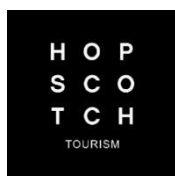


ITALY REPORT

July 2026

Travel
South
USA

Prepared By:



Via Carducci, 38
20123 Milan ITALY
P +39 02 8366 0917
W hopscotchtourism.com

MARCELLA RE, *Account Director*
mre@hopscotch.one

SERENA CALABRESE, *Account Manager*
scalabrese@hopscotch.one

GAIA CONSONNI, *Trade Account Executive*
gconsonni@hopscotch.one

SARA D'ANNIBALE, *PR Account Executive*
sdannibale@hopscotch.one

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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:** finalized; post-activity report shared.
- **Annual Report 2025/2026:** shared with HO on July 24th.
- **TSUSA International Showcase Nashville TN & Super Fam Tours Nov. 29 – Dec. 6, 2026:** in touch with Naar Tour Operator regarding the purchase of Marcella Re's flight ticket.
- **Travel South USA Roadshow November 2026:** preliminary call with Tos partners; received positive feedback from all.
- **Visit USA 2026:** defined States involved for upcoming Volonline webinar: Missouri and Kentucky.
- **Guides 2026:** request order of 200 new guides when ready.
- **4th July event Brand USA:** Marcella Re attended.

		Q3Total	April	May	June	July
9 partners AL/KY/LA/MS/MO/NC/SC/TN/ ROTS	Italy					
	Travel Trade					
	Trade Meetings/Trainings	117	18	21	17	9
	Number of Agents Trained	248	0	78	0	0
	Media Meetings	21	5	3	6	3
	Total number of articles published	116	50	60	23	20
	Impressions	4,506,706	951,359	1,569,679	656,284	886.948

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	 July status: • <u>2026 TSUSA MEMBERSHIP:</u> Webinars: Second webinar of the year on October 22nd with Volonline – States defined: Kentucky and Missouri. It was agreed to define the webinar topic and title by mid-September. Materials (including the cover with logos) will also be prepared and shared with Visit USA in September to proceed with the webinar setup. Newsletters: working at contents; food – to be distributed within Dec 26 and showcasing all GPP States. EXTRA: Visit USA distributed a newsletter to promote the new series “Little House on the Prairie”, with a focus on Kansas City, Missouri. Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - mia@visitusaita.org	In touch
GOING	 • <u>Roadshow 2026:</u> 3 stops roadshow bringing together 5 operators at each event and training around 25/30 agents. Workshop followed by a moderated panel discussion on Southern key pillars and a closing networking reception. Dates: 4, 5 and 12 November - TBC Timing: approximately 6:00 PM–10:00 PM (Turin/Triveneto) and 12:00 PM–4:00 PM (Naples). Locations: Turin, Triveneto and Naples July Status: initial call with Going to assess their potential interest in participating in the November 2026 roadshow. Confirmed Ivana's participation in all three stops. In return of the complimentary participation, Going shared a communication plan proposal including newsletter, social media in autumn, while events and webinars will be planned for 2027. Ivana Di Stasio, Product Manager - ivana.distasio@going.it Giulia Ruggiero, Going Marketing Specialist - giulia.ruggiero@bluvacanze.it	In touch
IDEE PER VIAGGIARE	 • <u>Co-Marketing FY 2025/26 ongoing:</u> -6 content marketing - 2IG Post - 1 LinkedIn Post -2 Carousel	

	-2 stories takeover - 1FB Post - 6 DEM - Three New itineraries July status: Media plan finalized. Report with KPIs received from IPV and shared with HO 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	In touch
KONRAD TRAVEL	 •Roadshow 2026: Dates: ideally 4, 5 and 12 November; Timing: approximately 6:00 PM–10:00 PM (Turin/Triveneto) and 12:00 PM–4:00 PM (Naples). Locations: Turin, Triveneto and Naples. July status: initial call with Konrad Travel to assess their potential interest in participating in the November 2026 roadshow. Konrad Travel confirmed its interest in participating, expressing a positive initial commitment. Gianluca Sposito, Konrad Travel - gianluca@konradtravel.it Ilaria Vergani, Konrad Travel - ilaria@konradtravel.it	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>. After experiencing some issues receiving the registration link, Sara confirmed that she received the link and successfully completed the registration process. Sara Quagliaroli, Product Manager - sara.quagliaroli@igrandiviaggi.it	In touch
AMERICA WORLD	 •Roadshow 2026: Dates: ideally 4, 5 and 12 November; Timing: approximately 6:00 PM–10:00 PM (Turin/Triveneto) and 12:00 PM–4:00 PM (Naples). Locations: Turin, Triveneto and Naples. July status: initial call with America World to assess their potential interest in participating in the November 2026 roadshow. Recap e-mail sent with all details (dates, timings, and format).	In touch

	Damien Tamburo, Product Manager - damien.tamburo@americaworld.it Stephan Raspolini, Product Manager - stephan.raspolini@americaworld.it	
NAAR BESPOKE TRAVEL	 •International Travel South Showcase 2026: we are in contact with NAAR regarding the purchase of Marcella Re's flight ticket. •Roadshow 2026: Dates: ideally 4, 5 and 12 November; Timing: approximately 6:00 PM–10:00 PM (Turin/Triveneto) and 12:00 PM–4:00 PM (Naples). Locations: Turin, Triveneto and Naples. July status: initial call with Naar Tour Operator to assess their potential interest in participating in the November 2026 roadshow. They already shared an in-kind plan to support its participation, including B2B training and visibility activities (webinar by June 2027, newsletters, social media, flyer, and in-person training at their offices). Erica Melegari, Product Manager - erica.melegari@naar.com Alessandra Cucco, North America Destination Specialist - alessandra.cucco@naar.com	In touch
REIMATOURS	 • Roadshow 2026: Dates: ideally 4, 5 and 12 November; Timing: approximately 6:00 PM–10:00 PM (Turin/Triveneto) and 12:00 PM–4:00 PM (Naples). Locations: Turin, Triveneto and Naples. July status: Reimatours enthusiastically confirmed its participation in the November 2026 Travel South USA Roadshow. They will share the list of participants at a later stage and align the operational details (locations, dates, and areas to be presented). Serena Calabrese welcomed the confirmation and requested a media plan proposal to be implemented after the event and by June 2027. Luca Cesaretti, Group Department Manager - luca@reimatours.it Claudia Cannas, Operations & Booking Dept., claudia@reimatours.it	In touch
BRAND USA	 •4th of July Event: participation at the event, meeting Brand USA Italian Director and many Product Managers featuring USA product, airlines and stakeholders. Antonella Murgolo, Trade Manager - amurgolo@thebrandusa.com	Finalized

ANNUAL REPORT 2025/2026	Shared with HO on July 24th.	Finalized
2026_2027 Plan	Shared with HO the customized deck for the 29 July call.	Finalized
GUIDES 2026	Request for 2026 Travel South USA guides: the new warehouse address and delivery preferences have been shared with HO. Catherine confirmed that Tobias will arrange the shipment of 200 English copies once the guides are available in October.	In touch

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

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. **Iaria 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. **Iaria 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/>
 17. **Daniela Solito** "Mobile, Alabama's oldest city: from the civil rights to the first Mardi Gras"
Link: https://www.repubblica.it/viaggi/2026/07/13/news/mobile_la_piu_antica_citta_dell_alabama_dalle_lotte_per_i_diritti_civili_al_primo_mardi_gras-425467477/
 18. **Elena Bittante** "Not Just New Orleans: A Guide to Mobile, Alabama, the City That Invented American Carnival, Between History, Nature and Oysters."
Link: <https://www.ilfattoquotidiano.it/2026/07/28/non-solo-new-orleans-guida-a-mobile-la-citta-dellalabama-che-ha-inventato-il-carnevale-americano-tra-storia-natura-e-ostriche/8438909/>
 19. **Elena Barassi** "North Carolina, an American Geography: From the Appalachians to the Atlantic."
Link: <https://www.latitudeslife.com/2026/08/north-carolina-itinerario-on-the-road-appalachi-outer-banks/>

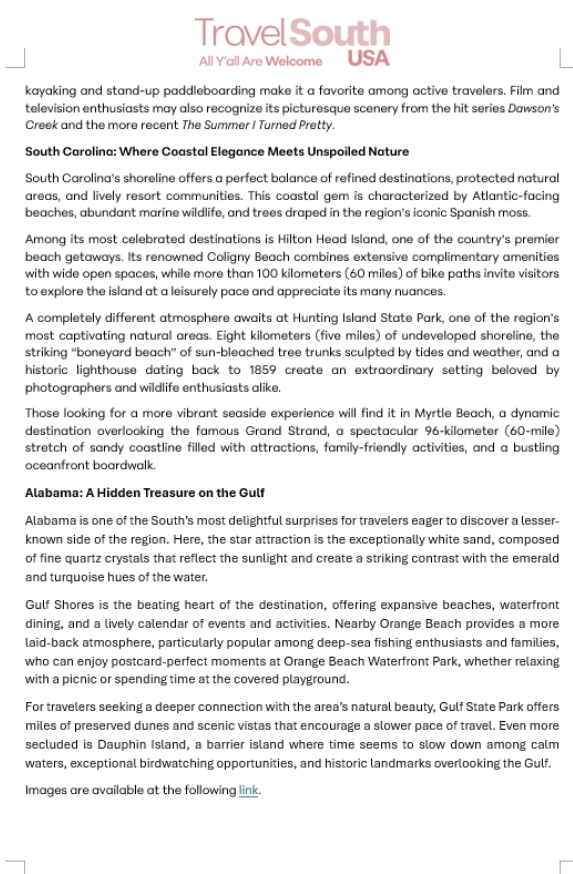
• Social Media Management

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

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

Social Media Plan available [here](#).

Articles published on online media (and offline)



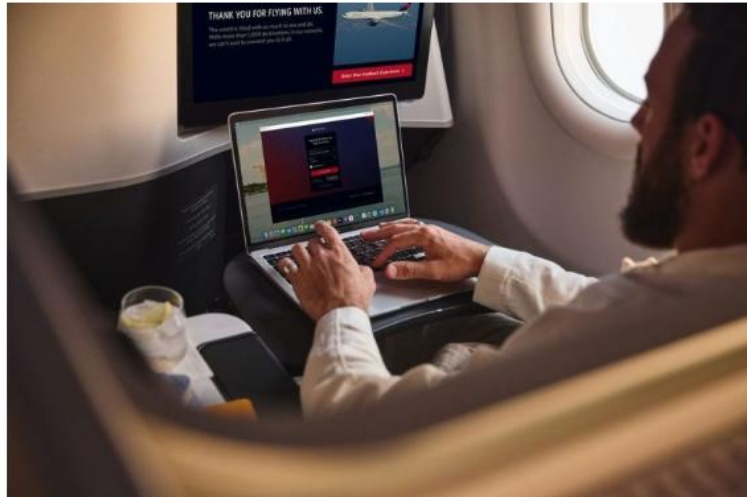
Travel South USA | Italy

GPP Monthly Report

2	repubblica.it	July 13th, 2026	Mobile, Alabama's oldest city: from the civil rights to the first Mardi Gras	Alabama, Louisiana	126.000
3	elle.com	June 13th, 2026	Rosa Parks, Greta Thunberg, Ezio Bosso, and Alberto Manzi: the stories of four people who changed the world	Kentucky	40.700
4	Elle	July 13th, 2026	INDEPENDENCE WAY The American Revolution continued here. A road trip through the aristocratic cities of Charleston and Savannah	Georgia, South Carolina	470.000
5	elle.com	July 14th, 2026	The most authentic America begins in South Carolina—a road trip you should take at least once in your lifetime	Georgia, South Carolina	40.700
6	grazia.it	July 14th, 2026	The World's Busiest Airports: The Ranking	Georgia	4.170
7	it.euronews.com	July 16th, 2026	Europe's Busiest Airports in 2025: London, Istanbul and Paris	Georgia	2.780
8	dailymotion.com	July 18th, 2026	The USA Sees Growing Tourist Interest in the Southern Coasts	Alabama, South Carolina, North Carolina	n.a
9	liberoquotidiano.it	July 18th, 2026	USA: Growing Tourist Interest in the Southern Coasts	Alabama, South Carolina, North Carolina	43.100
10	stream24.ilsole24ore.com	July 18th, 2026	The USA Sees Growing Tourist Interest in the Southern Coasts	Alabama, South Carolina, North Carolina	1.870
11	askanews.it	July 18th, 2026	The USA Sees Growing Tourist Interest in the Southern Coasts	Alabama, South Carolina, North Carolina	945

12	unionesarda.it	July 18th, 2026	The USA Sees Growing Tourist Interest in the Southern Coasts	Alabama, South Carolina, North Carolina	27.300
13	Simonasacri.com	July 18th, 2026	In the World of Walt Disney: Marceline, Missouri, The Main Street USA	Missouri	2.440
14	sportoutdoor24.it	July 19th, 2026	The 10 Route 66 Stops Not to Miss, from Chicago to Santa Monica	Missouri	19.800
15	siviaggia.it	July 27th, 2026	The Most Beautiful Universities in the World: Prix Versailles 2026	Arkansas	12.600
16	doppiozero.com	July 28th, 2026	Route 66: America Takes the Stage	Missouri	1.750
17	ilfattoquotidiano.it	July 28th, 2026	Not Just New Orleans: A Guide to Mobile, Alabama, the City That Invented American Carnival, Between History, Nature and Oysters	Alabama, Louisiana	74.900
18	arte.sky.it	July 30th, 2026	The Most Beautiful Universities 2026: Prix Versailles	Arkansas	177
19	qualitytravel.it	July 30th, 2026	Why Arkansas Is America's Unexpected Revelation and How to Visit It	Arkansas	11.300
20	gist.it	July 30th, 2026	Global Hubs: Major Airports and Global Air Traffic	Georgia	856

<https://travelsouthusa.coveragebook.com/b/fb060550b55499c6>



Homepage > Travel

Delta Air Lines per il viaggiatore business: novità 2026 ed esperienza “one of a kind”

Segui su:  

Viaggi

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 CONTENUTO PER GLI ABBONATI PREMIUM

 Segui su: Discover

Mobile, la più antica città dell'Alabama: dalle lotte per i diritti civili al primo Mardi Gras

di Daniela Solito




L'ascolto è riservato agli abbonati premium

« Mobile vista dall'alto »

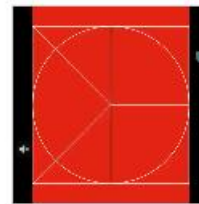
Viaggio nel profondo sud degli Usa, fra storia coloniale e la tradizione del Carnevale. Mobile è un buon punto di partenza per percorrere la grande arteria stradale Interstate 65

Travel South USA | Italy
GPP Monthly Report

Grazie alla Settimana Imprevista di Fondazione Libellula abbiamo riscoperto la storia e le imprese di icone che hanno lottato per i diritti e l'uguaglianza di genere

DI MONICA MONNIS, FONDAZIONE LIBELLULA PUBBLICATO: 12/07/2020

 SALVA ARTICOLO



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Qual è la tua passione?

Siamo entusiasti di condividere la nostra nuova Employee Value Proposition, costruita attorno ai valori fondamentali che permeano la nostra cultura e il nostro



I 10 aeroporti più trafficati del mondo: il primo non è quello che immaginate!

GRAZIA.IT - 14 LUGLIO 2026



Viaggi > Notizie di viaggio

Aeroporti più trafficati d'Europa 2025: Londra, Istanbul, Parigi





USA, CRESCE L'INTERESSE TURISTICO PER LE COSTE DEL SUD

DA DUE
Video

33 Agosto 2028

Ritorna al Quay TV Naviga Serie Gallery Podcast Smart Connect

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PER LA SCELTA COMPLETA LA DOCUMENTAZIONE D'OPERA E IL COMPLETO DEL TITOLO.

Poste Italiane

Messaggio pubblicitario con finalità promozionali. Per informazioni e per la sottoscrizione del titolo, visitate il sito [www.opas.it](#)

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SCOPRI DI PIÙ

DA DUE

Usa, cresce l'interesse turistico per le coste del Sud

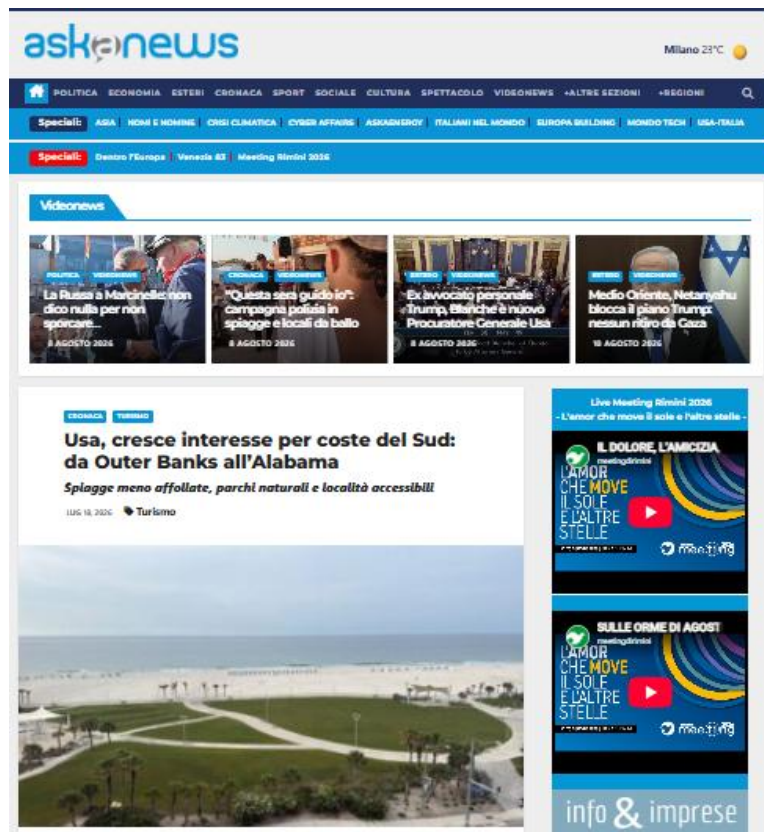
13 luglio 2028

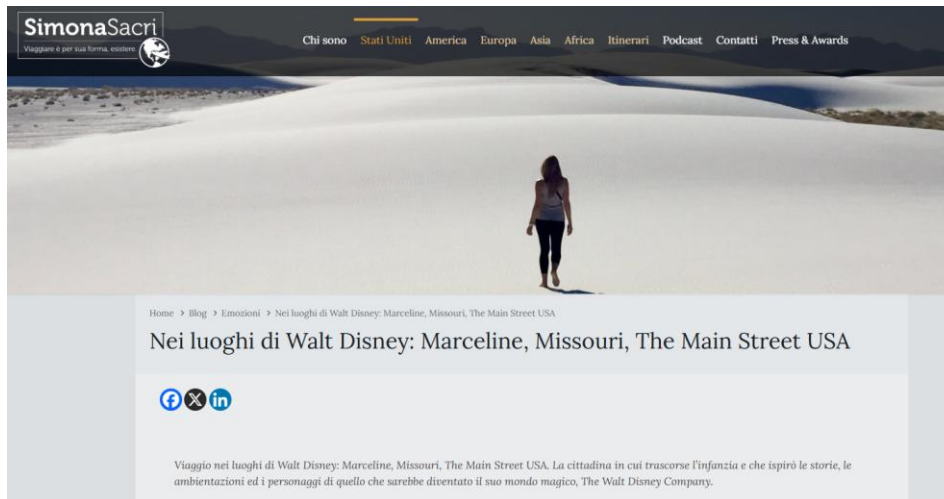
Mobile (Alabama), gli lag. (Alabama) - Con l'aumento dei flussi verso destinazioni meno congestionate e più accessibili, una parte della costa sud-orientale degli Stati Uniti d'America sta registrando un interesse crescente tra viaggiatori internazionali e domestici. Dalle belle spiagge - le Outer Banks - della Carolina del Nord alle spiagge di quarzo dell'Alabama, emergono località che combinano patrimonio naturale, infrastrutture turistiche e un'offerta ancora relativamente meno saturata rispetto ai grandi hub turistici. In particolare l'Alabama si sta profilando come alternativa nel Golfo del Messico grazie alla qualità delle sue spiagge e a un'offerta meno inflazionata. Golf Shores o Orange Beach costituiscono i principali centri turistici, con servizi consolidati e attività legate alla nautica e alla pesca. Parallelamente, sono come il Gulf State Park e Dauphin Island puntano su un turismo naturalistico, con spettacoli d'arabi protetti, birdwatching e una fruizione più lenta del territorio. Nel complesso, queste destinazioni riflettono una tendenza più ampia: la ricerca di coste meno affollate, accessibili e con una forte componente ambientale, in grado di intercettare una domanda in evoluzione sia negli Stati Uniti d'America sia nei mercati internazionali. Servizio di Cristina Giuliana Montagna di Carlo Brandolini Immagini italiane

Riproduzione riservata ©

Gli italiani fuggono qui: una nuova destinazione di...

Foto di





Le 10 tappe della Route 66 da non saltare da Chicago a Santa Monica

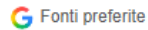
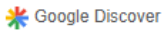
Dieci tappe, dieci storie. Non le solite liste da guida turistica: ogni punto fermo di questo itinerario porta con sé una firma culturale — un libro, un film, una canzone — che trasforma un punto GPS in un luogo carico di significato

Redazione Viaggi
19 Luglio 2025



Le tappe "da non perdere" della Route 66 le trovate ovunque — su qualsiasi guida, su qualsiasi sito di viaggi. Questa lista è diversa per una ragione sola: ogni tappa ha una firma culturale. Un libro, un film, una canzone o un personaggio che la trasforma da punto GPS in luogo carico di storia e immaginario.

Seguici su:

[Home](#) > [Notizie](#) > Dall'Australia a Oxford: le università più belle del mondo secondo il Prix Versailles 2026

Dall'Australia a Oxford: le università più belle del mondo secondo il Prix Versailles 2026

Dal campus immerso nella natura ai laboratori futuristici: il Prix Versailles 2026 premia otto università dove architettura, innovazione e sostenibilità si incontrano



Priscilla Piazza
CONTENT WRITER



Pubblicato: 27 Luglio 2026 16:09



DOPPIOZERO



GEOGRAFIE / LIBRI

Route 66, l'America va in scena

Daniela Gross

28 Luglio 2026

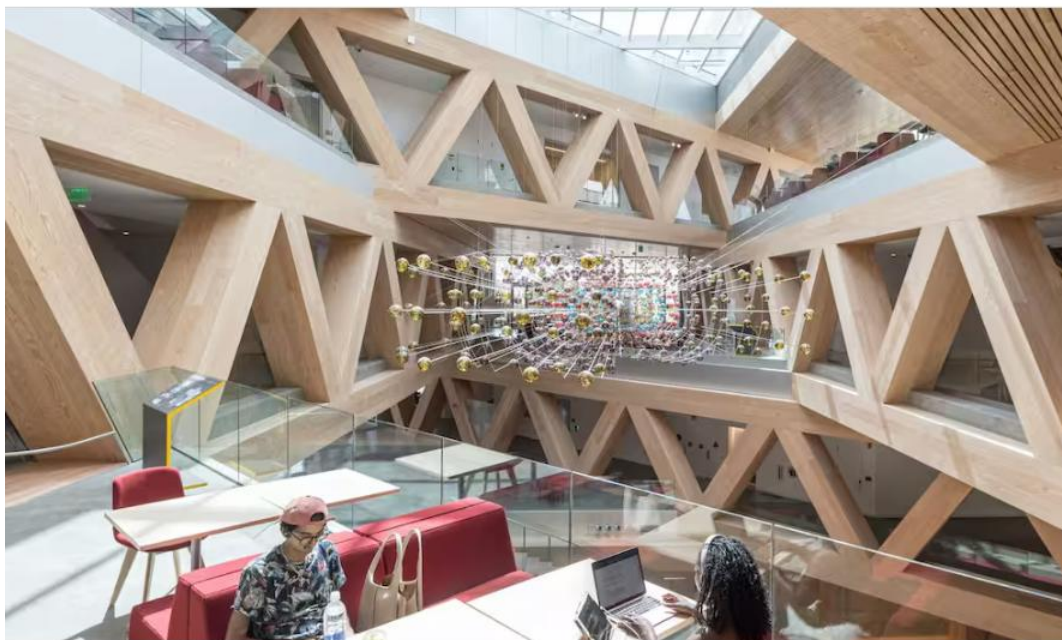
La Route 66 è americana come la torta di mele, il baseball e Johnny Cash. È la Mother Road di Steinbeck, l'orizzonte di Easy Rider, la favola allegra di Cars. Nel 2026, mentre l'America festeggia 250 anni, la strada più famosa del mondo compie un secolo e si conferma un simbolo capace di mettere tutti d'accordo. È un monumento al passato, alla libertà e ai sogni. Soprattutto, è un palcoscenico dove da cent'anni l'America mette in scena se stessa. Scrittore, giornalista e a lungo corrispondente dagli Stati Uniti

VIAGGI

Non solo New Orleans: guida a Mobile, la città dell'Alabama che ha inventato il Carnevale americano tra storia, natura e ostriche

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IV. Newsletters

Trade Newsletter to tour operators and travel agent professionals.

Next newsletter planned for September 2026.

V. Market Update

Summer: 26% choose outdoor tourism – Human Company Observatory

Italians are increasingly turning towards outdoor tourism: 26% of those planning a holiday this year will choose an open-air accommodation facility. This is the key finding of the Summer Outdoor Tourism Observatory conducted by the Piepoli Institute for Human Company, an Italian group and leading player in the hospitality sector.

The survey, which analyses Italians' holiday intentions, shows that **despite rising prices, economic uncertainty and a geopolitical context that continues to fuel concerns, people still want to enjoy a break dedicated to relaxation.** This summer, 57% of Italians plan to take at least one overnight stay holiday, a figure that rises to 90% among those who chose an open-air holiday last year, highlighting growing loyalty towards this travel format.

The holiday calendar is also expanding, with June and September gaining ground compared to July and August. While these remain the most popular months, their appeal is declining due to the growing trend of travelling outside the traditional peak season.

According to the data, September now accounts for 29% of preferences, while June has reached 12% (15% among outdoor travellers). **The main driver behind this choice is economic savings, cited by 46% of respondents (53% among those who prefer outdoor holidays), followed by the search for less crowded destinations (45% overall, 43% for open-air travellers) and milder weather conditions (33%).**

However, **the reasons behind this preference are no longer only budget-related: the main motivation is the desire for freedom (38%), followed by being in contact with nature (29%) and the opportunity to enjoy a wide range of activities (24%).** Economic motivations now rank lower, at 21%.

According to the Piepoli Observatory, the average expected holiday spend for 2026 is around €1,993, continuing to rise compared with €1,700 in 2024 and remaining in line with €1,949 in 2025.

Summer holidays at all costs: Eumetra survey

Italians are not giving up on holidays, even in a context of rising prices, and continue to consider them an essential priority for their personal well-being. This is according to new research conducted by Eumetra, a research and insight generation agency, exploring the new meaning of summer holidays and tourism-related consumer behaviours. More than half of respondents (51%) say that holidays are mainly a way to disconnect from work, studies and commitments accumulated throughout the year, while 47% see them as an opportunity to recharge their mental energy. In third place is the desire to spend quality time with loved ones (40%). "The most significant finding is that **Italians are looking for something to rediscover during their holidays, not something to show off.** Time, mental well-being and relationships now matter much more than status. Even in a context of rising costs, **holidays remain a priority because they are perceived as an investment in quality of life and personal balance,**" commented Matteo Lucchi, CEO of Eumetra. The research also highlights a change in the very concept of luxury. For one third of Italians (33%), the true privilege of a holiday is **having time without schedules, a percentage**

equal to those who identify luxury with the opportunity to visit new places (33%). The desire to discover new destinations is particularly strong among people over the age of 55. This is followed by **being in contact with nature (13%)** and the pleasure of enjoying good food at a relaxed pace (11%). Digital disconnection is a less significant factor: turning off notifications and emails is considered a luxury by only 5% of respondents – particularly among younger generations, where the figure doubles to 10% – while only 4% associate taking a break from technology with a luxury to enjoy during holidays. Rising prices continue to influence holiday planning, but they do not reduce the importance of travel in Italians' lives. **33% say they have reduced the length or number of planned trips, while 21% have opted for more affordable destinations.**

Gen Z off the beaten track: travel trends beyond the norm

AI, cutting-edge destinations and wellness are among the main travel trends for 2026 according to platforms like Expedia, Booking and Skyscanner, but they overlook a key factor: young travelers. Youth tourism does not follow luxury or technology for its own sake, but instead values freedom, authenticity and shared experiences, with **Gen Z seeking less packaged and more spontaneous trips**. Key trends include **road trips** as affordable and flexible journeys with friends, trips inspired by movies, books and pop culture with unique accommodations, and multigenerational travel often organized by younger people.

Travel is also a way to build or test relationships, while the real priority remains community rather than individual experiences.

There is growing attention to budget, with more travel in the low season, alongside strong interest in sustainability, authenticity and living like locals.

Mental well-being is becoming central, with demand for safe and supportive environments, and the traditional “bucket list” approach is fading in favor of more spontaneous and less touristy experiences. Finally, wellness is being redefined as slowing down, through yoga, retreats, nature and simple activities.

Overall, young people in 2026 will travel more than ever, but with a focus on connection, freedom and personal balance rather than luxury or rigid itineraries.

Brand USA: World Cup effect – arrival trend remains stable

Eleven cities set to reshape the face of the USA. Thanks to the exposure generated by the metropolitan areas involved in the 2026 FIFA World Cup, the United States is already reaping the benefits of the “AmericaTheBeautiful” project, a digital hub launched to celebrate the 250th anniversary of Independence and designed to showcase 250 lesser-known destinations across the country.

With an air capacity of 4.1 million seats (+10% compared to 2025, with growing traffic shares on Palermo, Catania and Naples) and boosted by new airlines such as Alaska Airlines and JetBlue, **Brand USA expects visitor numbers to remain in line with last season's results (1.2 million Italian visitors), despite rising airfares.**

“Outdoor activities and Route 66 journeys celebrating its 100th anniversary are among the most popular products this summer,” explained Fred Dixon, CEO of Brand USA, during his visit to Italy. “More generally, **we are seeing a strong comeback of road trips, both by car and campervan.**”

The FIFA World Cup in the USA has also given new momentum to the country's entire sports tourism offering, with themed tours dedicated to basketball, hockey and even baseball. Brand USA's goal is to increasingly segment the tourism offer, focusing not only on the new national Ambassador strategy (15 ambassadors for Italy), but also on greater involvement of Italian-American urban communities: a strategic resource that has not yet been fully leveraged, but which could help extend average stays beyond 13 days, encouraging longer stays outside major cities and enabling travellers to visit a wider range of states during the same trip.