

ITALY REPORT

September 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:** Shared the Travel South USA International Visitor Insurance Requirements and Flight Tracker templates with all delegates. Travel South Global Ambassadors: submitted Going and Ivana Di Stasio's nomination for the Travel South USA Award.
- **Travel South USA Roadshow November 2026:** invitation created and sent out; venues defined and payment finalized; TOS' media plans received, Konrad Travel is the only one pending.
- **Visit USA 2026:** next webinar with Volonline scheduled for October 22nd; Newsletters to be distributed in mid-November, focusing on food.
- **XPlore America internal trip:** on going
- **Travel Island:** requested and confirmed the shipment of 100 South USA guides for distribution during the Fiera Sposi di Monza in early October.
- Received two requests for info: Avalon Tour and ILV Travel for local DMC contacts to support the planning of upcoming Southern USA tours.

		Q3Total	Q4 Total	July	August	September
9 partners AL/KY/LA/MS/MO/NC/SC/TN/ ROTS	Italy					
	Travel Trade					
	Trade Meetings/Trainings	117	56	9	16	17
	Number of Agents Trained	248	78	0	0	0
	Media Meetings	21	14	3	2	3
	Total number of articles published	116	133	20	13	23
	Impressions	4,506,706	3.177.322	886.948	148.360	540.564

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/ Next step
VISIT USA ITALY	 September status: • <u>2026 TSUSA MEMBERSHIP:</u> Webinars: NEXT on October 22nd. States: Missouri and Kentucky. <i>"Missouri & Kentucky: Bourbon, Bluegrass and the Old Frontier"</i>. Newsletters: to be distributed by mid-November, focusing on food and gastronomy, showcasing all GPP States. Lia Maiorca, Secretarial services - infodesk@visitusaita.org Mia Hezi, President - mia@visitusaita.org	In touch
GOING	 • <u>Roadshow 2026:</u> received and approved media plan as FOC actions in return for the roadshow participation. It includes: ▪ 1 Webinar: January 21, 2027 ▪ 1 Newsletter (NL): February 2027 ▪ 1 Instagram + 1 Facebook post (1 IG + 1 FB): November 2026 ▪ Logo and itineraries on the website: from October 2026 through March 2027 ▪ Dedicated highlight in homepage: November and December 2026 ▪ Event: February 2027 • <u>Travel South International Showcase 2026, Nashville:</u> sent an email to Ivana Di Stasio requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Ivana Di Stasio, Product Manager - ivana.distasio@going.it Giulia Ruggiero, Going Marketing Specialist - giulia.ruggiero@bluvacanze.it	In touch
KONRAD TRAVEL	 • <u>Roadshow 2026:</u> chased Ilaria Vergani to receive media plan as FOC actions in return for the roadshow participation. • <u>Travel South International Showcase 2026, Nashville:</u> sent an email to Ilaria Vergani requesting completion of the Flight Tracker and International Visitor Insurance Requirements. 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 an email to Sara Quagliaroli requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Sara Quagliaroli, Product Manager - sara.quagliaroli@igrandiviaggi.it	In touch
AMERICA WORLD	 • Roadshow 2026: received and approved media plan as FOC actions in return for the roadshow participation. It includes: • FB Live + 1 IG: December 2026 • 1 Newsletter: January 2027 • 1 webinar: March 2027 • 1 FB post: May 2027 • International Travel South Showcase 2026: sent an email to Stephan Raspolini requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Damien Tamburo, Product Manager - damien.tamburo@americaworld.it Stephan Raspolini, Product Manager - stephan.raspolini@americaworld.it	In touch
NAAR BESPOKE TRAVEL	 • International Travel South Showcase 2026: sent an email to Alessandra Cucco requesting completion of the Flight Tracker and International Visitor Insurance Requirements. • Roadshow 2026: received and approved media plan as FOC actions in return for the roadshow participation. It includes: • 1 digital flyer + 1 IG: October 14, 2026 ▪ 1 Newsletter: January 14, 2027 ▪ 1 webinar: February 2, 2027 (TBC) ▪ 1 FB Post: March 3, 2027 ▪ 1 Newsletter: April 6, 2027 ▪ Let's pop by Naar - internal event: May 2027 Erica Melegari, Product Manager - erica.melegari@naar.com Alessandra Cucco, North America Destination Specialist - alessandra.cucco@naar.com	In touch

REIMATOURS	 Roadshow 2026: received and approved media plan as FOC actions in return for the roadshow participation. It includes: ▪ Newsletter on the Turin B2B event: October 21, 2026 ▪ Newsletter on the Naples event: October 29, 2026 ▪ FB/IG post after the Turin event: November 5, 2026 ▪ FB/IG post after the Naples event: November 13, 2026 ▪ Newsletter on the Triveneto event: November 22, 2026 ▪ FB/IG post after the Triveneto event: December 6, 2026 ▪ FB/IG post after the Triveneto event: May 19, 2027 •International Travel South Showcase 2026: sent an email to Claudia Cannas requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Luca Cesaretti, Group Department Manager - luca@reimatours.it Claudia Cannas, Operations & Booking Dept., claudia@reimatours.it	In touch
ALIDAYS	 •International Travel South Showcase 2026: sent an email to Ilaria De Nardi requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Ilaria De Nardi, Senior Travel Designer - ilaria.denardi@alidays.it	In touch
GO WORLD	 •International Travel South Showcase 2026: sent an email to Carmen Ruggiero requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Carmen Ruggiero, Product Manager, c.ruggiero@goworld.it	In touch
IDEE PER VIAGGIARE	 •International Travel South Showcase 2026: sent an email to Massimo Miniello requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Massimo Miniello, Booking Coordinator and Operations Manager - massimominiello@ideeperviaggiare.it	In touch

ITINE-RARI	 •International Travel South Showcase 2026: sent an email to Manuela Baietto requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Manuela Baietto, Owner & Managing Director - manuela@itine-rari.it	In touch
KEL 12	 •International Travel South Showcase 2026: sent an email to Stefano Gnerucci requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Stefano Gnerucci, Product Manager - stefano.gnerucci@kel12.com	In touch
OLTREMARE TOUR OPERATOR	 •International Travel South Showcase 2026: sent an email to Sandra Palmieri requesting completion of the Flight Tracker and International Visitor Insurance Requirements. Sandra Palmieri, Product Manager - sandra@oltremareviaggi.com	In touch.
TRAVEL ISLAND	 •International Travel South Showcase 2026: sent an email to Evelin Ratti requesting completion of the Flight Tracker and International Visitor Insurance Requirements. • Honeymoon Fair: Travel Island requested informational and promotional materials on the South USA to distribute during the Fiera Sposi di Monza in early October. Shipment of 100 guides confirmed. Evelin Ratti, Product Manager - evelin.ratti@travelisland.it	In touch
XPLORE TOUR OPERATOR	 • Fam Trip: Provided ongoing support for Xplore America's trip across the Southern USA, coordinating with Head Office and local partners on itinerary updates, experiences and logistics. In the past few days, we supported the team during their stay in Memphis, including the delivery of the \$1,500 in VISA gift cards and the	In touch

	arrangement of complimentary passes and a behind-the-scenes opportunity at The Arcade Restaurant. The team confirmed that everything was proceeding as planned and also met with Lisa as part of the programme. Lorenzo Barollo, Content Creator and Social Media Manager - lorenzobarollo01@gmail.com	
AVALON TOUR	 Avalon Tour is currently working on a February 2027 escorted tour across the South USA and requested local DMC contacts to obtain a quotation. We shared the full Travel South USA DMC directory, highlighting Bella NOLA Tours and two additional DMCs offering Italian-language tours in New Orleans. The agency will now contact them and work on developing the proposal. Silvia Innamorati, Travel Agents - silvia.innamorati@avalontour.com	finalized
IL VIAGGIO TRAVEL ATELIER	 Marzia Cardaci from ILV Travel requested local DMC contacts for a December trip from Atlanta to New Orleans. We shared the full Travel South USA DMC directory highlighting DMCs offering Italian-language services in New Orleans, and offered further support with itinerary planning. Marzia Cardaci, Premium Travel Designer - marzia@ilv.travel	finalized
MULTI-CITY ROADSHOW	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. DATES/CITIES 4 Nov: Turin 5 Nov: Treviso 12 Nov: Naples PARTNERS Konrad Travel ReimaTours Naar America World Going FORMAT Starting late afternoon for Turin/Treviso and late morning/lunch for Naples: Workshop Panel, with dedicated themes (food, music, history, outdoor, cinema) Networking dinner with live music Each TO will provide a FOC communication/training plan in change of their participation to the roadshow. Status September: invitation created and sent out; venues defined and handling payment and contracting:	Ongoing

III. Communication & PR

• Global Media Marketplace & FAM

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

Journalist confirmed:

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

ARTICLES PUBLISHED:

1. **Cristina Giuliano:** “In Alabama, Italian tagliatelle has become a wellness ritual”
Link: <https://askanews.it/2026/04/25/in-alabama-le-tagliatelle-italiane-diventano-un-rito-di-benessere/>
2. **Cristina Giuliano:** “In Fairhope, Alabama, sustainability in the kitchen speaks Italian”
Link: <https://askanews.it/2026/04/27/a-fairhope-in-alabama-la-sostenibilita-in-cucina-parla-italiano/>
3. **Cristina Giuliano:** “A Grand Hotel in the U.S. tells the story of two wars and a quest for identity”
Link: <https://askanews.it/2026/04/28/un-grand-hotel-negli-usa-racconta-due-guerre-e-una-storia-identitaria/>
4. **Cristina Giuliano:** “Larry DeLucas, from the Space Shuttle to Alabama: “Space brings the world together””
Link: <https://askanews.it/2026/04/29/larry-delucas-dallo-shuttle-allalabama-lo-spazio-unisce-il-mondo/>
5. **Cristina Giuliano:** “A Journey Aboard the USS Alabama, the Ship That Froze Time”
Link: <https://askanews.it/2026/04/29/viaggio-a-bordo-della-uss-alabama-la-nave-che-ha-fermato-il-tempo/>
6. **Cristina Giuliano:** Alabama's white-sand beaches: a haven for Europeans seeking to escape overtourism”
Link: <https://askanews.it/2026/05/02/spiagge-bianche-dellalabama-frontiera-anti-overtourism-per-europei/>
7. **Cristina Giuliano:** “The ephemeral art of sandcastles on Alabama's beaches”
Link: <https://askanews.it/2026/05/03/sulle-spiagge-dellalabama-larte-effimera-dei-castelli-di-sabbia/>
8. **Cristina Giuliano:** “In Mobile, Alabama, Africatown and the last echoes of the slave trade”
Link: <https://askanews.it/2026/05/08/a-mobile-in-alabama-africatown-e-lultima-eco-della-tratta/>
9. **Cristina Giuliano:** “Orange Beach, Alabama: Orange Sunsets and Coastal Resilience”
Link: <https://askanews.it/2026/05/11/orange-beach-alabama-tramonti-arancioni-e-resilienza-costiera/>
10. **Cristina Giuliano:** “The star paleontologist speaks: Alabama on track for biodiversity record”
Link: <https://askanews.it/2026/05/12/parla-la-star-dei-paleontologi-alabama-verso-primato-biodiversita/>
11. **Cristina Giuliano:** “USA, Ecosystems on the Table: Oysters Against the 'Perfect Storm”
Link: <https://askanews.it/2026/05/15/usa-ecosistemi-a-tavola-le-ostriche-contro-la-tempesta-perfetta/>
12. **Cristina Giuliano:** “In Alabama, Yaupon—the Native American coffee—is all the rage”
Link: <https://askanews.it/2026/05/19/in-alabama-spopola-lo-yaupon-il-caffe-dei-nativi-americani/>
13. **Daniela Solito:** “Nashville, Music City, and Victorian Villages: A Road Trip Deep in Tennessee”
Link: <https://www.repubblica.it/viaggi/2026/05/12/news/la-music-city-e-i-villaggi-vittoriani-on-the-road-nel-tennessee-piu-profondo-425339329/>
14. **Ilaria Santi:** “The submerged island in the Gulf that hasn't resurfaced in a hundred years”
Link: <https://siviaggia.it/posti-incredibili/isle-caprice-isola-sommersa-golfo-messico/588823/>
15. **Ilaria Santi:** “United States off the beaten path: a journey on the Mardi Gras train along the Mississippi Gulf Coast”

- Link: <https://siviaggia.it/idee-di-viaggio/stati-uniti-fuori-rotta-viaggio-treno-mardi-gras-new-orleans-mississippi-mobile/592808/>
16. **Elena Bittante** "From the Mississippi capital to the unspoiled bayous of St. Tammany: the Louisiana you don't expect."
Link: <https://www.ilfattoquotidiano.it/2026/06/28/dalla-capitale-sul-mississippi-alle-paludi-incontaminate-di-st-tammany-la-louisiana-che-non-ti-aspetti/8414021/>
 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/>
 20. **Elena Barassi** "Mobile, Alabama: the historic heart of the south"
Link: <https://stylux.net/home/mobile-alabama-lanima-storica-del-sud/>

• Social Media Management

A comprehensive social media strategy was developed for the Travel South USA Facebook and Instagram pages for the month of October, 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: *Distribution of the press release “Set Jetting: Film Locations Across the Southern USA Not to Be Missed for an Oscar-Worthy Journey” to travel consumer, lifestyle and travel trade media*

Set Jetting: Film Locations Across the Southern USA Not to Be Missed for an Oscar-Worthy Journey

Lights, camera, action: with **Travel South USA**, a journey through the Southern USA begins with a movie slate. Here, **Hollywood** has found some of its most unforgettable landscapes, and many of these locations are still there, just as they appeared on the big screen. An itinerary spanning **six states**, each with its own storyline: from the rolling hills of **Alabama** to **Kentucky**, home to thoroughbreds and cult movie scenes; through the gothic landscapes of **Louisiana** and **North Carolina**, with its mountain castles and coastal love stories; and on to romantic **South Carolina** and **Tennessee**, where cinema moves to the rhythm of blues and rock 'n' roll.

Alabama: Film Sets Suspended Between Fantasy and Untamed Nature

Alabama surprises with cinematic landscapes that have become part of the surrounding scenery, from slow-moving rivers and moss-covered forests to ancient rock formations.

Among the must-see locations is **Jackson Lake Island**, between Millbrook and Wetumpka, on a bend of the Coosa River. Here, Tim Burton had **Spectre**, the fantastical village featured in **Big Fish** (2003), starring Ewan McGregor, built from scratch. It is one of the few American film sets intentionally left standing after production. Visitors can wander among its nostalgic wooden houses, surrounded by grazing goats and the famous row of shoes hanging from a cable, explore the island by **kayak**, or pitch a tent and spend the night camping.

Adventure lovers will find another cinematic location at **Cherokee Rock Village**, in Leesburg, on the ridge of Lookout Mountain. This 300-million-year-old sandstone amphitheatre provided the backdrop for the climbing scenes in **Failure to Launch** (2006), starring Matthew McConaughey and Sarah Jessica Parker. Today, the area offers more than 250 routes for **hiking, climbing and bouldering**, together with spectacular views over Weiss Lake.

Kentucky: Four-Legged Legends and Cult Movie Locations

Kentucky brings Hollywood blockbusters to life with elegance and a touch of nostalgia, amid the pastures of the Bluegrass Region, the roots of Appalachia and the charm of historic town centres.

In Louisville, **Churchill Downs**, America's most famous racetrack, hosted the filming of **Secretariat** (2010), dedicated to the legendary Triple Crown winner and filmed directly on the track and in its historic stables. The grand estates along **Paris Pike**, meanwhile, provided the backdrop for **Seabiscuit** (2003). The experience can be rounded off with lunch at **Wagner's Pharmacy**, a 1922 pharmacy and diner frequented by jockeys and filmmakers.

In Northern Kentucky, in Newport, **Pomplio's Restaurant** is home to one of the most memorable scenes in cinema history. It was here, in **Rain Man** (1988), that Dustin Hoffman, who won an Oscar for his performance, astonished Tom Cruise by instantly counting the 246 toothpicks scattered across the floor. Open since 1933, the restaurant remains much as it appears in the film and still preserves the table used during filming: a nostalgic and flavourful stop combining **Italian-American cuisine** with the charm of the riverfront district.

Louisiana: The Gothic Charm of the “Hollywood of the South”

Colonial architecture, swamps draped in Spanish moss and neighbourhoods filled with the sounds of jazz have made **Louisiana** one of the world capitals of film tourism.

In Vacherie, **Oak Alley Plantation** is one of the world's most photographed plantations. Its avenue of 28 centuries-old oak trees became the home of vampire Louis, played by Brad Pitt, in **Interview with the Vampire** (1994). Nearby, in Darrow, **Houmas House** was chosen as a location for the classic thriller **Hush... Hush, Sweet Charlotte**, starring Bette Davis. Guided tours led by costumed interpreters combine the magic of iconic films with the history of the American South.

In **New Orleans**, the famous **French Quarter** is a true open-air film set. Its wrought-iron balconies and cobbled streets provided the backdrop for **The Curious Case of Benjamin Button** (2008), whose Victorian house is located in the elegant **Garden District**, and for James Bond's adventures in **Live and Let Die**. With the aromas of Creole cuisine, live jazz around every corner and **Movie Walking Tours** revealing the stories behind the productions, the experience engages all the senses.

North Carolina: From the Blue Ridge Mountains to the Hollywood of the East

From the wild peaks of the Blue Ridge Mountains to the beaches of the Outer Banks, **North Carolina** is one of the most diverse destinations for discovering unforgettable films. Thanks to the historic studios in **Wilmington**, the state has also provided the backdrop for Oscar-winning productions and timeless love stories.

In Asheville, **Biltmore Estate**, the largest privately owned home in the United States, is a spectacular French Renaissance-style mansion commissioned by George Washington Vanderbilt. Its grounds have featured Tom Hanks in **Forrest Gump** (1994) and Daniel Day-Lewis in **The Last of the Mohicans** (1992), while its interiors served as a filming location for **Hannibal** (2001), starring Anthony Hopkins. Beyond the mansion itself, the estate is home to gardens designed by Frederick Law Olmsted, the landscape architect behind Central Park, as well as **wine tastings**, horseback riding and rafting.

Articles published on online media (and offline)

	TRADE MEDIA	DATE	TITLE	STATES MENTIONED	IMPRESSIONS
1	Ansa.it	September 1st, 2026	Tribute to Dolly Parton: DollyFest to launch in Nashville and London in 2027	Tennessee	77.200
2	It.blastingnews.com	September 1st, 2026	Dolly Parton: a music festival in Nashville and London instead of a funeral	Tennessee	1.640
3	Mattinopadova.it	September 1st, 2026	Tribute to Dolly Parton: DollyFest to launch in Nashville and London in 2027	Tennessee	9.290

4	Repubblica.it	September 2nd, 2026	Dolly Parton, two weeks of concerts in her honour between Nashville and London	Tennessee	118.000
5	Sbircialanotizia.it	September 2nd, 2026	DollyFest 2027: the festival conceived by Dolly Parton is coming to Nashville and London	Tennessee	7.490
6	Longliverocknroll.it	September 2nd, 2026	Dolly Parton: the DollyFest arrives in 2027 between Nashville and London	Tennessee	7.070
7	Cpop.it	September 3rd, 2026	Where was Texas Killing Fields filmed? The real locations	Louisiana	33.900
8	Siviaggia.it	September 4th, 2026	At 91 he completes a record-breaking trail: an incredible story	Georgia	15.700
9	Esquire.com	September 5th, 2026	Kerouac's On the Road: the stops for anyone who really wants to do it again	Missouri, Louisiana	23.000
10	Viaggi-usa.it	September 8th, 2026	What to see in Nashville? Attractions and venues of the Music City in Tennessee	Tennessee	20.200
11	Focusjunior.it	September 9th, 2026	Route 66, the most famous road in America, turns 100	Missouri	3.400
12	Viaggi-usa.it	September 10th, 2026	What to See in New Orleans: A Guide to Attractions to Visit	Louisiana	22.300
13	It.euronews.com	September 10th, 2026	Dolly Parton's love letter to Nashville: new hotel and museum on the way	Tennessee	6.830

14	Panorama.it	September 13th, 2026	Route 66 turns 100: an autumn guide to crossing America at a slow pace	Missouri	4.460
15	It.euronews.com	September 14th, 2026	Dolly Parton International Airport: unanimous vote to rename Nashville airport	Tennessee	6.830
16	Greencity.it	September 15th, 2026	One hundred years of Route 66, into the heart of the American dream: on the road with Kibo	Missouri	156
17	Autotoday.it	September 17th, 2026	Route 66 nears a century: the story of one of the first U.S. highways	Missouri	2.250
18	Lagenziadiviaggimag.it	September 17th, 2026	U.S. airports get top marks: the J.D. Power snapshot	Missouri, South Carolina	186
19	Spaziogames.it	September 17th, 2026	The best theme parks and attractions in the world named at the Golden Ticket Awards 2026	Tennessee, North Carolina, South Carolina	6.360
20	Guide.michelin.com	September 18th, 2026	The MICHELIN Keys: a guide to the worldwide selection	North Carolina	24.200
21	Enit.it	September 25th, 2026	ENIT USA Strengthens Its Trade Activities: Southern Italy Takes Center Stage in the U.S. Roadshow	Tennessee	102
22	lsole24ore.com o	September 27th, 2026	Along the Blue Ridge Parkway, America's most beloved on-the-road route	Virginia	32.000
23	Repubblica.it	September 29th, 2026	The Greatest – The Legend of Ali: the series begins in Rome	Kentucky	118.000

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

ANSA

Menu

50 Internationali

Accedi e Registrati

Ab

Fibra100%+ Ultraveloce

sky

20,90€

sky

Sky Wifi + Sky TV

9,00€

Satellite sveltissimo in frangenti, aumenta il pericolo di incidenti in città

Ogni lacrima ha valore, perché l'aggravamento è un preludio da sfatare

Viaggio tra i nuovi tesori Unesco, dai piccoli tesori alle epiche delle Normandie

Il mondo post-umano di Cyberpunk 2077 dalla corale alla satira

Robert Pattinson, spetta giustizia la data e scil, Promettim

Temi caldi

Paesi

Ucraina

Health

PI

Serie A

Donne

Osservatorio IA

Canale ANSA2

Cultura

Musica

Omaggio a Dolly Parton, al via nel 2027 il DollyFest a Nashville e a Londra

Il festival musicale sostituirà la cerimonia funebre pubblica tradizionale

NEW YORK, 01 settembre 2026, 16:26

Pubblicazione ANSA

ANSAcheck

SSAB

Modellato dal clima nordico

N

on un funerale bensì una festa musicale.

L'omaggio a Dolly Parton, scomparsa a 80 anni lo scorso 25 agosto, non sarà all'insegna della tristezza come in una cerimonia funebre pubblica tradizionale ma all'insegna della musica e della gioia e si svolgerà in due città e due continenti con il DollyFest2027 (DollyFest: The Celebration of a Lifetime).

L'annuncio è stato fatto dalla famiglia dell'icona del country.

Le città sono Nashville e Londra e anche se le date non sono state ancora formalizzate, l'evento occuperà due settimane di fila.

Condividi

Musica

Dolly Parton

Il depuratore d'acqua

blastingnews

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Dolly Parton: un festival musicale a Nashville e Londra al posto del funerale

PUBBLICITÀ

Tempi duri per i festival musicali (eppure c'è qualcosa di ... © Creative Commons

La famiglia di Dolly Parton annuncia il DollyFest2027 a Nashville e Londra al posto del funerale tradizionale

di Sofia Vergani

1 settembre 2026 alle ore 17:09

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Omaggio a Dolly Parton, al via nel 2027 il DollyFest a Nashville e a Londra

Il festival musicale sostituirà la cerimonia funebre pubblica tradizionale

01 settembre 2026
1' di lettura



(ANSA) - NEW YORK, 01 SET - Non un funerale bensì una festa musicale. L'omaggio a Dolly Parton, scomparsa a 80 anni lo scorso 25 agosto, non sarà all'insegna della tristezza come in una cerimonia funebre pubblica tradizionale ma all'insegna della musica e della gioia e si svolgerà in due città e due continenti con il DollyFest2027 (DollyFest: The Celebration of a Lifetime). L'annuncio è stato fatto dalla famiglia dell'icona del country. Le città sono Nashville e Londra e anche se le date non sono state ancora formalizzate, l'evento occuperà due settimane di fila. Non ci sarà una cerimonia funebre per volontà della stessa defunta, mentre il festival si svolgerà sotto forma di una grande festa con la partecipazione di star della musica. Inizialmente, il DollyFest era stato pianificato per gennaio 2026 a Nashville per celebrare l'ottantesimo compleanno della Parton e lei stessa avrebbe dovuto fare da presentatrice e performer, ma fu rimandato a causa dei suoi problemi di salute. (ANSA).

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Dolly Parton, due settimane di concerti in suo onore tra Nashville e Londra

a cura della redazione Spettacolo



La cantante aveva chiesto di non organizzare cerimonie funebri. I dettagli sulla sua eredità

MUSICA INTERNAZIONALE

DollyFest 2027, il progetto di Dolly Parton tra Nashville e Londra

La festa aveva già il nome scelto dall'artista, **DollyFest**. Per il 2027, quel nome è affiancato da *The Celebration of A Lifetime*.

Dolly Parton non vedrà il festival che aveva preparato per il proprio ottantesimo compleanno. È morta il **25 agosto 2026**; sei giorni più tardi Team Dolly ha annunciato che il progetto si terrà nel 2027 fra Nashville e Londra. La data originaria era il **19 gennaio 2026**, poi i problemi di salute emersi nell'agosto 2025 costrinsero lo staff a fermarsi prima della pubblicazione.



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DOLLY PARTON: nel 2027 arriva il "DollyFest" tra Nashville e Londra

BY REDAZIONE - 2 SETTEMBRE 2026

La scomparsa di **Dolly Parton** ha lasciato un vuoto incalcolabile nel cuore di milioni di fan in tutto il mondo e nell'intero panorama della musica internazionale. Tuttavia, colei che per decenni ha incarnato l'allegria, il talento cristallino e la generosità della musica country e pop non desiderava cordogli malinconici o cerimonie funebri istituzionali.

A confermarlo è la **Dolly Parton Estate**, che ha ufficialmente annunciato la nascita del **DollyFest**, un imponente festival di due giorni che si terrà nel **2027** in due capitali mondiali della musica: **Nashville** e **Londra**.

Seguendo rigorosamente le ultime volontà dell'artista – che è stata sepolta in forma strettamente privata accanto al marito in una cerimonia riservata alla sola famiglia –, la gestione del suo patrimonio ha scelto di evitare qualsiasi memoriale pubblico tradizionale. Al suo posto prenderà vita una vera e propria festa della vita.

I PIÙ LETTI



DURAN DURAN: preparativi per lo show di Halloween alla O2 di Londra il 31 Ottobre



Dove è stato girato Le paludi della morte? Le location reali

Le paludi della morte è ambientato in Texas, ma le riprese si sono svolte in Louisiana tra New Orleans, Amite, Shreveport e Norco.



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Autore: **REDAZIONE** - 03/09/2026 alle 12:30

FILM 2 8"

Le paludi della morte è stato girato interamente in Louisiana, soprattutto tra New Orleans, Amite e Shreveport. Le paludi e gli scenari industriali visibili nel film non appartengono quindi ai veri Texas Killing Fields.



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Ha 91 anni e ha percorso 3.500 km a piedi: il record lungo l'Appalachian Trail

Quanti record si possono battere a 91 anni? Dale Sanders ne ha appena aggiunto uno nuovo, camminando per mesi lungo l'Appalachian Trail, negli Stati Uniti

Elena Usai
TRAVEL BLOGGER & CONTENT CREATOR

04/09/26 12:30
2 min di lettura



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Di [Michele Pettene](#) PUBBLICATO: 05/09/2026



Joe Sohm/Visions of America // Getty Images

«Nothing behind me, everything ahead of me, as is ever so on the road.»
Niente dietro di me, tutto davanti a me, come sempre sulla strada.

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[Lorenzo Puliti](#) 8 Settembre 2026

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Diritti d'autore Dolly Parton's SongTeller Hotel



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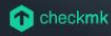


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Publicato il: 15/09/2026



Autore: Redazione GreenCity

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Route 66 verso un secolo di vita, la storia di una delle prime autostrade degli Usa

Da **Luca Tassi** - Set 17, 2026



L'11 novembre 1926 il Governo federale degli Stati Uniti designò la Route 66, una strada destinata a collegare Chicago, Illinois, con Santa Monica, California. Il tracciato originario

Aeroporti Usa promossi: la fotografia di J.D. Power



17 Settembre 09:09 2026 da Patrizio Cairoli



Volume di passeggeri aerei da record, negli **Stati Uniti**, e un tasso di soddisfazione negli aeroporti aumentato in modo significativo. È la fotografia che emerge dallo [studio annuale](#) di **J.D. Power** sulla soddisfazione dei viaggiatori negli aeroporti del Nord America.

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Le Chiavi MICHELIN 2026: guida alla selezione mondiale

I nostri ispettori hanno appena svelato la selezione mondiale delle Chiavi MICHELIN 2026. In questa guida troverete i migliori hotel di ogni continente, Paese per Paese.

Viaggio Scatto dell'edim Chiave MICHELIN Hotel



Condividi



Sono arrivate le Chiavi MICHELIN 2026! Dopo un anno trascorso alla ricerca di nuovi indirizzi, gli ispettori hanno assegnato per la prima volta una Chiave a quasi 500 hotel, mentre più di 80 sono stati promossi. Dieci Paesi entrano per la prima volta nella selezione delle Chiavi e 18 nuovi hotel conquistano le Tre Chiavi, il massimo riconoscimento della Guida MICHELIN per l'hôtellerie.

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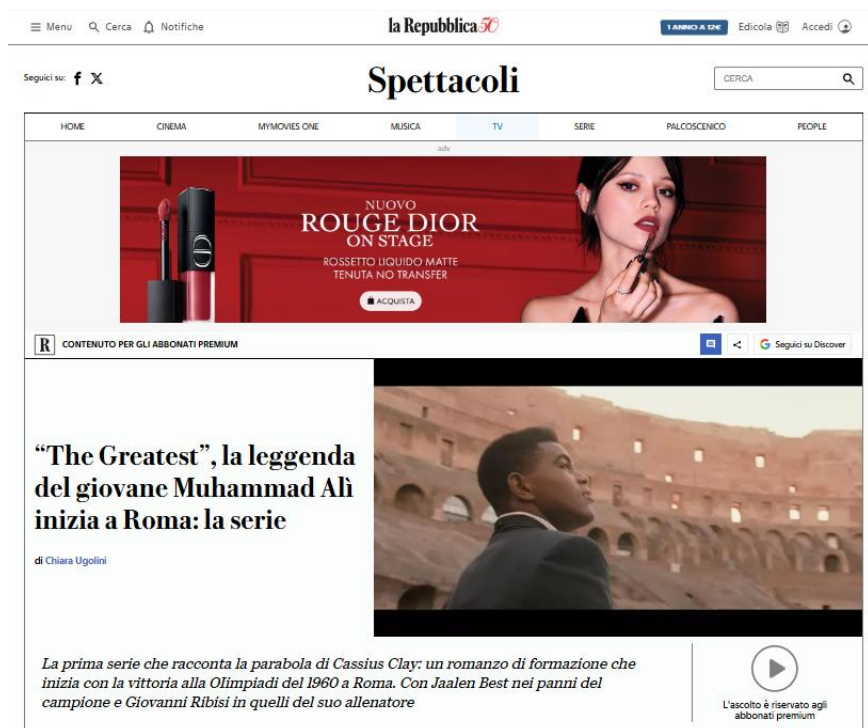
di Luca Bergamin

27 settembre 2026

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IV. Newsletters

Trade Newsletter to tour operators and travel agent professionals.

Status	Topic	Numbers delivered	Open rate	Click-thru rate
Travel South USA Newsletter Series #1	September monthly newsletter: sent on september 23rd, 2026 Topic: Sunrise to Sundown: Photo Ready Road Trips in the South States featured: • <u>NORTH CAROLINA: AMONG AUTUMN FOLIAGE AND WATERFALLS</u> • <u>SOUTH CAROLINA: DISCOVER THE LOWCOUNTRY</u> • <u>ALABAMA: BETWEEN NATURE AND ADVENTURE</u> • <u>KENTUCKY: A ROAD TRIP THROUGH SOUTHERN CULTURE AND FLAVOURS</u>	8.975 TOTAL	27,83%	5,39%



V. Market Update

Istat: Surprisingly, Airfares Are 11.5% Lower

Inflation is rising, but surprisingly, holiday prices are slowing down, particularly airfares. According to **Istat**, flight tickets cost **11.5% less than last year** and **5.7% more than in July 2026**. Prices across the rest of the tourism sector are also stable or slowing.

Overall, prices for recreational, cultural and personal care services remained stable compared with July and increased by **2.6% year-on-year**, below the inflation rate. In August, accommodation services fell by **1.4% compared with July** and increased by **3.2% compared with 2025**. Finally, transport services cost **1.3% more than in July** and **0.8% more year-on-year**.

The New Pace of Travel: Long Inspiration, Instant Booking

Amid economic uncertainty and new digital habits, the tourism industry is undergoing a radical transformation, and **the way people purchase holidays is taking on a new pace**. This scenario is outlined by Edoardo Bortolato, Sales Director for Europe, the Middle East and Africa at Google, in an in-depth analysis of the future of travel in the age of artificial intelligence. Today, travelers find themselves stuck in a “looking without buying” phase: **they spend months dreaming about and planning their holidays**, but postpone booking until shortly before departure. According to Google’s analysis, to overcome this indecision, brands need to adopt a new paradigm in which AI-powered search acts as a real travel agent, capable of providing “intelligent, proactive and highly specific information” to turn uncertainty into confidence.

The Timing of Holidays

The first major change concerns the timing of travel. While **the initial research and inspiration phase is getting longer and longer**, the time between making the actual booking and departure is shrinking dramatically.

In this transitional context, artificial intelligence plays a crucial role as a discovery tool. As Bortolato points out, “three out of four users say that AI features help them make faster and more confident decisions.” To capture this latent demand, companies need to leverage the synergy between Google Search and YouTube: “Combining search campaigns with video campaigns generates a return on ad spend 21% higher than any other media combination.”

Budget Awareness

The second key point highlighted by the Google executive is the **strong focus on budget**. Across Europe and the UK, travel spending is declining, with consumers showing a preference for shorter holidays. When consumers hesitate to spend, complete transparency is key to reassuring them.

AI Mode eliminates uncertainty by combining data from Maps and the web into a single, comprehensive response covering weather, airfares and hotels. For brands, **the challenge is to display real-time prices and flexibility from the very first interaction**: “The key is to show real-time pricing and flexibility across every touchpoint,” the analysis explains, suggesting the use of travel feeds and price guarantees to provide “the transparency and peace of mind users need to justify their spending.”

The End of Rigid Seasonality

The third and final change concerns the **destinationalization of tourism**. The traditional July and August travel windows are giving way to demand spread throughout the year, with unpredictable peaks making rigid calendars increasingly outdated.

To seize these opportunities as they arise, brands need to **move away from fixed marketing budgets and adopt flexible strategies** tied to clear business objectives. In this way, AI can capture profitable bookings wherever and whenever new streams of interest emerge.

Quality Group: Marco Peci and the New Trend in Tourist Flows

Japan, China and the United States: these are the three destinations that drove Quality Group’s summer performance. “Alongside these three established destinations,” explains Commercial

Director **Marco Peci**, “the real interesting development is coming from a number of **destinations that have long been considered ‘niche’**, which are collectively experiencing significant growth. This is a sign of a more curious and mature traveller, willing to venture **beyond the most well-trodden routes**. For a specialist tour operator, **this trend is particularly interesting**, as it rewards in-depth programming and the ability to offer credible alternatives to the most popular destinations.”

Year-end outlook

“If consumers’ propensity to spend remains at current levels, we could expect to **close the year in line with 2025**,” Peci adds. “Given the context we are currently facing, this would be a highly valuable result and certainly not something that can be taken for granted. In the face of crises, consumers do not necessarily give up travelling: rather, they tend to **change their destination, travel period, itinerary or purchasing method**. Tourism therefore slows down, shifts and reshapes itself, but continues to demonstrate a remarkable ability to adapt.”

Going: the new catalogue expands tailor-made travel options

Going presents its **2027 travel programme** with a catalogue of **128 proposals**, covering **40 destinations across five categories**. At its core is the **Going Stylosophy** philosophy, which focuses on **travel personalisation** and a carefully selected range of properties capable of adding value and content to the overall experience. The catalogue is divided into **Going Tailor Made, Enjoy Our Magic, Going4Cruise, Going Lifestyle and Going Resort**, with an offering ranging from Mediterranean destinations to long-haul travel. New additions include South Korea, China and the Komodo Islands, while the programme has been expanded to include more options in **the United States** and South America. The **Going Tailor Made** section embodies the philosophy of tailor-made travel, with itineraries created by combining destinations, properties and experiences. The model is designed to meet different travel needs, from couples and families to solo travellers. Among the new additions, South Korea stands out, together with China. On the long-haul front, the programme has also been strengthened with a broader selection of **destinations in the United States**, while Brazil, Argentina and Peru have been added to the programme with longer guided tours.