

Business Plan 2025/2026

**Strategic Insights, Programs
& Partnership Opportunities
in the Italian Travel Market**



**Bringing America closer to Italy:
one traveler, one story, one destination at a time**



INTRODUCTION

CONNECTING THE UNITED STATES TO THE ITALIAN TRAVELER

Welcome to the world of Visit USA Italy, the official nonprofit association dedicated to promoting travel to the United States across the Italian market.

For over two decades, Visit USA Italy has served as the premier platform for U.S. destinations and travel brands - airlines, car rental companies, cruise lines, attractions, and more - looking to expand their presence and impact in Italy.

This booklet offers a concise and strategic overview of:

- Italy's evolving outbound travel trends
- Visit USA Italy's role in destination and product marketing
- Key programs, audience insights, and partnership opportunities

Whether you're reading this at IPW, a trade show, a strategic meeting, or preparing your next marketing initiative, our goal remains the same: to build smart, lasting connections between the United States and Italian travelers through meaningful B2B engagement and high-impact visibility.

Italy is a dynamic and culturally curious market.

We're here to help you reach it - strategically, creatively, and consistently.

JOIN US, AND LET'S GROW TOGETHER

«Visit USA Italy is more than a brand - it's a bridge. We connect Italian passion for discovery with American destinations and experiences. Our mission is to make the U.S. travel dream a reality for more Italians, every day».

[Mia Hezi, President, Visit USA Italy]

WHO SHOULD WORK WITH US?

This booklet is for any U.S. travel organization or commercial partner seeking to:

- Grow brand awareness and product sales in Italy
- Access a qualified network of travel professionals
- Promote tailored experiences to an experience-driven market
- Leverage a trusted platform that amplifies U.S. tourism in Italy

MEET OUR TEAM



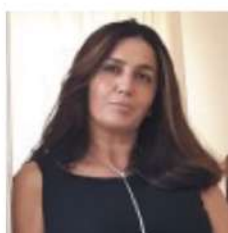
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ITALIAN MARKET

A STRATEGIC OPPORTUNITY FOR U.S. TRAVEL & TOURISM

Italy is one of Europe's most culturally curious and outbound-ready travel markets, offering U.S. destinations and tourism brands high-value, experience-seeking travelers. While not the largest in absolute volume, the Italian market consistently delivers quality travelers with high per-trip spending, long stays, and a strong emotional connection to the United States.

KEY MARKET INDICATORS (USTTA 2024)

- **Outbound Travel Recovery:** According to USTTA, outbound travel from Italy to the United States increased by 43% in 2023, reaching nearly 718,000 visitors. Recovery is expected to continue, with 2025 forecasted to surpass pre-pandemic levels. Italian visitation to the United States is showing promising growth in early 2025, with nearly 128,000 arrivals in the first two months of the year – a 2.8% increase over the same period in 2024. This accounts for about 1.2% of all international visitors to the U.S., underscoring Italy's importance as a key inbound market.
- **Average Length of Stay:** Italian visitors typically spend 10 to 16 nights in the U.S., often combining multiple destinations.
- **Spending Behavior:** Average expenditure per Italian visitor is over \$3,800 per trip. Key spending areas include local experiences, shopping, food & wine, and cultural activities.
- **Booking Window & Channels:** The majority of bookings are made 2–5 months in advance. Travel agents and tour operators remain instrumental for long-haul and complex itineraries, including fly & drive and multi-state packages.
- **Seasonal travel:** Summer holidays, Christmas, Spring breaks

WHAT DRIVES ITALIAN TRAVELERS TO THE U.S.?

Italians view the United States as a land of variety, freedom, culture, and lifestyle. They are deeply drawn to:

- Road trips and freedom-based itineraries
- Iconic cities (NYC, Miami, Los Angeles, Chicago, San Francisco)
- Nature and National Parks (especially in the Southwest and Pacific)
- Music, film, and pop culture tourism
- Shopping and food experiences

ITALIAN MARKET

2025 TRAVEL TRENDS AT A GLANCE

- 🚗 Fly & Drive itineraries dominate
- 🎵 Thematic travel: music, food, film, sports
- 👨👩👧👦 Multigenerational & group travel rising
- 🌿 Sustainability & authenticity matter
- 🌍 Secondary U.S. destinations gaining ground
- 🚢 Interest in cruises from U.S. ports resurging
- 💬 Emotional storytelling sells

TOP U.S. DESTINATIONS BOOKED BY ITALIANS

(based on 2024 booking data and tour operator feedback)

1. New York
2. Florida (Miami, Orlando)
3. California (Los Angeles, San Francisco)
4. Nevada (Las Vegas)
5. Illinois (Chicago)
6. Louisiana (New Orleans)
7. Arizona & Utah (National Parks routes)
8. Texas, Georgia, Colorado: gaining ground

«ITALIANS ARE NOT JUST TOURISTS - THEY'RE TRAVELERS. THEY WANT TO LIVE LIKE LOCALS, CONNECT EMOTIONALLY WITH PLACES, AND RETURN HOME WITH STORIES. THE U.S. OFFERS THE CANVAS - THEY JUST NEED HELP PAINTING THE JOURNEY».

Welcome to USA



ITALIAN MARKET

ITALY-USA: A MARKET IN EXPANSION, NOT RETRENCHMENT

Unlike other parts of Europe, Italy is experiencing a significant surge in direct air connectivity with the U.S.

For summer 2025:

- 37 direct routes will be active between Italy and the U.S., ten more than in 2024.
- Five new routes were launched in just three days this May.
- Seat capacity has reached a record 7.1 million, marking a double-digit increase year-over-year.
- Delta and United Airlines are leading the way, with targeted investments not just in Rome and Milan, but also in secondary hubs like Palermo, Catania, Bari, and Naples.
- The U.S. traveler segment is driving this growth, with high outbound demand and growing interest in non-traditional Italian destinations.

SUMMER 2025 NONSTOP FLIGHTS FROM ITALY TO U.S.

Italy continues to offer strong seasonal and year-round connectivity to key U.S. gateways, supporting tourism, VFR, and business travel across the country.



ATLANTA

Delta from Milan: daily
Delta from Venice: 10xweek
Delta from Naples 4xweek
Delta from Rome FCO: 17xweek

BOSTON

Delta from Milan: 4xweek
Delta from Rome FCO: daily
ITA Airways from Rome FCO: daily

CHARLOTTE

American Airlines from Rome FCO: daily

CHICAGO

United from Milan: daily
American Airlines from Naples: daily
American Airlines from Rome FCO: daily
ITA Airways from Rome FCO: daily
United from Rome FCO: daily

DALLAS

American Airlines from Venice daily
American Airlines from Rome FCO: daily

DENVER

United from Rome FCO: daily

DETROIT

Delta from Rome FCO: daily

LOS ANGELES

ITA Airways from Rome FCO: daily
Norwegian Atlantic Airways from Rome FCO: 5xweek

MIAMI

American Airlines from Rome FCO: daily
ITA Airways from Rome FCO: daily

MINNEAPOLIS

Delta from Rome FCO: 4xweek

NEW YORK - JFK

American Airlines from Milan: daily
Delta from Milan: 2xdaily
Emirates from Milan: daily
Neos from Milan: 4xweek
Delta from Venice: daily
Delta from Naples: daily
Delta from Catania: daily
American Airlines from Rome FCO: daily
Delta from Rome FCO: 3xday
ITA Airways from Rome FCO: 3xday
Norwegian Atlantic Airways from Rome FCO: daily
Neos from Bari: weekly
Neos from Palermo: 2xweek

NEW YORK - EWR

La Compagnie from Milan: 5xweek to daily
United from Milan: daily
United from Venice: daily
United from Naples: 2xdaily
United from Palermo: 3xweek
United from Rome FCO: 2xdaily

PHILADELPHIA

American Airlines from Milan: daily
American Airlines from Venice: daily
American Airlines from Naples: daily
American Airlines from Rome FCO: 2xdaily

SAN FRANCISCO

ITA Airways from Rome FCO: daily
United from Rome FCO: daily

WASHINGTON

United from Venice: daily
United from Rome FCO: 2xdaily
ITA Airways from Rome FCO: daily

American Airlines

DELTA

ITA
AIRWAYS

LA COMPAGNIE
A FINEST BUSINESS CLASS

neos

NORSE

UNITED
AIRLINES
A STAR ALLIANCE MEMBER

VISIT USA ITALY: WHAT WE DO

Promoting the United States Across Italy's Travel Landscape

Our mission is to increase awareness, engagement, and bookings through a comprehensive mix of trade, media, and consumer-facing activities.

We support our members and partners by providing:

- Strategic B2B engagement through events, roadshows, and trade shows
- Travel agent education: via Visit USA PRO and product webinars
- Media and influencer outreach that drives storytelling and brand visibility
- Digital communication platforms including newsletters and social media channels
- Ongoing opportunities for collaboration

Our philosophy is simple: tailored messaging, consistent visibility, and local engagement drive long-term success in the Italian market.

OUR CURRENT MEMBERS

INSURANCE | CAR RENTAL | CRUISE LINES | AIRLINES



TOUR OPERATOR FOCUSED ON THE USA



US DESTINATIONS



WEBSITE

WEBSITE PERFORMANCE HIGHLIGHTS

www.VisitUSAIta.org is the official online hub of Visit USA Italy, serving both the travel trade and consumers with inspiration, resources, and partner content. It plays a central role in supporting promotions, sharing market knowledge, and amplifying the visibility of U.S. destinations in Italy.

AUDIENCE REACH & QUALITY

- Over 60,000 unique annual visitors, with steady growth
- Balanced audience of travel agents, tour operators, and consumers actively re-searching U.S. travel
- Return visits increase during campaigns and training promotions
- High engagement with content linked to roadshows, events, and product launches

BEHAVIOR & HIGH-TRAFFIC PAGES

- Traffic spikes during trade shows, roadshows, and email campaigns
- Most viewed sections:
 - o Destination Highlights – state and city features
 - o Themed Itineraries – road trips, music, national parks, family travel
 - o Partner News & Offers – travel deals, webinars, and events

NEW IN 2025: RESERVED AREA FOR MEMBERS & VISIT USA PRO AGENTS

In 2025, we launched a dedicated password-protected section of the website, accessible exclusively to:

- Visit USA PRO-certified travel agents
- Official Visit USA Italy members

THIS AREA OFFERS:

- Advanced training materials
- Marketing assets and promotional kits
- Event access links and early announcements
- Partner uploads (e.g. brochures, presentations, sales tools)

 A targeted, high-value content space to deepen engagement with our most qualified network.

SOCIAL MEDIA VISIBILITY

MULTI-PLATFORM PROMOTION FOR TRADE AND CONSUMER AUDIENCES

Visit USA Italy maintains an active presence on major social media platforms to inspire travel, amplify partner content, and engage both professionals and the traveling public.



CURRENT REACH & ENGAGEMENT (AS OF 2025)

INSTAGRAM

8,500+ followers

- Average reach per campaign post: 12,000–18,000 users
- High engagement on Reels, Stories, and destination highlights

FACEBOOK

- 6,000+ followers
- Top-performing content: live event coverage, themed posts, agent features
- Monthly paid promotions linked to campaigns and member content

LINKEDIN

- Trade-focused page with 2,000+ followers
- Used for roadshow updates, B2B campaigns, and partner recognition



CONTENT STRATEGY

- Destination spotlights and storytelling posts
- Travel agent features and Visit USA PRO promotions
- Campaign reels, partner takeovers, and behind-the-scenes event content
- Sponsored content options for member visibility and product pushes



VISIT USA PRO

THE EXCLUSIVE CLUB FOR ITALY'S U.S. TRAVEL SPECIALISTS

EDUCATING. ENGAGING. EMPOWERING ITALIAN TRAVEL AGENTS

Launched in 2025, Visit USA PRO is a paid membership program for Italian travel agents who are passionate about selling the United States. It offers them privileged access to training, visibility, and commercial opportunities—while helping U.S. destinations and partners connect with the most motivated professionals in the market.

This initiative reflects our mission to build a qualified and engaged community of USA-focused sellers, and give them tools to confidently promote the U.S. as a top long-haul destination.

WHY IT MATTERS

- Helps agents stand out in a competitive market
- Encourages long-term loyalty to the USA as a destination
- Offers U.S. partners a direct communication channel to a self-selected, high-interest trade audience

BENEFITS FOR AGENTS

- Recognition as a Visit USA PRO member
- Exclusive access to:
 - Special webinars and live training
 - Invitations to premium events (roadshows, fam trips, workshops)
 - Reserved content and sales tools
- Digital badge and listing on the Visit USA Italy website
- Access to partner offers, incentives, and visibility opportunities
- Annual fee: €450 (reimbursable via travel vouchers from select partners)

WHY IT'S VALUABLE FOR U.S. PARTNERS

- Engage with a targeted and motivated trade audience
- Promote your brand to agents who have already invested in focusing on the USA
- Integrate your content into exclusive sessions and communications
- Benefit from cross-promotion in Visit USA Italy's broader trade initiatives

Visit USA PRO is not a certification — it's a strategic community of Italy's most USA-focused travel advisors.

KEY INITIATIVES & ACTIVITIES – 2025/2026

HOW WE ENGAGE THE ITALIAN MARKET YEAR-ROUND

Visit USA Italy offers a strategic mix of in-person events, digital training, trade shows, and communication tools to ensure consistent visibility and direct engagement for U.S. destinations, attractions, airlines, and other partners.

Here's a breakdown of the core initiatives for the coming cycle:

★ 1. STARS & ROUTES – VISIT USA ITALY ROADSHOW 2025

 **SEPTEMBER 16–24, 2025** |  Bologna · Milan · Naples · Bari

A four-city speed-dating style B2B roadshow offering:

- Pre-scheduled, one-on-one meetings with 30-40 agents per city
- A networking cocktail with prize draws
- Regional coverage across northern, central, and southern Italy
- Custom branding opportunities for partners

 **Target:** Over 100 agents engaged, strong co-promotion with Visit USA PRO

PARTICIPATION COSTS:

- 1 city: €800 (+VAT)
- 2 cities: €1,500 (+VAT)
- 3 cities: €2,200 (+VAT)
- 4 cities: €2,800 (+VAT)

★ 2. VISIT USA FORUM 2026

 **FEBRUARY 27, 2026** |  MILAN

After the successful launch of the first edition in 2025, the Visit USA Forum returns in 2026 with its unique and highly targeted format.

Organized by Visit USA Italy as a spin-off of the US Commercial Service Showcase, the Forum serves as a strategic B2B platform for strengthening business relationships between Italian travel agents and Visit USA commercial members, while offering inspiration and updates directly from U.S. destinations.

THE EVENT WILL FEATURE:

- Destination presentations by a curated selection of U.S. tourism boards, providing insights, storytelling, and promotional updates

KEY INITIATIVES & ACTIVITIES – 2025/2026

- One-to-one business meetings between Italian travel agents and Visit USA commercial partners, including tour operators, airlines, and cruise lines
- A refined and focused setting designed to foster meaningful dialogue and future cooperation

Participation costs: €300 (+VAT)



WHY PARTICIPATE?

For U.S. destinations:

- Present your brand and latest developments to a qualified audience
- Align your messaging with trusted trade partners already promoting the U.S.

For commercial partners:

- Connect directly with Italian travel advisors in a business-focused setting
 - Generate leads, reinforce partnerships, and drive sales conversations
- 🎯 One event. Two formats. A complete opportunity to inspire, connect, and grow your presence in Italy.



3. AMERICA SPEAKS – MEDIA & INFLUENCER EVENT



17 SNOVEMBER 2026 | 📍 Milan

An exclusive event targeting national media, bloggers, and influencers:

- Storytelling corners or booths
- Press briefing and industry insights
- Direct interaction with U.S. partners
- Positioned to drive earned media and social content

Participation costs: €500 (+VAT)

KEY INITIATIVES & ACTIVITIES – 2025/2026

★ 4. WEBINARS & DIGITAL PRODUCT TRAININGS

Webinar sessions hosted in Italian (recommended):

- Focused on destinations, niche products, or seasonal offers
- Interactive format with live Q&A
- Follow-up visibility through email and social

📊 Partners can sponsor or co-host sessions with dedicated branding
2 free webinars included with membership

🧠 5. TRADE NEWSLETTER

- Monthly digital newsletter sent to 9,000+ verified trade contacts
- Features partner spotlights, training invites, and campaign updates
- Aligned with seasonal themes and marketing cycles
- Sponsored placement available

📱 6. SOCIAL MEDIA VISIBILITY

- Ongoing presence on Instagram, Facebook, and LinkedIn
- Mix of B2B engagement and consumer inspiration
- Custom content campaigns for partners (e.g. reels, takeovers, contests)
- Stories from roadshows, events, and PRO activities

Our banner placement program on www.VisitUSAita.org continues to offer targeted digital visibility for members seeking to reach both trade and consumer audiences.

This rotating banner opportunity allows members to:

- Promote seasonal offers, destination news, or new itineraries
- Gain year-round exposure on a high-traffic website dedicated to U.S. travel
- Link directly to your own landing page or content

💰 Monthly Cost (Members only): €200 + VAT

🎯 A simple, affordable way to stay top-of-mind among Italian travel professionals and U.S.-bound travelers.

KEY INITIATIVES & ACTIVITIES – 2025/2026

7. TRADE SHOW PRESENCE

- Coordinated participation in Italy's three largest trade shows:
 - TTG Travel Experience (Rimini – Oct 2025)* soldout
 - BIT (Milan – Feb 2026)
 - TTG Travel Experience (Rimini – Oct 2026)
- Co-exhibitor rates: €3,500 (+VAT) – tentative (tbd)

OUR REACH AND RESULTS

Engaging the Right People at the Right Time

-  2,500+ travel agents trained (and growing)
-  Monthly newsletter to 9,000+ trade contacts
-  Social media reach: over 500,000 users
-  Press visibility in top Italian media
-  Members' satisfaction: 95% renewal rate

MEMBERSHIP DETAILS & BENEFITS

Become a member of Visit USA Italy and gain year-round visibility, strategic access to the Italian market, and direct engagement opportunities with the country's most qualified U.S.-focused travel professionals.

MEMBERSHIP FEES

- U.S. DMOs: \$850 (USD) per year
- Commercial Partners (e.g. Airlines, Car Rentals, Hotels, Tour Operators): €1,300 + VAT per year

To inquire about joining our network, please contact the Visit USA Italy Secretariat at infodesk@visitusaita.org.

BENEFITS & ACTIVITIES INCLUDED

• PRODUCT NEWSLETTER

On request, members may submit product updates for distribution via our Visit USA Italy trade database (9,000+ contacts).

MEMBERSHIP DETAILS & BENEFITS

- **WEBINAR TRAINING PROGRAM**

Members are entitled to 2 webinars per year, presented solo or in collaboration with other members (e.g. airlines, destinations, hotels, tour operators). Tour Operators may highlight packages and special offers.

- **ADVANCED TRAINING WEBINARS**

Led by American members in English or Italian, focusing on in-depth topics, curiosities, and market updates—primarily for sales and programming teams of tour operators and travel agencies.

- **VISIBILITY ON VISITUSAITA.ORG**

Each member receives a dedicated profile on the Visit USA Italy website, including logo, contacts, and brand description, accessible to both trade professionals and consumers.

- **BANNER VISIBILITY**

Optional banner placement on VisitUSAita.org for increased digital exposure. A nominal fee applies.

- **FAIRS & EVENTS**

Group participation at Italy's top travel trade fairs (e.g., TTG Rimini, BIT Milan), coordinated by Visit USA Italy. Additional contributions apply.

- **VISIT USA FORUM – FEBRUARY 27, 2026 | MILAN**

A strategic B2B event connecting members with Italian travel agents through presentations and networking. Separate participation fee required.

- **SHOWCASE USA ITALY – FEBRUARY 28 TO MARCH 1, 2025 | TURIN**

Includes one representative per company. A portion of the cost is covered by the membership fee; the remaining amount is invoiced by USCS. Travel and accommodation are not included.

For Showcase-related queries:

Luisa Salomoni – U.S. Commercial Service, Milan

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- **DIRECT ENGAGEMENT WITH VISIT USA PRO AGENTS**

Members benefit from prioritized interaction with Italy's top U.S.-focused travel agents, including access to the reserved PRO member area, dedicated content sharing, event invitations, and co-branded promotional opportunities.



Visit USA Italy

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Modulo di Adesione



Visit USA Membership