

# ITALY REPORT

August 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

- **TSUSA International Showcase Nashville TN & Super Fam Tours Nov. 29 – Dec. 6, 2026:** asked delegates to flag any need for an extra night on November 28, should they be unable to arrive in time for the Honors Night on November 29.
- **Travel South USA Roadshow November 2026:** scouting locations ongoing, in touch with TOs
- **Visit USA 2026:** In contact with Volonline to define the topic and title for the Visit USA webinar scheduled for October 22.
- **Guides 2026:** received at the warehouse 200 English copies.
- **XPlore America internal trip:** preliminary call scheduled for September 1.
- **Showcase USA-Italy 2027:** cancelled
- **FY26–27 Tracking:** received the Intl Marketing and PR metrics trackers and asked us to create our country's FY26–27 Coverage Book subfolder within the country master folder.

|                                                |                                    | Q3Total   | Q4 Total  | July    | August  |
|------------------------------------------------|------------------------------------|-----------|-----------|---------|---------|
| 9 partners<br>AL/KY/LA/MS/MO/NC/SC/TN/<br>ROTS | Italy                              |           |           |         |         |
|                                                | Travel Trade                       |           |           |         |         |
|                                                | Trade Meetings/Trainings           | 117       | 56        | 9       | 16      |
|                                                | Number of Agents Trained           | 248       | 78        | 0       | 0       |
|                                                |                                    |           |           |         |         |
|                                                | Media Meetings                     | 21        | 14        | 3       | 2       |
|                                                | Total number of articles published | 116       | 133       | 20      | 13      |
|                                                | Impressions                        | 4,506,706 | 3.177.322 | 886.948 | 148.360 |

DRIVE LINK: [TSUSA International Metrics FY26 - 27.xlsx - Fogli Google](#)

## II. Travel Trade

### Trade Contacts (phone calls, emails, personal meetings)

| Contacts        | Activity/Activation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Follow-up/<br>Next step |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| VISIT USA ITALY |  <p><b>August status:</b></p> <ul style="list-style-type: none"> <li>• <b>2026 TSUSA MEMBERSHIP:</b></li> </ul> <p><b>Webinars:</b> October 22nd. States covered: Missouri and Kentucky. Title to be defined so we can share the cover with the logos with Visit USA.</p> <p><b>Newsletters:</b> working on the food content, to be finalized and distributed by Dec 2026, showcasing all GPP States.</p> <p>Lia Maiorca, Secretarial services - <a href="mailto:infodesk@visitusaita.org">infodesk@visitusaita.org</a><br/>Mia Hezi, President - <a href="mailto:mia@visitusaita.org">mia@visitusaita.org</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | In touch                |
| GOING           |  <ul style="list-style-type: none"> <li>• <b>Roadshow 2026:</b> Ivana Di Stasio, PM of Going, will attend all the 3 stops of the Roadshow: 4 Nov in Turin, 5 Nov in Treviso and 12 Nov in Naples. She will meet agents during the workshop and will give a speech during the dedicated panel on the designated topic: cinema.</li> </ul> <p><b>August Status:</b> ongoing, already received media plan with FOC communication/training activities including 1 webinar, 1 NL, 1 IG e 1 FB post, visibility on the TO's website and 1 training event; first action during fall.</p> <ul style="list-style-type: none"> <li>• <b>Travel South International Showcase 2026, Nashville:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive on time for the Honors Night on November 29. Ivana Di Stasio confirmed the need for the extra night.</li> </ul> <p>Ivana Di Stasio, Product Manager - <a href="mailto:ivana.distasio@going.it">ivana.distasio@going.it</a><br/>Giulia Ruggiero, Going Marketing Specialist - <a href="mailto:giulia.ruggiero@bluvacanze.it">giulia.ruggiero@bluvacanze.it</a></p> | In touch                |
| KONRAD TRAVEL   |  <ul style="list-style-type: none"> <li>• <b>Roadshow 2026:</b> Ilaria Vergani, PM of Konrad Travel, will attend all the 3 stops of the Roadshow: 4 Nov in Turin, 5 Nov in Treviso and 12 Nov in Naples. She will meet agents during the workshop and will give a speech during the dedicated panel on the designated topic: history, culture and civil rights.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Travel South International Showcase 2026, Nashville:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive on time for the Honors Night on November 29. Ilaria Vergani confirmed the need for the extra night.</li> </ul> <p>Gianluca Sposito, Konrad Travel - <a href="mailto:gianluca@konradtravel.it">gianluca@konradtravel.it</a><br/>Ilaria Vergani, Konrad Travel - <a href="mailto:ilaria@konradtravel.it">ilaria@konradtravel.it</a></p>                                                                                                                                                                                                                                   | -In touch               |

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| I GRANDI VIAGGI     |  <p>• <b>Travel South International Showcase 2026, Nashville:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive on time for the Honors Night on November 29. Sara Quagliaroli confirmed the need for the extra night. She also asked contacts in Atlanta to ask for suggestions on accommodation for the nights before arriving to Nashville.</p> <p>Sara Quagliaroli, Product Manager - <a href="mailto:sara.quagliaroli@igrandiviaggi.it">sara.quagliaroli@igrandiviaggi.it</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | In touch |
| AMERICA WORLD       |  <p><b>Roadshow 2026:</b> Damien Tamburo, PM of America World, will attend the Turin event while another colleague from US product department will join for Treviso and Naples. He will meet agents during the workshop and will give a speech during the dedicated panel on the designated topic: music.</p> <p><b>August status:</b><br/>Received FOC communication and training plan including a webinar, 1-2 product newsletters, and social media activities (1 Facebook post and 1 Instagram post), tentatively scheduled between November and December.</p> <p>• <b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should he be unable to arrive in time for the Honors Night on November 29. Stephan Raspolini confirmed that he does not need the extra night.</p> <p>Damien Tamburo, Product Manager - <a href="mailto:damien.tamburo@americaworld.it">damien.tamburo@americaworld.it</a><br/>Stephan Raspolini, Product Manager - <a href="mailto:stephan.raspolini@americaworld.it">stephan.raspolini@americaworld.it</a></p> | In touch |
| NAAR BESPOKE TRAVEL |  <p>• <b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Alessandra Cucco confirmed the need for the extra night.</p> <p>• <b>Roadshow 2026:</b> Erica Melegari, PM of Naar, all the 3 stops of the Roadshow: 4 Nov in Turin, 5 Nov in Treviso and 12 Nov in Naples. She will meet agents during the workshop and will give a speech during the dedicated panel on the designated topic: gastronomy.</p> <p><b>August status:</b> proposed in-kind cooperation plan including a dedicated training for selected travel agencies, 2 newsletters to the NAAR database, a product flyer for travel agencies, 1 Instagram and 1 Facebook post.</p> <p>Erica Melegari, Product Manager - <a href="mailto:erica.melegari@naar.com">erica.melegari@naar.com</a><br/>Alessandra Cucco, North America Destination Specialist - <a href="mailto:alessandra.cucco@naar.com">alessandra.cucco@naar.com</a></p>                                                           | In touch |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| REIMATOURS         |  <p><b>Roadshow 2026:</b> a person from US Product Department, exact name TBC, all the 3 stops of the Roadshow: 4 Nov in Turin, 5 Nov in Treviso and 12 Nov in Naples. He/she will meet agents during the workshop and will give a speech during the dedicated panel on the designated topic: outdoor.</p> <p>•<b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Alessandra Cucco confirmed the need for the extra night.</p> <p>Luca Cesaretti, Group Department Manager - <a href="mailto:luca@reimatours.it">luca@reimatours.it</a><br/> Claudia Cannas, Operations &amp; Booking Dept., <a href="mailto:claudia@reimatours.it">claudia@reimatours.it</a></p> | In touch |
| ALIDAYS            |  <p>•<b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Ilaria De Nardi confirmed that she needs the extra night.</p> <p>Ilaria De Nardi, Senior Travel Designer - <a href="mailto:ilaria.denardi@alidays.it">ilaria.denardi@alidays.it</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                   | In touch |
| GO WORLD           |  <p>•<b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Carmen Ruggiero confirmed that she does not need the extra night.</p> <p>Carmen Ruggiero, Product Manager, <a href="mailto:c.ruggiero@goworld.it">c.ruggiero@goworld.it</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                         |          |
| IDEE PER VIAGGIARE |  <p>•<b>International Travel South Showcase 2026:</b> sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Massimo Miniello confirmed that he does not need the extra night.</p> <p>Massimo Miniello, Booking Coordinator and Operations Manager - <a href="mailto:massimominiello@ideeperviaggiare.it">massimominiello@ideeperviaggiare.it</a></p>                                                                                                                                                                                                                                                                                                                                                                | In touch |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| ITINE-RARI              |  <p>•<b>International Travel South Showcase 2026</b>: sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Manuela Baietto confirmed that she needs the extra night.</p> <p>Manuela Baietto, Owner &amp; Managing Director - <a href="mailto:manuela@itine-rari.it">manuela@itine-rari.it</a></p>                                                                                                                                                                                                                                                                                                                                | In touch  |
| KEL 12                  |  <p>•<b>International Travel South Showcase 2026</b>: sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Stefano Gnerucci confirmed that he does not need the extra night.</p> <p>Stefano Gnerucci, Product Manager - <a href="mailto:stefano.gnerucci@kel12.com">stefano.gnerucci@kel12.com</a></p>                                                                                                                                                                                                                                                                                                                           | In touch  |
| OLTREMARE TOUR OPERATOR |  <p>•<b>International Travel South Showcase 2026</b>: We have informed Head Office that Sandra Palmieri, Product Manager, would like to participate in place of Stefano Uva. We also asked her if she needs the extra night on the 28th, and she confirmed that she does.</p> <p>Sandra Palmieri, Product Manager - <a href="mailto:sandra@oltremareviaggi.com">sandra@oltremareviaggi.com</a></p>                                                                                                                                                                                                                                                                                                                              | In touch. |
| TRAVEL ISLAND           |  <p>•<b>International Travel South Showcase 2026</b>: sent email to flag the potential need for an extra night on November 28, should she be unable to arrive in time for the Honors Night on November 29. Evelin Ratti confirmed that she needs the extra night.</p> <p>Evelin Ratti, Product Manager - <a href="mailto:evelin.ratti@travelisland.it">evelin.ratti@travelisland.it</a></p>                                                                                                                                                                                                                                                                                                                                    | In touch  |
| XPLORE TOUR OPERATOR    |  <p>• Xplore America contacted Travel South USA directly regarding the possibility of developing content creation activities during its trip to the United States, scheduled from October 1st to 20th, 2026, with several stops across the Southern United States. The project aims to produce content for the Italian market, with a particular focus on lesser-known destinations and experiences related to food, music and history. A call with Xplore America has been scheduled for September 1st, 2026, to further discuss the project and coordinate the activities.</p> <p>Lorenzo Barollo, Content Creator and Social Media Manager - <a href="mailto:lorenzobarollo01@gmail.com">lorenzobarollo01@gmail.com</a></p> | In touch  |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <p><b>U.S. COMMERCIAL SERVICE</b></p> | <div data-bbox="638 212 941 342" data-label="Image"> </div> <p>•<u>Showcase USA-Italy 2027</u>: U.S. Commercial Service has announced that the 29th edition will not take place due to a change in its Mission Statement.</p> <p>Luisa Salomoni, U.S. Department of Commerce, <a href="mailto:Luisa.Salomoni@trade.gov">Luisa.Salomoni@trade.gov</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>In touch</p>   |
| <p><b>MULTI-CITY ROADSHOW</b></p>     | <p>Organization of a 3-cities Roadshow involving 5 Top Italian Tos specialized in US/Southern US products and around 25/30 agents in each event.</p> <p><b>DATES/CITIES</b><br/> 4 Nov: Turin<br/> 5 Nov: Treviso<br/> 12 Nov: Naples</p> <p><b>PARTNERS</b><br/> Konrad Travel<br/> ReimaTours<br/> Naar<br/> America World<br/> Going</p> <p><b>FORMAT</b><br/> <b>Starting late afternoon for Turin/Treviso and late morning/lunch for Naples:</b><br/> Workshop<br/> Panel, with dedicated themes (food, music, history, outdoor, cinema)<br/> Networking dinner with live music</p> <p>Each TO will provide a FOC communication/training plan in change of their participation to the roadshow.</p> <p><b>Status August:</b> scouting location and in contact with Tos for media plans</p> | <p>Ongoing</p>    |
| <p><b>GUIDES 2026</b></p>             | <p>•Request for 2026 Travel South USA guides: received at the warehouse 200 English copies.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Finalized.</p> |

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](http://ilfattoquotidiano.it)
2. Elena Barassi– [GQ.it](http://GQ.it)
3. Cristina Giuliano – [Askanews](http://Askanews)
4. Ilaria Santi – [siviaggia.it](http://siviaggia.it)
5. Daniela Solito – [larepubblica.it](http://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-ostre-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-rota-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/](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 September, 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: *Follow up and media pitching of the "Coastal Escape with Travel South USA The Southern U.S. Beaches Not to Miss for an Unforgettable Summer" to travel consumer, lifestyle and travel trade media*

**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 | Latitudeslife.com        | August 04th, 2026 | <a href="#">North Carolina, an American landscape: from the Appalachians to the Atlantic</a>                                                                                         | North Carolina                 | 3.530       |
| 2 | Simonasacri.com          | August 05th, 2026 | <a href="#">Missouri Highway 36. The Way of American Genius: Itinerary, Places, and People</a>                                                                                       | Missouri                       | 2.100       |
| 3 | Lucidamente.com          | August 05th, 2026 | <a href="#">Fly-and-drive in the United States: The most authentic way to experience America is on the road</a>                                                                      | Missouri, Tennessee, Louisiana | 340         |
| 4 | Donnamoderna.com         | August 12th, 2026 | <a href="#">Busiest Airports: A U.S. Hub Will Take the Top Spot in 2026</a>                                                                                                          | Georgia                        | 3.270       |
| 5 | ilsole24ore.com          | August 13th, 2026 | <a href="#">Route 66: 100 Years of Myth – The Road That Changed America and the Automobile</a>                                                                                       | Missouri                       | 39.100      |
| 6 | stream24.ilsole24ore.com | August 13th, 2026 | <a href="#">Route 66: Photos of the Legendary American Road</a>                                                                                                                      | Missouri                       | 2.240       |
| 7 | elledecor.com            | August 26th, 2026 | <a href="#">Dolly Parton's theme park is a journey through her life, complete with rhinestones and roller coasters</a>                                                               | Tennessee                      | 10.500      |
| 8 | Siviaggia.it             | August 26th, 2026 | <a href="#">From the wooden cabin without electricity or running water in Dollywood to the new hotel-museum, the places associated with Dolly Parton, the queen of country music</a> | Tennessee                      | 14.200      |

|    |                 |                   |                                                                                                                  |                           |        |
|----|-----------------|-------------------|------------------------------------------------------------------------------------------------------------------|---------------------------|--------|
| 9  | guidaviaggi.it  | August 26th, 2026 | <a href="#">Goodbye Dolly Parton, Country Music Legend, Entrepreneur and Travel Icon</a>                         | Tennessee                 | 610    |
| 10 | Insella.it      | August 27th, 2026 | <a href="#">Beyond Route 66: The Smoky Mountains, a Motorcycle Paradise Between Tennessee and North Carolina</a> | Tennessee, North Carolina | 9.110  |
| 11 | Gamberorosso.it | August 28th, 2026 | <a href="#">Beyond the Rhinestones: The Simple Cuisine Dolly Parton Has Never Forgotten</a>                      | Tennessee                 | 23.900 |
| 12 | Zazoom.it       | August 30th, 2026 | <a href="#">Nashville Airport to Be Named After Dolly Parton</a>                                                 | Tennessee                 | 2.860  |
| 13 | Italiavola.com  | August 31st, 2026 | <a href="#">Route 66: 100 Years On the Road</a>                                                                  | Missouri                  | 36.600 |

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







Home > VIAGGI-TURISMO

## Fly and drive negli Stati Uniti: il modo più autentico per vivere l'America è on the road

Come godersi senza brutte sorprese un'esperienza di viaggio che sa d'avventura: Los Angeles e il deserto, San Francisco e la costa, Las Vegas e i canyon, Chicago e la Route 66, New York e il New England, il Sud musicale tra Tennessee e Louisiana e tanto altro ancora

 by [Dalla redazione](#) — 6 Agosto 2026 in [MONDO E GLOBALIZZAZIONE](#), [VIAGGI-TURISMO](#)  0



Home > Donna > 1202

## Aeroporti più trafficati, nel 2026 un hub americano al primo posto

*Il traffico aereo mondiale continua a crescere e supera ormai i livelli precedenti alla pandemia. La nuova classifica degli aeroporti più trafficati conferma il primato di Atlanta, mentre gli scali asiatici accelerano la loro ripresa e ridisegnano la mappa dei grandi viaggi internazionali*

di Redazione  
12.08.2026

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AIRLINES

SAPEVI CHE CAUDÍ HA COSTRUITO 7 MONUMENTI A BARCELONA?

1 MODI VIDEO

Audi Navetta, la supercar ibrida da 1.000 cavalli

Fl. Malagie "Annunelli è giovane ed è già leggenda"

Servizio | Leggenda

Route 66, cento anni di mito: la strada che ha cambiato l'America e l'automobile

Da Chicago alla California, 2.448 miglia diventate un simbolo mondiale. La Route 66 compie cento anni nel 2026: nata quando parte del percorso era ancora sterrato e cancellata ufficialmente dalle mappe federali nel 1985, continua a vivere come icona dell'automobile, del viaggio e della cultura americana

di Alfonso Rizzo  
13 agosto 2026

Aggiungi a solo 24 ore di prefetto su Google

... Route 66, view of the bridge, Chicago, Illinois

Travel South USA | Italy  
GPP Monthly Report



travel > what's on

## IL PARCO TEMATICO DI DOLLY PARTON È UN'AUTOBIOGRAFIA DA ATTRAVERSARE TRA STRASS E MONTAGNE RUSSE

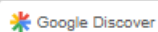
*Dal 1986 Dollywood trasforma una collina del Tennessee nella geografia personale della cantante, tra artigiani appalachiani, costumi di scena, roller coaster e la copia della casa d'infanzia*

DI CIRO MARCO MUSELLA PUBBLICATO: 26/08/2026

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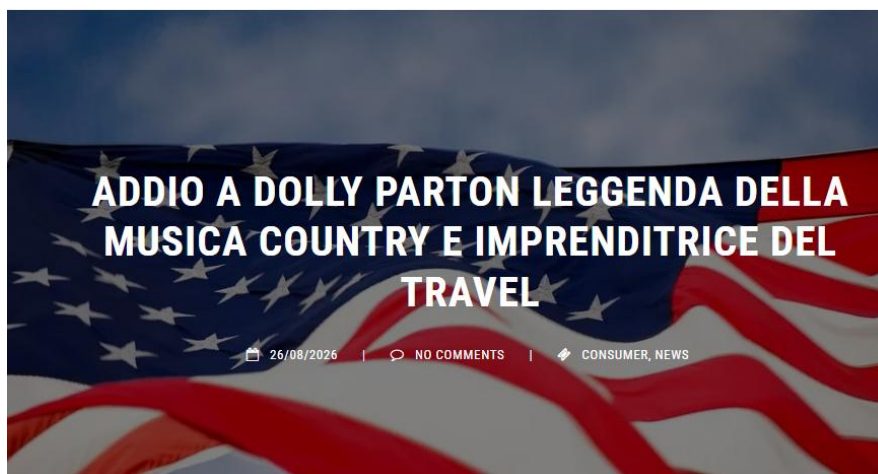
## Dallo chalet di legno senza luce né acqua a Dollywood al nuovo hotel-museo, i luoghi di Dolly Parton, regina della musica country

Nashville ha rappresentato la rampa di lancio con cui la ragazza delle Smoky Mountains, nel Tennessee, si è trasformata in una leggenda planetaria

Q



TURISMO SPAGNOLO, LE ASSENZE COSTANO OLTRE 5,9 MILIARDI L'ANNO



## DA SAPERE

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Oltre la Route 66, Smoky Mountains il paradiso delle moto tra Tennessee e North Carolina

## Oltre la Route 66, Smoky Mountains il paradiso delle moto tra Tennessee e North Carolina

Curve, foreste, montagne e grandi strade panoramiche: le Great Smoky Mountains sono una delle mete più interessanti degli Stati Uniti per un viaggio in moto. Ecco cinque percorsi da mettere in programma, dal panoramico Foothills Parkway al celeberrimo Tail of the Dragon...


Abbonati ora!

Academy International Gambero Rosso TV

RICORDI

### Oltre gli strass: la cucina povera che Dolly Parton non ha mai dimenticato

Biscuits, pollo fritto e tanto burro. Cresciuta con undici fratelli sulle Smoky Mountains, Dolly Parton non ha mai dimenticato i sapori della sua infanzia, trasformandoli in ricettari, prodotti da supermercato e in un altro tassello della sua identità

di Michela Becchi 28 Agosto, 2026

Zazoom Social News Ultima ora Guida TV Tecnologia Cruciverba Segnala Blog Cos'è Accedi

### L'aeroporto di Nashville sarà intitolato a Dolly Parton

Da metropolitanmagazine.it 30 ago 2026 | [Ascolta la notizia](#)

**Notizia in breve**

L'aeroporto internazionale di Nashville sarà rinominato in onore di Dolly Parton. Lo ha annunciato il governatore dello Stato, Bill Lee, specificando che l'intenzione è di dedicare lo scalo alla cantante, scomparsa all'inizio della settimana. La decisione riguarda il cambio di nome dell'aeroporto, che diventerà ufficialmente un omaggio alla celebre artista. La proposta è stata comunicata pubblicamente e sarà sottoposta alle procedure di approvazione.

Sintesi generata con IA. Potrebbe contenere imprecisioni.

## Route 66, cent'anni on the road

*Pubblicato da ITALIAVOLA il 31 AGOSTO 2026*

★★★★★ 1 Vote



Con KIBO itinerario sull'arteria che taglia fisicamente e idealmente in due gli Stati Uniti e racconta dal vivo il sogno americano

## IV. Newsletters

**Trade Newsletter to tour operators and travel agent professionals.**

Next newsletter planned for September 2026.

## V. Market Update

### September holidays continue for 10 million Italians

Around 10 million Italians are expected to take a holiday in September, with Italy and other European destinations remaining the most popular choices. However, 6% of travellers are planning trips outside Europe, highlighting continued demand for long-haul travel. Milder temperatures, fewer crowds and more competitive prices are helping September become an increasingly popular month for holidays, extending the travel season beyond the traditional summer peak.

### Long-Haul fares rise as fuel costs increase

Rising fuel costs and ongoing geopolitical tensions in the Middle East are putting pressure on long-haul air travel, although airlines have so far managed to limit the impact on fares through fuel hedging strategies. Long-haul fares rose by an average of 7.3%, with sharper increases for South America, East Asia and Southeast Asia, while North America remained broadly stable thanks to increased flight capacity. The main concern is the potential impact on airfares in the second half of 2027, as current fuel hedges gradually expire.

### Bluvacanze focuses on Experiential Group Travel with BeTogether

Bluvacanze is evolving its retail strategy with BeTogether, a project focused on experiential group travel shared across its network of travel agencies. The initiative responds to the growing demand for travel experiences built around shared interests and passions, allowing agencies to sell itineraries organized by colleagues across Italy. The catalogue currently includes over 50 itineraries, strengthening collaboration within the network and expanding the offer available to customers.

### USA: Kibo's Fly & Drive Proposals for the 100th Anniversary of Route 66

The legendary Route 66 is also among the U.S. travel proposals offered by tour operator Kibo. The Biella-based operator is celebrating the road's centenary with a customizable itinerary, offering to arrange the ideal stops according to travelers' preferences and available travel time.

The classic stops include **St. Louis** and Oklahoma City, Amarillo and Albuquerque, the Grand Canyon and the dazzling Las Vegas. Kibo offers a flexible fly & drive formula, with prices and further details available upon request.

### United bets on Europe, with two new flights to Italy

United is stepping up the challenge with its largest-ever transatlantic schedule, also introducing a new strategy for Italy. Europe appears increasingly attractive to US airlines, both for outbound and inbound traffic from European countries.

United has announced the largest international network expansion ever by a US carrier, with 10 new international cities and three new routes in Europe and Asia. For Italy, United will launch new services **to Olbia and Catania**, further strengthening its presence in the country and building on the growing expansion toward Italy's major islands.

In addition, the airline will bring back several destinations introduced for summer 2026 for the summer 2027 season, including flights from Newark/New York to Split, Croatia; **Bari, Italy**; Glasgow, Scotland; and Santiago de Compostela, Spain.