



TRAVEL
SOUTH
USA

THE INTERNATIONAL
GATEWAY TO THE
SOUTHERN USA



Program of Work Italy

Growth Trajectory

2015–2019 CAGR

-1.6%

Spending

1.4%

Visits

2023–2027 PROJECTED CAGR

8.7%

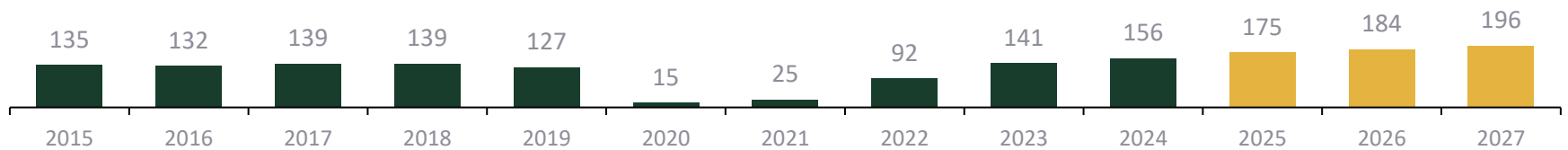
Spending

6%

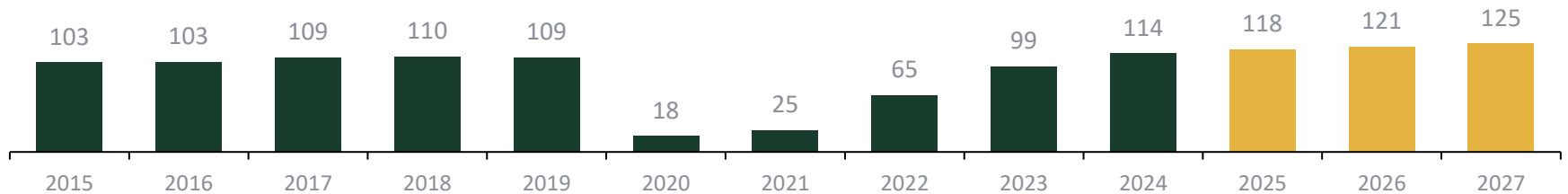
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Italy

\$184.4M

2026 TSUSA Spending

+5.3% YOY vs. 2025

120.9K

2026 TSUSA Visitors

+2.6% YOY vs. 2025

\$3.8B

2026 USA Spending

+4.8% YOY vs. 2025

2M

2026 USA Visitors

+2.7% YOY vs. 2025

\$175.1M

2025 TSUSA Spending

+12.5% YOY vs. 2024

117.8K

2025 TSUSA Visitors

+3.8% YOY vs. 2024

\$3.6B

2025 USA Spending

+11.6% YOY vs. 2024

1.9M

2025 USA Visitors

+4.8% YOY vs. 2024

Where are we?

High Destination interest:

Multi-state FIT road trips are the preferred format; alongside these, escorted group tours by major Italian Tos are well established, including thematic departures on music, food, nature, history and the civil rights trail.

Key Destinations:

Louisiana, Mississippi, and Tennessee are the most visited and most combined States, with New Orleans, Memphis and Nashville leading demand. Georgia (Atlanta), the Carolinas and Alabama follow.

Target Audience:

Culturally motivated repeat visitors, couples aged 35–65 with medium-high budget, honeymooners.

Consumer Outreach:

TSUSA Italy IG channel was launched last and is growing, with 21 Instagram followers. Facebook also is growing with 154,755 followers.

Positive Media Response:

331 articles published, 43 Media interactions.

Trade Engagement:

415 agents trained and 218 trade meetings conducted from July 2025 to April 2026.

Strategic Plan for FY 2026-27

For FY2026-27, the strategy will focus on expanding Southern USA product, strengthening destination visibility and inspiring Italian travelers through experiential storytelling and consumer engagement.

TRAVEL TRADE OUTREACH

Expand and diversify Southern USA product by strengthening relationships with established and emerging operators and building trade confidence in selling experiential itineraries.

Key activity:

- Product development and sales meetings
- Multi-city trade roadshow
- Trade newsletters and trainings
- Visit USA and USCS activities
- Cooperative opportunities
- International Showcase recruitment and attendance
- This aligns with Italy's stated goal of expanding distribution, identifying high-potential operators and encouraging higher-value itineraries built around road trips, music, gastronomy, outdoors and culture.

PR & MEDIA OUTREACH

Strengthen Travel South USA's visibility through distinctive, digital-first storytelling that connects Southern experiences with Italian travel interests.

Key activity:

- Proactive media pitching and press releases
- One-to-one journalist engagement
- Digital, lifestyle, luxury and trade media outreach
- Seasonal and thematic storytelling
- Global Media Marketplace recruitment
- Music, culinary, outdoors, culture and road trip themes

SOCIAL & CREATOR

Build a recognizable consumer presence through consistent social storytelling that inspires Italian travelers to discover the breadth of the American South.

Key activity:

- Organic Facebook and Instagram content
- Eight monthly posts across platforms
- Seasonal and experiential storytelling
- Monthly carousel features
- Community engagement
- Paid amplification as budget allows

ITALY Market Overview

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings	150
Agent Trainings	400
International Showcase & FAMs participants (9 travel trade + 1 trade media)	10
Travel South Travel Trade Newsletter (September 2026- June 2027)	10
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings per annum	50
No. of Articles Generated annually	350
Estimated Views/Print Readership	3,000,000
Global Media Marketplace & FAMs	4 consumer media
Travel South USA Press Releases (September 2026- June 2027)	12
Open rate for Newsletters/leads generated	n.a.
Social Posts - Owned Channels	
Meta/FB & IS	
# of Posts - 8 posts per month	96+
Partner Engagement	
Alabama Highlighted Activation	1
Kentucky Highlighted Activation	1
Louisiana Highlighted Activation	1
Mississippi Highlighted Activation	1
Missouri Highlighted Activation	1
North Carolina Highlighted Activation	1
South Carolina Highlighted Activation	1
Tennessee Highlighted Activation	1
ROTS Highlighted Activation	1

Italy - 2026

Category	Date	Description	Location
Trade	October 22, 2026	Visit Usa Webinar - Volonline	online
Trade	27-29 Oct 2026 (TBD)	Italy Multi -City Roadshow with partnering Tour Operators	Turin, Padova, Naples (TBC)
Trade	Nov 29 - Dec 3, 2026 + Dec 3-6, 2026	Travel South International Showcase	Nashville, TN + AL, AR, KY, MS, NC, TN
Trade	November 4, 5, and 12, 2026	Roadshow	Turin, Triveneto and Naples

Italy - 2027

Trade	March 2027 (TBC)	Visit Usa Webinar - partner TBC	online
Media	April 25-May 2, 2027	Travel South Global Week & Press Trips (post)	Bentonville Arkansas + 12 states
Trade	May 2-6, 2027	IPW	New Orleans, LA