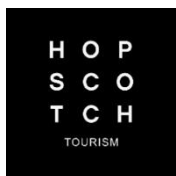


ITALY REPORT

June 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:** last IG post published on June 25th. Working on final report.
- **TSUSA International Showcase Nashville TN & Super Fam Tours Nov. 29 – Dec. 6, 2026,** sent email to all the participants with the name of the fam trip confirmed.
- **Plan 2026/27:** Received the new Google Drive links and updated with the activities planned for 2027 as well as the TSUSA GNP FY26-27 Google Folder.
- **Volonline:** meeting on June 16th to discuss future developments and potential new activities.
- **Glamour:** Susanna Sorci, Product Manager at Glamour Tour Operator, contacted us to propose a potential collaboration.

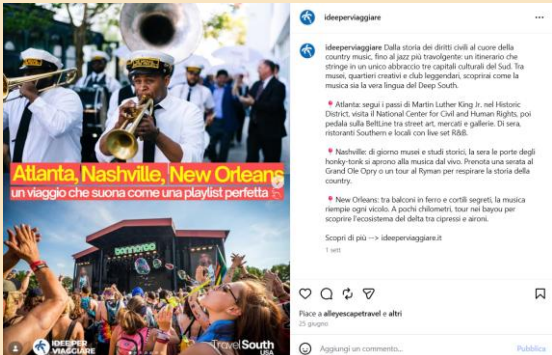
		Q3 Total	April	May	June	
9 partners AL/KY/LA/MS/MO/NC/SC/TN/ ROTS	Italy					
	Travel Trade					
	Trade Meetings/Trainings	117	18	21	17	
	Number of Agents Trained	248	0	78	0	
	Media Meetings	21	5	3	6	
	Total number of articles published	116	50	60	23	
	Impressions	4,506,706	951,359	1,569,679	656,284	

DRIVE LINK: [GNP FY 27 Italy v5.30.2026.xlsx - Fogli Google](#)

II. Travel Trade

Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/ Next step
VISIT USA ITALY	 June status: • 2026 TSUSA MEMBERSHIP: Webinars - Travel South: 1. April 30th with Reimatours – finalized. 2. October 22nd with Volonline – title and itinerary will be defined later Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - mia@visitusaita.org	In touch
GOING	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Mississippi Music Makers</i> • 2026/27 activities: sales call to discuss potential joint activities to promote Southern USA itineraries and products Ivana Di Stasio, Product Manager - ivana.distasio@going.it Giulia Ruggiero, Going Marketing Specialist - giulia.ruggiero@bluvacanze.it	In touch
GATTINONI	 • Out of scope: a thematic training event with LOT, showcasing Louisiana product, finalized on June 25th in Milan with around 20 agents and consumers Domenico Cangelli, Product Manager - domenico.cangelli@gattinoni.it	In touch
IDEE PER VIAGGIARE	 • Co-Marketing FY 2025/26 ongoing: -6 content marketing - 2IG Post - 1 LinkedIn Post -2 Carousel -2 stories takeover	In touch

	- 1FB Post - 6 DEM - Three New itineraries June status: Post published on IG on June 25th.  Activity finalized. Working on final report. Invoice received and shared with HO: € 3.446,20 • <u>Travel South International Showcase 2026, Nashville:</u> sent email to confirm the fam trip: <i>The Natural State, Naturally: outdoor, adventure in the heart of Arkansas</i> 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	
KONRAD TRAVEL	 •<u>Travel South International Showcase 2026, Nashville:</u> sent email to confirm the fam trip: <i>The Natural State, Naturally: Outdoor Adventure in the Heart of Arkansas</i> Gianluca Sposito, Konrad Travel - gianluca@konradtravel.it Ilaria Vergani, Konrad Travel - ilaria@konradtravel.it	In touch
KEL 12	 • <u>Travel South International Showcase 2026, Nashville:</u> we have informed Stefano that he will be able to attend only the Showcase in Nashville, Tennessee. Stefano Gnerucci, Product Manager – stefano.gnerucci@kel12.com	In touch

I GRANDI VIAGGI	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Tennessee Ties: From Franklin Charm to Memphis Soul</i>. She informed us that she has not yet received the registration link. We asked Catherine whether the link has already been sent or if it is still to be shared. Sara Quagliaroli, Product Manager - sara.quagliaroli@igrandiviaggi.it	In touch
OLTREMARE	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>The Natural State, Naturally: Outdoor Adventure in the Heart of Arkansas</i>. Stefano Uva, Ceo - s.uva@oltremareviaggi.com	In touch
AMERICA WORLD	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Mississippi Music Makers</i>. Damien Tamburo, Product Manager - damien.tamburo@americaworld.it Stephan Raspolini, Product Manager - stephan.raspolini@americaworld.it	In touch
ALIDAYS	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Tennessee Ties: From Franklin Charm to Memphis Soul</i> Giuseppe Gerevini, Product Manager - giuseppe.gerevini@alidays.it Ilaria De Nardi, Senior Travel Designer - ilaria.denardi@alidays.it	In touch
GO WORLD	 • Travel South International Showcase USA 2026, Nashville: sent email to confirm the fam trip: <i>Nashville to the Derby City: Kentucky's I-65 Highlights</i> Carmen Ruggiero, Product Manager - c.ruggiero@goworld.it	In touch

TRAVEL ISLAND	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>The Soundtrack of Alabama</i> Evelin Ratti, Product Manager & Travel Consultant - evelin.ratti@travelisland.it Franco Bondioli, Travel Consultants & Tour Operator - franco.bondioli@travelisland.it	In touch
NAAR BESPOKE TRAVEL	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Mississippi Music Makers</i> Erica Melegari, Product Manager - erica.melegari@naar.com Alessandra Cucco, North America Destination Specialist - alessandra.cucco@naar.com	In touch
ITINE-RARI	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>Georgia's Legacy and Lore</i> Manuela Baietto, Owner & Managing Director – manuela@itine-rari.it	In touch
REIMATOURS	 • Travel South International Showcase 2026, Nashville: sent email to confirm the fam trip: <i>The Soundtrack of Alabama</i> Luca Cesaretti, Group Department Manager - luca@reimatours.it Claudia Cannas, Operations & Booking Dept., claudia@reimatours.it	In touch
VOLONLINE	 • Meeting with the Vonline team finalized on June 16th: we asked them for an indication of the pax volume generated to the south in order to start evaluating ideas to develop for next year. Alessandra Pisoni, Product Manager - alessandra.p@volonline.it Federica Giussani, Product Manager B2C, federica.g@volonline.it Giulia Nicotra, Marketing Specialist, giulia.n@volonline.it	In touch
	 We were contacted by the Product Manager Susanna Sorci, who is interested in	

GLAMOUR TOUR OPERATOR	starting a collaboration. At the moment, the US and Southern states are growing. Sales are recovering after the critical spring period, with a positive trend and increasing demand. We informed Susanna that we currently have no budget available. We added her contact to the database. Susanna Sorci, Destination Manager North America & The Caribbean - susanna@glamourviaggi.it	In touch
L' ESPERTO DI VIAGGI - DAESTAOVEST	 Request received from Max Fabbri (L'Esperto di Viaggi – DaEstAOvest), expressing interest in joining the Travel South USA International Showcase in Nashville. Participation could not be confirmed as the delegation is currently full; however, the partner remains interested and available should a spot open. Massimiliano Fabbri, Product Manager - m.fabbri@thetravelexpert.it	In touch
2026_2027 Plan	Received the new Google Drive link and updated with the activities planned for 2027 as well as the TSUSA GNP FY26-27 Google Folder.	

Master Calendar: <https://docs.google.com/spreadsheets/d/14dbnPZAuyLzWaerigvfw5liFg-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

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/>
 8. **Cristina Giuliano** *"In Mobile, Alabama, Africatown and the last echoes of the slave trade"*
Link: <https://askanews.it/2026/05/08/a-mobile-in-alabama-africatown-e-lultima-eco-della-tratta/>
 9. **Cristina Giuliano** *"Orange Beach, Alabama: Orange Sunsets and Coastal Resilience"*
Link: <https://askanews.it/2026/05/11/orange-beach-alabama-tramonti-arancioni-e-resilienza-costiera/>
 10. **Cristina Giuliano** *"The star paleontologist speaks: Alabama on track for biodiversity record"*
Link: <https://askanews.it/2026/05/12/parla-la-star-dei-paleontologi-alabama-verso-primato-biodiversita/>
 11. **Cristina Giuliano** *"USA, Ecosystems on the Table: Oysters Against the 'Perfect Storm'"*
Link: <https://askanews.it/2026/05/15/usa-ecosistemi-a-tavola-le-ostriche-contro-la-tempesta-perfetta/>
 12. **Cristina Giuliano** *"In Alabama, Yaupon—the Native American coffee—is all the rage"*
Link: <https://askanews.it/2026/05/19/in-alabama-spopola-lo-yaupon-il-caffe-dei-nativi-americani/>
 13. **Daniela Solito** *"Nashville, Music City, and Victorian Villages: A Road Trip Deep in Tennessee"*
Link: https://www.repubblica.it/viaggi/2026/05/12/news/la_music_city_e_i_villaggi_vittoriani_on_the_road_nel_tennessee_piu_profondo-425339329/
 14. **Ilaria Santi** *"The submerged island in the Gulf that hasn't resurfaced in a hundred years"*
Link: <https://siviaggia.it/posti-incredibili/isle-caprice-isola-sommersa-golfo-messico/588823/>
 15. **Ilaria Santi** *"United States off the beaten path: a journey on the Mardi Gras train along the Mississippi Gulf Coast"*
Link: <https://siviaggia.it/idee-di-viaggio/stati-uniti-fuori-rotta-viaggio-treno-mardi-gras-new-orleans-mississippi-mobile/592808/>
 16. **Elena Bittante** *"From the Mississippi capital to the unspoiled bayous of St. Tammany: the Louisiana you don't expect."*
Link: <https://www.ilfattoquotidiano.it/2026/06/28/dalla-capitale-sul-mississippi-alle-paludi-incontaminate-di-st-tammany-la-louisiana-che-non-ti-aspetti/8414021/>

• 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*
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.*
Link: https://drive.google.com/file/d/1UjiFUINE_tbt--kVT6rjjiYLI8rRvkX-/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 July, 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: *Dedicated media support to the Elle editor Stefania Bonicina after the distribution of the “Five new Civil Rights Trails for a journey through history across Virginia, Louisiana, and Tennessee” and drafting of the “Coastal Escape with Travel South USA The Southern U.S. Beaches Not to Miss for an Unforgettable Summer”*

TravelSouth
All Y'all Are Welcome USA

**Coastal Escape with Travel South USA:
The Southern U.S. Beaches Not to Miss for an Unforgettable Summer**



Summer in the United States carries the scent of salt air, the gentle rhythm of the waves, and the energy of landscapes that change with every mile of coastline. From wild islands accessible only by ferry of the Atlantic Ocean Coast to long stretches of white-sand beaches overlooking the Gulf, the South is home to a remarkable coastal heritage that remains largely undiscovered by mainstream tourism. A journey through wind-sculpted dunes, crystal-clear waters, hidden natural gems, and vibrant seaside communities, where a simple beach holiday becomes an authentic and memorable experience.

North Carolina: The Timeless Charm of the Outer Banks, Between Legends and Waterside Adventure

With more than 480 kilometers (300 miles) of coastline, North Carolina is a paradise for nature lovers and outdoor enthusiasts. The famous Outer Banks, a narrow chain of barrier islands stretching into the Atlantic Ocean, are home to some of the state's most iconic landscapes, dotted with historic lighthouses and charming fishing villages.

Among the must-visit stops is Ocracoke Island, accessible exclusively by ferry. Here, visitors can immerse themselves in the legend of the infamous pirate Blackbeard and retrace his final footsteps along the Springer's Point Preserve, a scenic nature trail winding through an ancient maritime forest before reaching the shores of Pamlico Sound, where direct views overlook the site of Blackbeard's last battle.

For those seeking a more energetic atmosphere, Wrightsville Beach is the go-to destination for surfing and water sports. Its calm waters, oceanfront piers, and countless opportunities for

TravelSouth
All Y'all Are Welcome USA

kayaking and stand-up paddleboarding make it a favorite among active travelers. Film and television enthusiasts may also recognize its picturesque scenery from the hit series *Dawson's Creek* and the more recent *The Summer I Turned Pretty*.

South Carolina: Where Coastal Elegance Meets Unspoiled Nature

South Carolina's shoreline offers a perfect balance of refined destinations, protected natural areas, and lively resort communities. This coastal gem is characterized by Atlantic-facing beaches, abundant marine wildlife, and trees draped in the region's iconic Spanish moss.

Among its most celebrated destinations is Hilton Head Island, one of the country's premier beach getaways. Its renowned Coligny Beach combines extensive complimentary amenities with wide open spaces, while more than 100 kilometers (60 miles) of bike paths invite visitors to explore the island at a leisurely pace and appreciate its many nuances.

A completely different atmosphere awaits at Hunting Island State Park, one of the region's most captivating natural areas. Eight kilometers (five miles) of undeveloped shoreline, the striking "boneyard beach" of sun-bleached tree trunks sculpted by tides and weather, and a historic lighthouse dating back to 1859 create an extraordinary setting beloved by photographers and wildlife enthusiasts alike.

Those looking for a more vibrant seaside experience will find it in Myrtle Beach, a dynamic destination overlooking the famous Grand Strand, a spectacular 96-kilometer (60-mile) stretch of sandy coastline filled with attractions, family-friendly activities, and a bustling oceanfront boardwalk.

Alabama: A Hidden Treasure on the Gulf

Alabama is one of the South's most delightful surprises for travelers eager to discover a lesser-known side of the region. Here, the star attraction is the exceptionally white sand, composed of fine quartz crystals that reflect the sunlight and create a striking contrast with the emerald and turquoise hues of the water.

Gulf Shores is the beating heart of the destination, offering expansive beaches, waterfront dining, and a lively calendar of events and activities. Nearby Orange Beach provides a more laid-back atmosphere, particularly popular among deep-sea fishing enthusiasts and families, who can enjoy postcard-perfect moments at Orange Beach Waterfront Park, whether relaxing with a picnic or spending time at the covered playground.

For travelers seeking a deeper connection with the area's natural beauty, Gulf State Park offers miles of preserved dunes and scenic vistas that encourage a slower pace of travel. Even more secluded is Dauphin Island, a barrier island where time seems to slow down among calm waters, exceptional birdwatching opportunities, and historic landmarks overlooking the Gulf.

Images are available at the following [link](#).

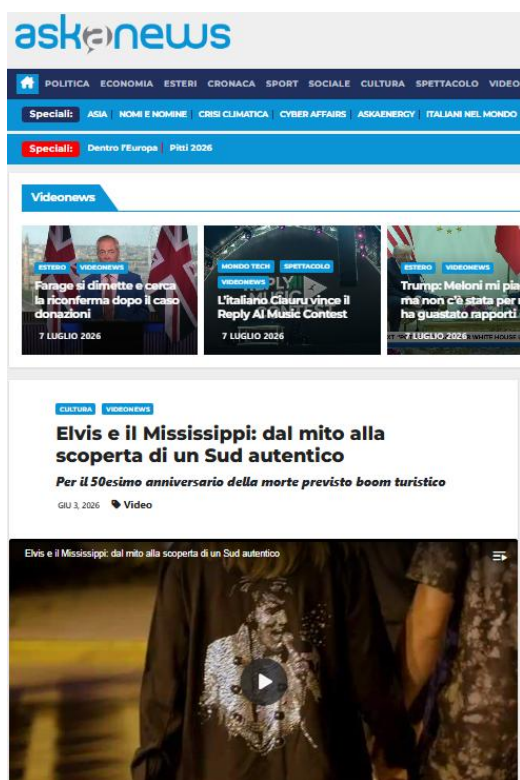
Articles published on online media (and offline)

	TRADE MEDIA	DATE	TITLE	STATES MENTIONED	IMPRESSIONS
1	askanews.it	June 3rd, 2026	Elvis and Mississippi: From the Myth to the Discovery of an Authentic South	Mississippi, Tennessee	945
2	Quotidiano.net	June 3rd, 2026	Elvis and Mississippi: From the Myth to the Discovery of an Authentic South	Mississippi, Tennessee	29.100
3	Unionesarda.it	June 3rd, 2026	Elvis and Mississippi: From the Myth to the Discovery of an Authentic South	Mississippi, Tennessee	26.400
4	Appianews.it	June 3rd, 2026	Elvis and Mississippi: From the Myth to the Discovery of an Authentic South	Mississippi, Tennessee	295
5	stream24.ilsole24ore.com	June 3rd, 2026	Elvis and Mississippi: From the Myth to the Discovery of an Authentic South	Mississippi, Tennessee	1.870
6	ilmessaggero.it	June 3rd, 2026	Elvis Presley, the Legend Turns 50: Mississippi Prepares for the “King” Effect Through Tourism, Music, and Culture	Mississippi, Tennessee	50.600
7	Domusweb.it	June 4th, 2026	Safdie Architects Completes the Crystal Bridges Museum in Bentonville	Arkansas	2.110
8	hypebeast.com	June 5th, 2026	Crystal Bridges Bentonville Expansion Opening	Arkansas	10.700

9	Pisachannel.tv	June 6th, 2026	2028: St. Louis Kicks Off the Countdown—U.S. Marathon Trials Pave the Way to Los Angeles	Missouri	7.070
10	Insideart.eu	June 9th, 2026	The Crystal Bridges Museum in the U.S. continues to grow: a new expansion commissioned by Alice Walton is on the way	Arkansas	1.330
11	sport.sky.it	June 9th, 2026	More Than 10,000 km in Three Matches: At the 2026 World Cup the National Teams' Travels Are Record-Breaking	Georgia, Missouri, North Carolina, Tennessee, Virginia, West Virginia	60.500
12	Siviaggia.it	June 11th, 2026	The TV Series "Sweet Magnolias": 5 Filming Locations	Georgia	12.300
13	Gazzetta.it	June 14th, 2026	Kansas City, home to three national teams—and its connection to... Alberto Sordi	Missouri	159.000
14	Giornaletrentino.it	June 15th, 2026	Journey through the World Cup host cities across the USA, Mexico, and Canada	Georgia	1.080
15	Siviaggia.it	June 17th, 2026	Things to Do in Kansas City, the Missouri City Hosting the 2026 FIFA World Cup	Missouri	12.300
16	Farodiroma.it	June 18th, 2026	USA 2026 Celebrations: FIFA World Cup — America 250 — Route 66 Centennial — 534th Anniversary of Christopher Columbus.	Missouri	659
17	Insideart.eu	June 18th, 2026	The Memphis Art Museum, the city's new arts and culture hub, is opening on the banks of the Mississippi River	Tennessee	1.330
18	Siviaggia.it	June 22nd, 2026	Awards Presented to the Best Landscape Design Projects in Cities, Public Parks, and Natural Areas	North Carolina	12.300

19	Siviaggia.it	June 23rd, 2026	United States off the beaten path: a journey on the Mardi Gras train along the Mississippi Gulf Coast	Mississippi, Louisiana, Alabama	12.000
20	Gazzetta.it	June 23rd, 2026	Kansas City—modern stadiums, teams, and passion: the capital of U.S. soccer is here	Missouri	159.000
21	Gist.it	June 27th, 2026	Louisville's soundtrack: a city that resonates in every key	Kentucky	895
22	Siviaggia.it	June 28th, 2026	A U.S. itinerary to explore the sites of the American Revolution	Louisiana	12.300
23	Ilfattoquotidiano.it	June 28th, 2026	From the Mississippi capital to the unspoiled bayous of St. Tammany: the Louisiana you don't expect	Louisiana	82.200

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





Elvis Presley, il mito compie 50 anni: il Mississippi si prepara all'effetto King tra turismo, musica e cultura

Nel 2027 appassionati e turisti da tutto il mondo si riuniranno negli Stati

domus

ACQUISTA ORA

Dopo 15 anni, Safdie completa Crystal Bridges, il suo museo-capolavoro nel bosco

L'autore di Habitat 67 e del Marina Bay Sands di Singapore torna sul museo inaugurato nel 2011 in Arkansas, aggiungendo oltre 10.000 metri quadrati di gallerie e spazi pubblici in continuità con il progetto originario e con il paesaggio degli Ozark.

Crystal Bridges si rifà il look: 10.000 m² di nuova luce sull'arte

Tra le star della nuova espansione: uno show 3D dedicato a Keith Haring e l'iconica "Infinity Mirrored Room" di Yayoi Kusama, pronte a stupire i visitatori all'apertura.



ON THE ROAD FOTOGALLERY

Mondiali 2026 in Usa, Canada e Messico: quali squadre viaggeranno di più per spostarsi

09 giu 2026 - 08:30 | 48 foto

Aggiungi SiViaggia alle tue fonti Google preferite



Home > Luoghi da film > Il colore delle magnolie 5, le location della serie tra new entry e luoghi mo...

Il colore delle magnolie 5, le location della serie tra new entry e luoghi molti amati dai fan

New York e Savannah si aggiungono, nella quinta stagione disponibile dall'11 giugno su Netflix, ai luoghi in cui è girata la serie tratta dai romanzi di Sherryl Woods



Virginia Dara
GIORNALISTA & CONTENT WRITER



Publicato: 11 Giugno 2025 18:30

Chiedi a SiViaggia



Risultati

Calcio Mondiale Motori Tennis Ciclismo Altri Sport Scommesse

PROMO MONDIALE

Calcio > Competizioni Per Nazionali > Mondiali

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MONDIALE

Kansas City sede di tre nazionali e quel legame con... Alberto Sordi

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Premiati i migliori progetti di landscape design tra città, parchi pubblici e natura

Dalla Cina agli Stati Uniti fino alla Colombia, i progetti vincitori degli Architizer A+Awards 2026 svelano i nuovi migliori parchi urbani del mondo

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Itinerario "on the rail" che parte dalla Louisiana, attraversa la costa del Mississippi e termina in Alabama, negli Stati Uniti meno conosciuti



6  Risultati Calcio Mondiale Motori Tennis Cicismo Altri Sport Scommesse **PROMO MONDIALE** 

MONDIALE

Kansas City, stadi moderni, squadre e passione: la capitale del calcio Usa è qui

Calcio: tutte
le notizie

La più piccola tra le città americane che ospitano il Mondiale è una vera rivelazione

dal nostro inviato **Davide Chinellato** >
23 giugno - 19.30 - KANSAS CITY (STATI UNITI)

 **English version** >

Kansas City è la più piccola tra le città americane che ospitano il Mondiale. Eppure quattro nazionali, l'Argentina campione in carica, l'**Inghilterra**, l'Olanda e l'Algeria, hanno scelto di stabilire il loro campo base da queste parti. Sfruttando strutture già esistenti, quelli che permettono alla città divisa a metà tra Missouri e Kansas di proclamarsi con orgoglio "US Soccer capital", capitale del calcio d'America. Non è questione di titoli sportivi o di passione, perché questa città famosa per barbecue e jazz, come ricordano i locali a ogni occasione, sportivamente è la casa dei Chiefs, la squadra Nfl che ha prestato il suo Arrowhead Stadium al Mondiale per quattro partite del girone. O dei Royals, la squadra di baseball che continua a giocare nell'impianto accanto a quello del Mondiale. Eppure il calcio qui significa tanto. Così tanto, per esempio, che da queste parti, vicino all'hotel che l'Argentina ha scelto come suo quartier generale, c'è il primo stadio al mondo costruito specificamente per una squadra di calcio femminile. Di quel titolo, "US soccer capital", da queste parti vanno particolarmente orgogliosi.



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L'itinerario USA per scoprire i luoghi della Rivoluzione Americana

Negli USA nasce il Backcountry Revolution Trail, itinerario nella Carolina del Sud sui luoghi della Rivoluzione Americana



Flavia Cantini
CONTENT WRITER & TRAVEL EXPERT





VIAGGI

Dalla capitale sul Mississippi alle paludi incontaminate di St. Tammany: la Louisiana che non ti aspetti

Dalla moderna Capitale affacciata sul fiume più importante degli Stati Uniti, alle paludi selvagge, paradisi di biodiversità popolati da alligatori. Un viaggio che attraversa una terra verdissima, il giardino degli Stati Uniti meridionali, amalgama di cultura, creatività e spiritualità, dove regna la "Joie de vivre"

TESTO DI ELENA BITTANTE



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 #10	June monthly newsletter: sent on June 15th, 2026	9.416 TOTAL	20,43%	1,84%
	Topic: June Potluck - Anything Goes! States featured: • <u>LOUISIANA: A SUMMER OF CULTURE</u> • <u>MISSISSIPPI: OUTDOOR AND RELAXATION</u> • <u>ROTS: SUMMER OF EVENTS, MUSIC AND FOOD</u>			
				



V. Market Update

Travel Agencies: 10 Trends That Will Shape the Future

The travel market is increasingly influenced by **Gen Z**, causing demand to become more **fragmented**. According to the “Supercharging Travel” study by RateHawk and PhocusWire, **49%** of respondents view **AI travel agents** as essential helpers for managing **automated tasks**, with **57%** of human travel agents supporting their use. Gen Z travelers (born 1997-2012), accustomed to **social media**, tend to choose travel options based on **community recommendations**, showing a preference for **unique** and **budget-friendly** offers. Travel agents must engage on popular **social platforms** and use **APIs** to speed up data exchange between software. The demand for **personalized travel experiences** and **fast responses** like chatbots is growing. Digital **payment methods** that support **shared expenses** will also rise. Despite technology, the **human travel agent** remains central, valued for **empathy**, **ease**, and **expertise** in handling bookings.

Summer tourism: travel agencies are holding their own. Analysis by Fiavet

Travel agencies continue to show strong **resilience** and **flexibility** by strategically reorienting their offers. This key insight comes from an early summer survey by Osservatorio Fiavet Concommercio among member agencies, of which 52% specialize in pure **outgoing travel**, 26% adopt a mixed **leisure/business travel** model, and 11% focus on **incoming** travel. Despite the complex international situation around the Gulf area, the sector remains generally **stable**, driven by the appeal of **proximity destinations**, a strong **cruise segment**, and solid collaboration among industry players. However, the market faces deep **uncertainty**, with 59% of respondents reporting a heavy **booking decline** (over 15%), 22% noting a slight fall (5–15%), 15% holding stable volumes, and 4% seeing growth. This contraction reflects a profound **shift in consumer buying habits** rather than a rejection of travel altogether. Notably, 67% of travel agencies observe a strong shift towards **last-minute and near-departure bookings**.

North America shows **positive results**, favored by 15% of agencies. In the **honeymoon segment**, agency expertise helped 45% of couples keep their original destinations by optimizing flight plans and layovers. However, 30% of bookings changed to alternative destinations like **North America**, **Mexico**, and **Polynesia**.

Peci, Quality Group: “We expect things to pick up speed

Despite an **unstable international context**, Quality Group closed the first half of 2026 confirming the **strength** of its **business model** and looks to winter with **confidence**. The Gulf conflict and **demand volatility** caused a **6.8% drop** in outgoing travel compared to 2025, reduced to **4.5%** when including incoming travel. The group remains **optimistic** about the autumn-winter season, expecting a **recovery** as geopolitical conditions stabilize. Sales growth is expected between

late June and early September, supported by new **catalog releases**, **training activities**, and upcoming launches in November. Marco Peci, Commercial and Marketing Director, highlights the crucial role of skilled **booking and operations staff**, emphasizing their **flexibility**, **expertise**, and ability to provide realistic market insights. Bookings are balanced between **organized tours** and **individual travel** (50/50), reflecting broad **demand** and a higher **quotation closure rate** than in 2025, with determined travelers ready to buy.

Volonline Group, Luigi Deli: “It will be the summer of ‘last second’ bookings”

After months of **demand slowdown** due to the international crisis, **Volonline Group** expects a **last-minute** summer, with agencies booking close to departure as customers remain uncertain. In March and April, the booking window **shortened significantly**, making Volonclick crucial for last-minute bookings, quick **customer rebooking**, and alternative destinations. The **ticketing department** is also performing well. Technological investments by Volonline Group, including **real-time price updates**, a wide **room inventory** via Reisenplatz and eHotelXml, and direct connections with hotels worldwide, give agencies a strong **competitive advantage**. Automation and fast **quotations** enable agencies to quickly provide offers and close sales in a summer dominated by **last-minute bookings**.

American Airlines Celebrates 30 Years in Rome with New Flights

American Airlines is celebrating **30 years** of flights to **Rome Fiumicino**, which began in 1996 with a Rome-Philadelphia route operated by US Airways, now part of American Airlines. To mark the anniversary, the airline is expanding its operations, offering up to **7 daily flights** between Rome and the United States during peak periods. Starting October 5 to 24, 2026, a **second daily flight** between Philadelphia and Rome Fiumicino will be introduced, operated with **Boeing 787-8** aircraft, strengthening the airline's presence in the Italian market. Additionally, American Airlines will **extend the operating season** of key routes beyond summer, including Rome-Chicago and Rome-Miami flights from October 24 to November 1, 2026, using Boeing 787-8 and 777-200 aircraft respectively.

Summer in the US with Delta Air Lines: more flights from Italy and comfort at every stage of your journey

Delta Air Lines is the leading carrier connecting Italy to the **United States**, operating direct flights from Milan, Venice, Rome, Naples, Catania, and Olbia (new in summer 2026) to six key US hubs: **Atlanta**, **New York-JFK**, **Boston**, **Detroit**, **Minneapolis**, and **Seattle** (new from Rome in 2026).

This summer, Delta offers up to **17 daily non-stop flights** between Italy and the US. The extensive **domestic network** enables connections to popular American destinations, including East Coast cities, Florida beaches, Western national parks, and major business centers.

Delta provides multiple **cabin classes** including **Delta One business class** with fully lie-flat seats and private suites on selected aircraft. Onboard, passengers enjoy **premium dining**, **Wi-Fi**, and over 1,000 hours of **in-flight entertainment**.