siviaggia.it	April 14th, 2026	Discover Louisiana, from its cities to its vast natural parks: where to start your journey	Louisiana	12.000
13	italiavola.com	April 15th, 2026	Delta Launches A350-900 on Milan Malpensa Route	Georgia	22.100
14	zazoom.it	April 15th, 2026	Louisiana 2026: Wild Bayous and the Secrets of Baton Rouge	Louisiana	1.980
15	msn.com	April 16th, 2026	The World's Busiest Airports Revealed	Georgia	445.000
16	lagentiadiviaggimag.it	April 16th, 2026	Atlanta Remains the World's Busiest Airport	Georgia	214
17	travelquotidiano.com	April 16th, 2026	Aer Lingus Launches New Dublin–Raleigh Durham Route	North Carolina	1.310
18	milanofinanza.it	April 16th, 2026	Route 66: The Road That Has Told America's Story for a Century	Missouri	21.500
19	siviaggia.it	April 16th, 2026	The World's Busiest Airports Ranking	Georgia	12.000
20	ansa.it	April 22nd, 2026	Exploring Route 66 by Train Along the Mother Road	Missouri	65.500
21	travelquotidiano.com	April 22nd, 2026	British Airways Launches New Route to St. Louis	Missouri	1.310

22	turistipercaso.it	April 22nd, 2026	Louisiana: A Blend of Wonders	Louisiana	10.200
23	veganiinviaggio.it	April 23rd, 2026	Route 66 Plays Music in Tulsa	Missouri	764
24	Zazoom.it	April 24th, 2026	Nashville The New Cultural Hub That Defies the River with Art	Tennessee	1.980
25	askanews.it	April 25th, 2026	In Alabama, Italian Tagliatelle Become a Wellness Ritual	Alabama	945
26	unionesarda.it	April 25th, 2026	In Alabama, Italian Tagliatelle Become a Wellness Ritual	Alabama	26.400
27	Motori.ilmessaggero.it	April 25th, 2026	In Alabama, Italian Tagliatelle Become a Wellness Ritual	Alabama	104
28	italiavola.com	April 25th, 2026	Discover Houma, Louisiana	Louisiana	22.100
29	askanews.it	April 27th, 2026	In Fairhope, Sustainability Speaks Italian	Alabama	954
30	travelnostop.com	April 27th, 2026	The World Capital of Festivals and Fairs Is in the USA	Louisiana	488
31	stream24.ilsole24ore.com	April 27th, 2026	In Fairhope, Sustainability Speaks Italian	Alabama	1.870
32	askanews.it	April 28th, 2026	A Grand Hotel in the USA Tells the Story of Two Wars	Alabama	945
33	stream24.ilsole24ore.com	April 28th, 2026	Grand Hotel in the USA Tells the Story of Two Wars	Alabama	1.870

34	grandeippicaitaliana.it	April 28th, 2026	Kentucky Derby 152: The Dream of the Roses Comes Alive at Churchill Downs	Kentucky	18.900
35	ilgiornaleditalia.it	April 28th, 2026	A Grand Hotel in the USA Tells the Story of Two Wars	Alabama	23.200
36	askanews.it	April 29th, 2026	Journey Aboard the USS Alabama	Alabama	945
37	motori.ilmessaggero.it	April 29th, 2026	Journey Aboard the USS Alabama	Alabama	104
38	stream24.ilsole24ore.com	April 29th, 2026	Journey Aboard the USS Alabama	Alabama	1.870
39	Unionesarda.it	April 29th, 2026	Journey Aboard the USS Alabama	Alabama	26.400
40	askanews.it	April 29th, 2026	Larry DeLucas: From the Shuttle to Alabama	Alabama	945
41	stream24.ilsole24ore.com	April 29th, 2026	Larry DeLucas: Space Connects the World	Alabama	1.870
42	lapresse.it	April 29th, 2026	New Orleans Jazz & Heritage Festival Tribute	Louisiana	3.240

43	viaggioff.it	April 29th, 2026	Music, Flavors and Traditions: Louisiana's Most Vibrant Summer Events	Louisiana	810
44	stream24.ilsole24.com	April 29th, 2026	New Orleans Jazz & Heritage Festival: A Tribute to Jamaican Culture	Louisiana	1.870
45	siviaggia.it	April 30th, 2026	Route 66 Turns 100: Events Across the USA	Missouri	12.000
46	ruoteclassiche.quattro ruote.it	April 30th, 2026	The Myth of Route 66 Turns 100	Missouri	326
47	eventi.news	April 30th, 2026	Music, Flavors and Traditions: Louisiana's Most Vibrant Summer Events	Louisiana	n.a
48	r101.it	April 30th, 2026	Hamburger with fries becomes a Michelin-starred dish	South Carolina	8.380
49	latitudeslife.com	April 30th, 2026	Route 66 Turns 100: EAGLERIDER Offers 66 Riders a Once-in-a-Century Journey for 2026's Historic Experience	Missouri	3.860
50	Archiportale.com	April 30th, 2026	In Nashville, BIG creates a new metal curtain for TPAC	Tennessee	441

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

Home > Parchi Nazionali > Quali parchi americani richiedono la prenotazione nel 2026?



Ecco quali sono i parchi americani che necessitano una prenotazione

Quali parchi americani richiedono la prenotazione nel 2026?

Filippo Nardelli | Aprile 1, 2026

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ARTE E DESIGN MODA OROLOGI NAUTICA STORIE

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VIAGGI

Cineturismo, vivere come in un film (almeno in vacanza): le mete 2026 per gli amanti di cinema e serie tv, dalla Lombardia alla Norvegia

di Alessia Conzonato

Il fenomeno del «set jetting». Airbnb ha selezionato le mete turistiche dell'anno che ricreano atmosfere e location dei film più di culto, da Hammet, a Frankenstein e Sentimental Value

A Memphis, il Sud di «Sinners»

Nel quartiere Cooper-Yonne di Memphis, in Tennessee, questa casa

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FESTIVAL E EVENTI

Elvis Week: a Graceland una nuova settimana di pellegrinaggio pop

3 Aprile 2026 di REDAZIONE

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Route 66, l'iconica strada di 3.755 km che divide gli Usa compie cento anni. Viaggio nel percorso da est ad ovest



PER DIMENSIONE TURISMO È GIÀ CAPODANNO: ONLINE LO SPECIALE 2027



TURISMO

L'orizzonte americano visto dalla mitica Route 66 dopo 100 anni

La strada dei sei sogni e dell'avventura

Tesori naturali unici al mondo celebrati dai viaggiatori globali: i parchi UNESCO più belli

La classifica esclusiva dei siti UNESCO più amati sul pianeta partendo dai dati raccolti da TUI Musement, realtà leader nel settore delle esperienze turistiche (spoiler: c'è anche una parla italiana)

Serena Proietti Calzavara
14 April 2025



LAGHI DI PLITVICE - Sedici bacini turchesi si incastrano in un sistema di passerelle lignee circondate dalla vegetazione rigogliosa della foresta croata.

Transpotec Logitec ti aspetta

Il maltempico per l'ipotesi di nuovi trasporti Transpotec, luglio 2025 (articolo) Segui:



Tra cascate e laghi turchesi: i parchi naturali più belli da scoprire con i bambini

di Redazione PianetaMamma - aggiornato il 14/04/2025 [Scrivici](#)



Parchi UNESCO per famiglie: paesaggi spettacolari, cascate e passerelle che trasformano natura e geologia in avventure per bambini

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Svelati gli aeroporti più trafficati del mondo nel 2025, solo due sono in Europa

Home > Idee di Viaggio > Louisiana da scoprire, dalle città ai grandi parchi naturali: da dove iniziare il viaggio

PROMO

Louisiana da scoprire, dalle città ai grandi parchi naturali: da dove iniziare il viaggio

Bayou silenziosi, musica che risveglia l'anima e sapori che non si dimenticano: un viaggio nell'America più autentica

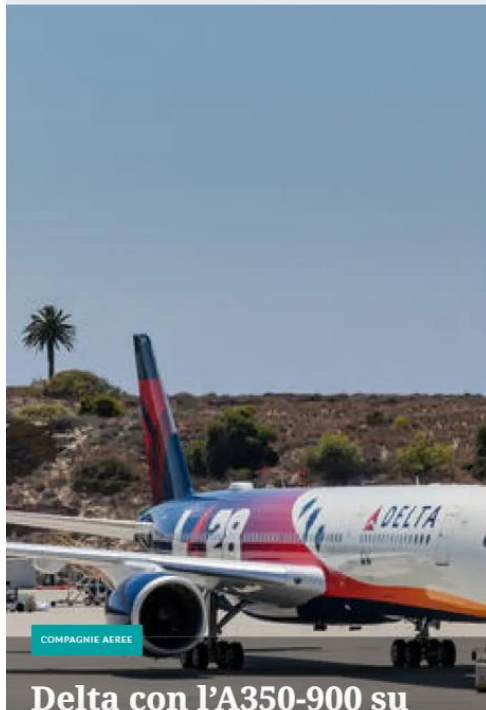
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REDAZIONE

Publicato: 14 Aprile 2026 12:30



Explore Louisiana

Italiavola & Travel



COMPAGNIE AEREE

Delta con l'A350-900 su

UNMONDODILUOGHI

★★★★★ 1 Vote



A partire dal prossimo 2 dicembre 2026 e per un breve periodo la compagnia aerea americana Delta Air Lines impiegherà l'Airbus 350-900 tra Atlanta e Milano Malpensa.

Milano non e' la sola

Infatti a breve da giugno la Detroit - Parigi CDG dal 2 giugno tutti i giorni. Poi Los Angeles - Hong Kong dal 6 giugno, sempre tutti i giorni. Quindi dal 6 settembre con la Atlanta - Tel Aviv. Quindi dal 23 ottobre sulla Atlanta-Riyadh prima giornaliera e poi passerà a trisettimanale.

L'ammiraglia della flotta Delta

Quest'oggi l'Airbus 350-900 e' considerabile come l'ammiraglia della

Louisiana 2026 | tra bayou selvaggi e i segreti di Baton Rouge

Da ameve.eu 15 apr 2026 | [Ascolta la notizia](#)

Nel 2026, la Louisiana si presenta come una regione caratterizzata da ambienti naturali selvaggi e tradizioni profonde, lontano dai centri urbani più affollati. La promozione ufficiale delle attività all'aperto punta a valorizzare il turismo esperienziale, con particolare attenzione alle zone dei bayou e alla città di Baton Rouge. La regione si prepara a offrire nuove opportunità di visita, puntando su paesaggi e tradizioni locali.

AD



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Segui

Lontano dalle luci artificiali e dal ritmo frenetico delle metropoli americane, la Louisiana si rivela come un mosaico di natura incontaminata e tradizioni radicate, dove il 2026 segna un punto di svolta per il turismo esperienziale grazie alla promozione ufficiale delle attività all'aperto. Esplorare questo territorio significa abbandonare i circuiti convenzionali per immergersi in un mondo dominato dai suoni dello zydeco, dai profumi delle spezie nei mercati locali e dalla quiete dei suoi bayou. Baton Rouge e l'eredità architettonica tra storia e natura. Spesso messa in ombra dalla celebre New Orleans, la capitale dello Stato offre un percorso di scoperta che parte dalle sue radici profonde.

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Camera di Commercio
Milano Monza Brianza...



Svelati gli aeroporti più trafficati del mondo nel 2025, solo due sono in Europa

Storia di Dianne Apen-Sadler • 3 sett. • [3 min di lettura](#)



Atlanta resta l'aeroporto più trafficato del mondo



16 Aprile 10:34 2026 da [Andrea Lovelock](#)



Comanda sempre Atlanta. Anche nel 2025 il gradino più alto del podio degli aeroporti nel mondo, per volume complessivo di traffico passeggeri, è stato occupato dal **Jackson Atlanta International** con **106,3 milioni** di passeggeri, con una media giornaliera di 29mila utenti. Segue a distanza il **Dubai International** con **95,2 milioni** di passeggeri, che quest'anno - a causa del drastico rallentamento di operatività causato dalla [guerra nel Golfo](#) - non potrà ripetere le performance e dal **Tokyo Haneda Airport**, con 91,7 milioni di utenti.

Nella top ten 2025 stilata come sempre dall'Airports Council International (Aci World) figurano ben quattro scali statunitensi (Atlanta, Chicago, Dallas e Denver), due cinesi - Shanghai (con quasi 85 milioni di passeggeri) e Changzhou (con 83,5 milioni di utenti) - e gli aeroporti di **Londra Heathrow** e **Istanbul Havaliman** con 84,4 milioni di passeggeri. Nel computo generale gli scali commerciali di tutto il mondo hanno fatto registrare un movimento complessivo di **9,8 miliardi** di passeggeri.

Per **Justin Erbacci**, direttore generale di Aci World, «ciò che sorprende positivamente è la capacità degli aeroporti più trafficati del mondo di gestire la crescente domanda di viaggi aerei in un contesto di **complessità operativa** sempre maggiore. Questi hub mantengono in movimento persone e merci, sostenendo il commercio globale, il turismo e la crescita economica nelle loro comunità e regioni. Per stare al passo con la domanda in aumento, i governi devono dare **priorità a investimenti continui** negli aeroporti e nel più ampio ecosistema dell'aviazione».

Nell'analisi per macro regioni del mondo, gli aeroporti dell'**Asia-Pacifico** hanno fatto segnare nel 2025 una significativa ripresa con punte di **incrementi a doppia cifra** rispetto al primo anno post-pandemia, mentre negli scali statunitensi si è registrato un **significativo consolidamento** del traffico passeggeri domestici, che mantengono una elevatissima quota di

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Giornale di interesse professionale per il turismo

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TUTTO INCLUSO

8 May 2026

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Aer Lingus operativa sulla nuova rotta tra Dublino e Raleigh-Durham, Carolina del Nord

16 aprile 2026 09:15



Aer Lingus ha aperto i voli sulla nuova rotta che collega Dublino a Raleigh-Durham, nella Carolina del Nord, che viene servita fino a cinque volte alla settimana con il nuovo Airbus A321Xlr.



NATIVE CONTENT - Turismo

Speciale Turismo — VAI AL DOSSIER

Route 66: la strada che da un secolo racconta l'America

Nel 2026 la Mother Road celebra un secolo di storia. Ti presentiamo tre itinerari Turisanda per viverla come non mai: in sella a una Harley Davidson, dormendo sotto un cielo stellato o attraversandola fino alle rive del Pacifico.

16/04/2026 09:53



Home > Notizie > I 10 aeroporti più trafficati del mondo secondo l'ultima classifica globale

I 10 aeroporti più trafficati del mondo secondo l'ultima classifica globale

Spinti da voli a lungo raggio, hub globali e turismo in aumento, questi sono gli aeroporti più trafficati al mondo per passeggeri nel 2025



Angelica Losi
CONTENT WRITER & TRAVEL EXPERT

Publicato: 15 Aprile 2026 11:00



L'aeroporto di Atlanta è il più trafficato al mondo

Il nuovo rapporto di ACI World ha contato quasi 10 miliardi di passeggeri nel 2025 dando modo di stilare quella che è la classifica dei 10 aeroporti più trafficati al mondo.

8 May 2026

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British Airways operativa sulla nuova rotta per St. Louis, 27ª destinazione Usa

22 aprile 2026 09:05



British Airways ha inaugurato i suoi primi voli diretti per St. Louis: la città del Missouri diventa così la 27ª destinazione statunitense ad entrare nel network della compagnia aerea britannica, che opera il maggior numero di voli diretti verso gli Usa



Home » Destinazioni

Louisiana, commistioni di meraviglia

Viaggio in una terra che rappresenta al meglio le molteplici contraddizioni e le innumerevoli sfumature che hanno dato vita agli odierni Stati Uniti d'America

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Il Papa in piazza incontra migliaia di fedeli a piazza del Plebiscito
8 MAGGIO 2016

Il Papa al Duomo incontra la madre del piccolo Domenico Callendo
8 MAGGIO 2016

Tutto-Fodi, Peccoreo Scando contro il falso Made in Italy
8 MAGGIO 2016

Russia: è inaccettabile che non controlli lo Stretto di Hormuz
8 MAGGIO 2016

CARACAS **videonews**

In Alabama le tagliatelle italiane diventano un rito di benessere

Finizza star a Fairhope dove è di casa anche Arianna Fontana

APR 25, 2016 Video



info & imprese

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Home » La capitale mondiale dei festival e delle sagre è negli USA

La capitale mondiale dei festival e delle sagre è negli USA

27 Aprile 2026, 10:00



Experia TAAP

Promozione estiva: Approfitta di oltre il 25% di sconto sugli hotel.

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Se esiste un luogo in cui la vita pulsa al ritmo di feste, sapori e suoni unici, senza dubbio la Louisiana. Con oltre 400 festival che animano lo stato ogni anno, è legittimo chiamare la Louisiana la 'Capitale mondiale dei festival'. Qui, la vera magia prende vita in primavera e nei mesi estivi, quando ogni weekend regala ai cittadini e ai viaggiatori di tutto il mondo un nuovo motivo per immergersi nella cultura locale, tra influenze creole, cajun e afroamericane, assaporare le eccellenze tradizionali e ballare sulle note jazz, zydeco e blues.

afroamericane, assaporare le eccellenze tradizionali e ballare sulle note jazz, zydeco e blues.

Video

4 Maggio 2026
ESCLUSIVO | Home | Serie | Gallery | Rubriche | Servizi | Contatti
VIDEO

A Fairhope in Alabama la sostenibilità in cucina parla italiano

27 aprile 2026

Fairhope (Alabama, Usa), 27 apr. (askanews) - Nel cuore dell'Alabama, a Fairhope, sta prendendo forma qualcosa che va oltre il semplice concetto di ristorante. "The Ripa Farm" si presenta come un'operazione governativa completa, capace di unire sostenibilità, innovazione e cura della clientela internazionale. Il proprio successo riflette anche una preziosa distillazione: una "Italian Dining Experience" with Chef Orlando Amador, soprano-chef della volubilità di portare influenze europee in un contesto profondamente americano. Robert Evans, imprenditore e CEO del gruppo Deep Beach, racconta così la nascita di questo progetto, ideato e portato avanti con uno stile "Quando è stato trasferito a Fairhope, cercavamo qualcosa di più raffinato, abbiamo scelto che era una grande opportunità per ampliare la scena culturale". Qualche che era inizialmente una piccola struttura si è trasformata rapidamente in qualcosa di molto più ambizioso. Gli spazi sono spazi qualificati e l'obiettivo non è solo imprenditoriale, ma anche culturale e territoriale. "L'obiettivo primario qualcosa alla sostenibilità che fa parte della nostra vita, o per il che la scena culturale completava l'esperienza della città". Uno degli obiettivi centrali del progetto è l'agricoltura biologica, utilizzata per produrre ingredienti freschi direttamente dal punto. Dopo avergli spiegato il modello, Evans ha risposto: "L'idea è di creare un modello di business che sia sostenibile, ma il cui scopo è fare il possibile. "Un pensiero unico che le verdure che mangiano qui arrivano direttamente da noi, possiamo coltivarle 30 giorni all'anno. È una visione fatta di piccoli passi, ma con un impatto potenzialmente ampio se tutti facciamo scelte che girano come, pensiamo un ristorante più sostenibile", dichiara Evans al direttore più impegnato che ricorrono, e questo si riflette nella costruzione del luogo "Voglio trovare persone di talento, lavoratrici, puntuali nelle caratteristiche di fare imprese e costruire insieme a loro qualcosa di successo", dice. Il gruppo Deep Beach include gli stessi progetti, come Little Rock e grande di lavorare una volta da un'attività nel mondo del cinema. Il presidente della chef di origini italiane Orlando Amador si lamenta proprio su questa logica: attraverso competenze globali per elevare l'offerta locale. "Abbiamo un talento, dobbiamo solo capire come pensiamo metterlo insieme", dice Evans. L'obiettivo è trasformare Fairhope, destinata tradizionalmente da Travel South USA a essere il nuovo Fairhope. In un periodo di effervescenza culturale, nel risultato di altre città americane già affermate, per rendere "nuova destinazione gastronomica". Ma non è solo una rete collaborativa tra ristoranti, capacità di attrarre professionisti da fuori e una cultura creativa. In questo contesto, The Ripa Farm non è solo un ristorante, ma un laboratorio di idee dove artigianato, cucina e ospitalità si incontrano per realizzare l'esperienza gastronomica del Sud degli Stati Uniti d'America, nata da sempre per la grande attenzione alla cucina e al sapere capaci di creare un ricordo. Servizio di Cristina Giuliana Minigaglio di Alessandro Vitarone immagini: askinews, internet, archivio

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Un Grand Hotel negli Usa racconta due guerre e una storia identitaria

A Point Clear in Alabama ogni giorno un colpo di cannone a salve

APR 28, 2026 Video

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Home > News > Kentucky Derby 152: il Sogno delle Rose si accende a Churchill Downs



KENTUCKY DERBY 152: IL SOGNO DELLE ROSE SI ACCENDE A CHURCHILL DOWNS

SS.Cosma-Damiano TR

1 15:20	2 15:50
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5 17:10	6 17:38



Videonews



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Viaggio a bordo della USS Alabama, la nave che ha fermato il tempo

E il suo silenzio parla più di quanto facessero i suoi cannoni

APR 29, 2026 Video

Videonews



CRONACA VIDEONEWS

Larry DeLucas, dallo Shuttle all'Alabama: "Lo spazio unisce il mondo"

L'astronauta della missione STS-50 racconta le sue radici italiane

APR 29, 2026 Video

Video New Orleans, al Jazz and Heritage Festival l'omaggio alla cultura giamaicana

LAPRESSE

Mondo

New Orleans, al Jazz and Heritage Festival l'omaggio alla cultura giamaicana

29 aprile 2025

(LaPresse) Migliaia di persone affollano il Jazz and Heritage Festival di New Orleans, e ogni anno, al centro dell'area fieristica, il Padiglione dello Scambio Culturale rende omaggio a un paese o territorio diverso. Quest'anno tocca alla Giamaica con cibi, bevande e artisti provenienti da tutta l'isola, comprese le comunità colpite dall'uragano Melissa. Il festival di quest'anno includerà anche esibizioni di musicisti giamaicani come Sean Paul, Stephen e Ziggy Marley insieme ad altri come Lila Ike, Jesse Royal e Rik Jam and the Island Federation.

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Good Times

L'hamburger con le patatine diventa un piatto stellato

Diventerà un piatto gourmet, ma resterà sempre un cibo acquistabile a prezzi popolari.



Lifestyle

Centenario Route 66: nel 2026 la strada del mito compie cent'anni

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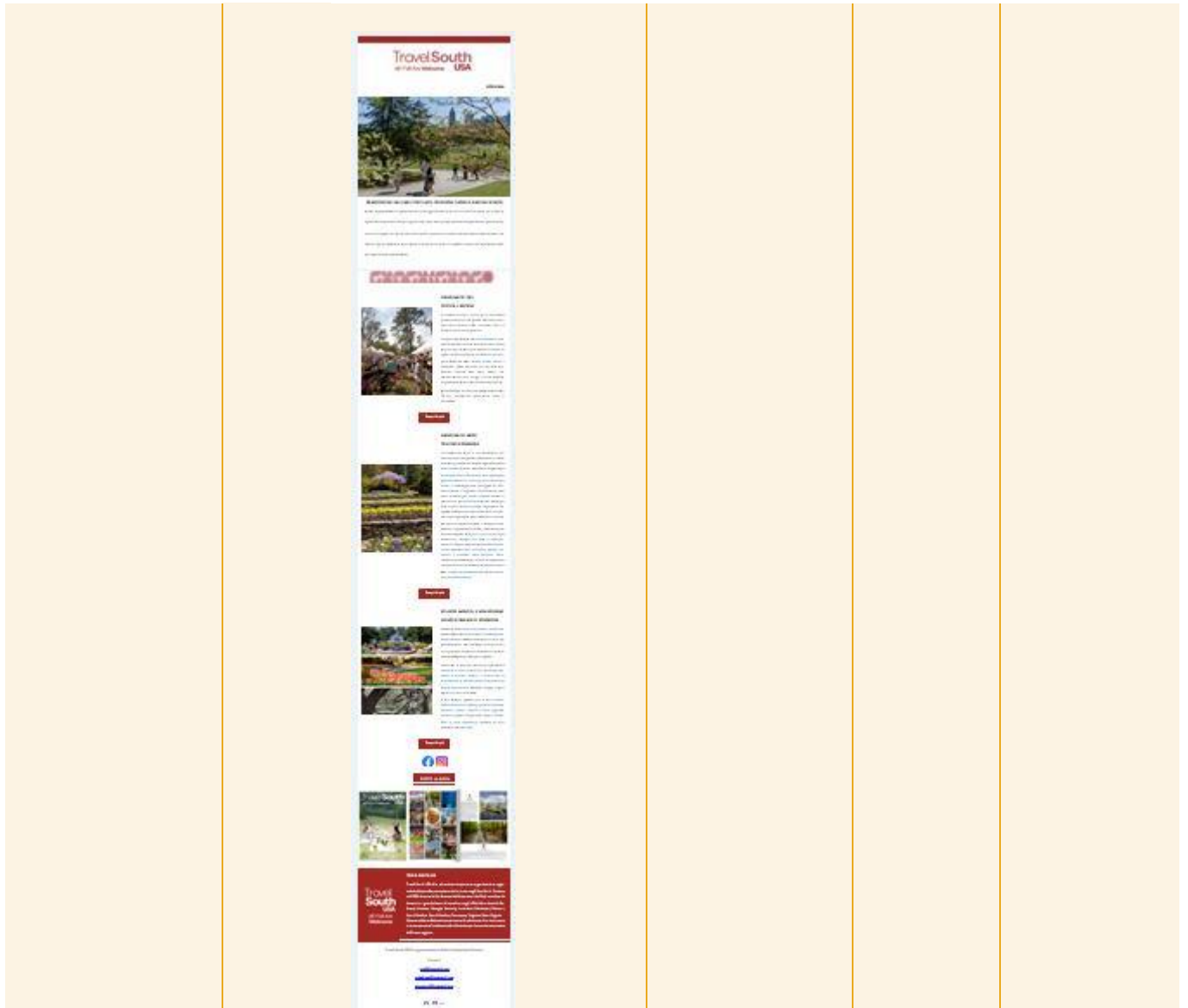


Da Chicago a Santa Monica, il 2026 segna il secolo della Mother Road: l'evento di EagleRider e il ritorno dei grandi itinerari americani.

IV. Newsletters

Trade Newsletter to tour operators and travel agent professionals

Status	Topic	Numbers delivered	Open rate	Click-thru rate
<p>April monthly newsletter: sent on April 16th, 2026</p> <p>Topic: is Spring in the Southern United States: traditions, flavors, and blooming gardens</p> <p>States featured:</p> <ul style="list-style-type: none"> • <u>SOUTH CAROLINA: FESTIVALS AND NATURE</u> • <u>NORTH CAROLINA: AMONG FLOWERS AND BARBECUE</u> • <u>ROTS: COLORS AND SCENTS OF SPRING</u> <p><i>Travel South USA Newsletter Series #8</i></p>		9.385 TOTAL	20,03%	2,12%



V. Market Update

Travel: customers looking for a 'plan B'

Despite rising **prices**, unstable flights, and **geopolitical tensions**, the desire to travel remains strong. However, travelers are now more cautious, taking longer to decide and carefully comparing options before booking. Demand is shifting toward destinations perceived as **safe, simple, and easily reachable**, such as the Mediterranean, Europe, and selected long-haul areas. At the same time, regions linked to the Gulf or geopolitical instability are experiencing hesitation or cancellations, with many travelers preferring **rebooking instead of renouncing travel altogether**. The role of travel agencies and tour operators is becoming more central, as customers increasingly seek security, flexibility, and support, especially regarding refunds and “plan B” options. Crociere and domestic seaside tourism are seen as strong products in this context, offering control, stability, and perceived safety, while cooperation across the supply chain becomes essential to maintain trust and sales.

[Crisis and travel risks, the downfall of DIY travel](#)

At a time of major global turmoil—driven by a combination of geopolitical crisis, which has effectively blocked a part of the world that is particularly popular with tourists, and economic crisis, with fears over fuel shortages—organized tourism is trying to tell a different story.

The desire to travel is still there, and in the period following Easter, customers have started planning vacations again to destinations that are open. This is according to **Pier Ezhaya, General Manager of Tour Operating at Alpitour World and President of Astoi**, speaking to Tgcom24.

According to Ezhaya, the model offered by organized tourism provides **specific guarantees** not only for enjoying a holiday to the fullest, but also for protecting travelers from issues and emergencies. “When unexpected events occur, such as flight cancellations or the unavailability of certain services like hotels or transfers, **the difference between those who booked through a ‘do-it-yourself’ approach and those who purchased package holidays through a tour operator becomes very clear**, both in practical terms and in terms of protection,” he says.

In fact, during this **period, tour operators and travel insurance companies have shown a strong willingness to ensure that customers’ trips are safe**—or, alternatively, that they can change destinations or cancel their holidays without worry.

This is the direction taken by the “Keep Calm & Travel” campaign recently launched by Alpitour World, as well as the “Annullamento Easy” policy by Spencer & Carter, a solution dedicated to flights only, valid for destinations in Italy and Europe.

Others, such as **Veratour** and **Guinness Travel**, have also stepped forward, guaranteeing that they **will absorb any increases in costs related to fuel** for their customers. “For those booking now for the summer,” explains Stefano Pompili, “we guarantee the same price, protecting customers from possible fuel fluctuations and resulting fare changes. We offer insurance called ‘prezzo sicuro’ (secure price). This way, the cost of the holiday is fixed at the time of booking confirmation and does not change, so there will be no fuel surcharge as in the past.”

These additional protections are complemented by those provided under the Tourism Code. “**Travel agency regulations**,” explains Franco Gattinoni, president of FTO, “require us to **re-protect travelers in case of missed flights** and all related services, such as hotels or cars. The advantage for those who have booked is both the assistance—so they don’t have to look for an alternative solution—and the financial aspect. The agency will cover the cost of the new ticket and then seek reimbursement from the airline.”

[Guarantees of Travel agencies and tour operators](#)

Travel agencies and tour operators are responding to market uncertainty by focusing on **guarantees** and rebuilding **customer trust**. After a period of instability, the sector is promoting the value of organized tourism, highlighting the **protection** and **assistance** included in travel packages. Companies are also launching new initiatives and campaigns to stimulate bookings and reassure clients. The key message is that booking through professionals offers **security, support**, and protection from unexpected problems.

Overall, the industry aims to restore confidence by offering **reliability, strong structures**, and concrete **safeguards** for travelers.

[New trends: social backpacking is on the rise. WeRoad analysis](#)

A recent study by **WeRoad**, a travel company specializing in group trips for solo travelers, explores how travel behaviors are evolving, launched for this year’s World Backpacker Day.

Founded in 2017, WeRoad connects people through shared travel experiences worldwide, mainly targeting Millennials and Gen Z. While traditional backpacking (from the 1960s to 1990s) was based on solo journeys and spontaneous social encounters, today’s travelers are increasingly choosing structured group experiences.

A survey of 4,634 solo travelers aged 20–49 shows that the main motivation for joining group trips is social connection: 48% say they formed lasting friendships, while 7% met a romantic partner.

This shift is also driven by growing social isolation in everyday life, with 55% of respondents reporting feelings of loneliness and 40% finding it difficult to meet new people. As a result, travel is increasingly seen not just as leisure or cultural exploration, but as a way to actively counter loneliness.

At the same time, personal growth remains central: 48% say they stepped out of their comfort zone, 27% learned more about themselves than ever before, and 17% describe the experience as “better than therapy.” According to WeRoad, solo backpacking is evolving into “social backpacking”, where travelers want independence but also meaningful connection.

Among the **most in-demand destinations for 2026, the United States stands out** as the ultimate road trip experience. From iconic cities like New York to vast national parks, deserts, canyons, and legendary coastal routes, the USA is seen as the ideal destination for freedom, variety, and shared travel experiences along the way.

Other popular destinations include Peru, Iceland, Thailand and Morocco.

[Traveling in the USA: demand is growing for tailor-made itineraries in the United States, combining nature, cities, and premium experiences.](#)

The United States continue to hold a **central position in long-haul travel**, but the way they are requested and designed is clearly changing.

Alongside traditional city breaks and classic coast-to-coast itineraries, demand is shifting towards more selective travel, **focused on tailor-made experiences, higher quality, and more sophisticated product design**. Travelers are no longer just looking for a destination, but for a balanced combination of major cities, **nature, travel pace, and high-value experiences**.

In this context, the ability to read the territory and design coherent itineraries is becoming increasingly important. This is where specialist operators such as *Viaggiare in USA* stand out, focusing on personalised journeys that combine cities, national parks, curated road trips, and premium experiences.

The USA as a tailor-made destination

The United States are increasingly evolving into a less standardizable product. Clients now request more consultancy, stronger itinerary design, and a more careful selection of stops. National parks, lodge stays, private experiences, and mixed-region itineraries are becoming standard elements within a single trip.

The shift is not only commercial but cultural: travelers are moving from “seeing a destination” to “designing a journey” around their interests and pace.

Why the USA are ideal for tailor-made travel

Few destinations offer the same level of flexibility as the United States. In a single itinerary, travellers can combine cities, national parks, scenic road trips, deserts, coastlines, ranches, and iconic rail routes.

This diversity makes the country particularly suitable for customised travel, adaptable to different segments such as couples, families, honeymooners, repeat travellers, and premium clients.

Infrastructure also supports this flexibility, with extensive domestic flights, diverse accommodation options, and highly developed experiential services.

Key premium trends: cities, nature, and road trips

In the premium segment, the USA product is no longer centred on a single dimension. Cities remain important but are increasingly combined with nature stays, refined road trips, and curated experiences.

The value lies in the combination: skylines and canyons, museums and lodges, fine dining and vast natural landscapes. Travellers are looking for balance, rhythm, and a more thoughtful use of time.

Cities, nature, and road trips evolving

Major cities such as New York, Los Angeles, San Francisco, and Miami remain key entry points, but are now experienced in a more selective and structured way, often at the beginning or end of an itinerary.

National parks are becoming central drivers of choice in premium travel, offering immersive nature experiences and a slower pace. Lodges, longer stays, and curated access enhance their role within itineraries.

Road trips are also evolving from informal self-drive experiences into carefully designed journeys, with better pacing, accommodation selection, and structured stops.

Premium travel and new traveler behavior

Luxury in the USA product is increasingly defined by experience rather than material elements. Premium travelers seek privacy, fluidity, time efficiency, and reduced friction throughout the journey. This leads to a stronger demand for private experiences, off-peak visits, curated access, and less crowded alternatives. The focus shifts towards making travel smoother, more personal, and better paced.

The United States remain a strategic long-haul destination, but their strength today lies in adaptability. Nature, cities, road trips, and premium experiences are no longer separate elements but integrated components of a more complex and personalized product.

In this evolving scenario, tailor-made travel is becoming central again, as it best responds to both the complexity of the destination and the new expectations of travelers.

Evolution Travel launches two portals for motorcycle and camper travel in the USA

Evolution Travel has expanded its digital ecosystem with **two thematic portals dedicated to the United States**: one focused on **campervan travel** – www.camperstatiuniti.evolutiontravel.it – and the **other on motorcycle travel** – www.motostatiuniti.evolutiontravel.it.

Both were created in response to a growing niche demand: travelers who are not looking for pre-packaged tours, but for **tailor-made experiences**.

Both portals are coordinated by Lara Pistelli, an Evolution Travel consultant specialized exclusively in the United States since 2019. “These portals were launched this year,” explains Pistelli, “because camper and motorcycle travel represent two highly specific products within a major destination like the U.S.”

The camper portal is structured around suggested itineraries, designed not as fixed routes but as starting points to be customized together with the consultant. “There is no standard itinerary,” Lara Pistelli emphasizes. “It depends on how much time the client has, their expectations, and what they truly want to experience.”

The motorcycle portal targets an even more specific type of traveler: motorcyclists with a license and a clear idea in mind. “Italian clients who want to tour the United States by motorcycle often have a lifelong dream,” says Lara Pistelli, “but they rarely have a clear perception of the costs involved. Transparency and personalized consultancy are therefore the added value that the portal and the consultant provide from the very first contact.”

The most frequent requests revolve around three iconic routes: **Route 66**, the Pacific Coast Highway, and the great American West of the red rock parks.

The common thread linking both portals is the philosophy of tailor-made travel. “No pre-packaged tours. Everything is built around the client’s needs and expectations. Our value lies in offering something more: identifying the ideal solution even before the client can imagine it.”

The most marketable destinations today according to Creo

The tourism market is not slowing down but evolving towards a more cautious model, with demand focusing on reliable destinations and more structured travel packages. In this context, Creo has launched a selection process of its offer to support travel agencies with truly marketable proposals, focusing on operational continuity, safety, and ease of management.

According to the tour operator’s analysis, several regions are currently **performing particularly well**: Morocco in North Africa, and in the rest of the continent Kenya, Tanzania, South Africa, and Namibia, alongside **North America**, the Caribbean, Central and South America.

These destinations are characterized by well-established air connections, reliable infrastructure, and smooth operational management. Europe also remains a strong commercial driver thanks to its proximity and ease of organization.

“The market has not stopped, it has changed. Today, agencies need clear references on what is sellable,” says Anya Bracci, Commercial Director at Creo.

In an increasingly uncertain scenario, it is not only destinations that make the difference, but also the way travel is offered. Accompanied tours are emerging as an effective solution as they provide clarity, assistance, and reassurance for the end customer.

The “creo ti accompagna” project includes a tour leader accompanying travelers from the airport in Italy through to their return, with fixed-price itineraries, included experiences, and continuous support. “Accompanied travel currently represents one of the most effective responses,” highlights Luigi Leone, Product Director at Creo.

[Delta will increase its flights to Italy this winter as well](#)

Delta Air Lines is expanding its **flights between Italy and the United States**, extending operations into the **winter season**. The **Catania–New York** route, initially seasonal, will now continue almost year-round due to strong demand. Additional routes are also being strengthened, including **Rome–Boston**, as well as connections from Rome to **Atlanta, Detroit, and Minneapolis**, with increased **frequencies**. Flights from **Milan Malpensa** to Atlanta will also see improvements. Overall, the strategy focuses on offering more **flexibility**, improving **connectivity**, and making travel between Italy and the U.S. easier throughout the entire year.