

Italy Hosts The Second Stop of Brand USA Roadshow to Celebrate The Great USA Road Trip

March 31, 2025

MILAN (March 26, 2025) – The Great USA Road Trip Roadshow, Brand USA's event celebrating road trips—an enduring symbol of the United States—took place yesterday, March 25, 2025, in Milan. Italy was the second stop on a tour that will visit major European cities, including Spain, Switzerland, Germany, the Netherlands, France, Ireland, and the United Kingdom, in preparation for the centennial celebration of the historic Route 66 in 2026. This exciting journey is made possible with the support of United Airlines, the lead global airline sponsor, who operate more nonstop flights from Europe to the U.S. than any other airline.

Representing Brand USA at the Roadshow were Chris Heywood, Senior Vice President, Public Relations & Chief Communications Officer, and Amanda Davis, Director, Global Trade Development (UK & Europe). Ten U.S. Destination Marketing Organizations (DMOs) showcased the beauty of their regions, perfect for an unforgettable road trip: Choose Chicago, Cruise America, Fredericksburg TX CVB, New Mexico Tourism Dept., Santa Monica Travel & Tourism, Travel Texas, Tulsa Regional Tourism, Visit Albuquerque, Visit California, and Visit Oklahoma City.

United offers year-round daily services from Milan and Rome to New York/Newark, nearly year-round services from Rome to Washington Dulles, as well as seasonal flights from Milan to Chicago O'Hare, Rome to Chicago O'Hare and San Francisco and from Naples and Venice to New York/Newark. United is also launching new seasonal routes in 2025 from Rome to Denver, starting 2 May, Palermo to New York/Newark, starting 22 May and from Venice to Washington D.C., starting 23 May. Since 2019, United has increased overall seat capacity from Italy to the U.S. by more than 125%.

The data confirms the importance of the Italian market in terms of arrivals to the United States: 1.1 million Italian travelers visited the U.S. in 2024, marking a 15% increase compared to the previous year. This solidifies Italy's position as the 11th largest market globally and the 4th largest in Europe.

This positive trend continues into early 2025, with 127,799 arrivals recorded between January and February, reflecting a 2.8% increase compared to the same period in the previous year. These strong visitor flows are supported by an expanding network of direct flights from Italy to the U.S. Currently, Italy has direct flights from seven airports to 15 U.S. destinations. In total, 36 direct air routes connect the two countries, providing extensive coverage in terms of both reach and frequency. The total seat capacity on direct flights to the U.S. stands at 3,837,639.

Chris Heywood, Senior Vice President, Public Relations & Chief Communications Officer at Brand USA, stated: "Italy is a strategic market for Brand USA. The number of Italian visitors to the United States continues to grow, and Italy's significance is reflected not only in the strong arrival numbers but also in the increasing number of routes and direct connections between the two countries. This event in Milan was a fantastic opportunity to celebrate road trips, which are such a defining part of the U.S. travel experience. With the centennial of the historic Route 66 approaching and many international events and anniversaries on the horizon—especially the 250th anniversary of the United States—our commitment to offering authentic and unforgettable experiences remains strong. We will continue investing in targeted initiatives to further strengthen this important connection. Through events like The Great USA Road Trip Roadshow, we are delighted to offer industry professionals and Italian travelers the chance to explore the most breathtaking and lesser-known corners of the United States, reinforcing our vision of a sustainable, inclusive, and increasingly experiential tourism."

"United Airlines is excited to partner with Brand USA in launching The Great USA Road Trip Europe campaign, showcasing some of the most famous routes and scenic roadways across the U.S.," said Walter Cianciusi, Country Sales Manager Italy, United Airlines. "For Summer 2025, we are proud to offer up to 14 nonstop daily flights from Italy to the United States, providing our customers with extensive travel choice, as well as the possibility to seamlessly connect onwards to over 200 destinations in the U.S."

NOTE TO EDITOR

Accompanying high-resolution imagery can be downloaded [here](#).

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About Brand USA

Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent \$38.1 billion in the United States, leading to \$82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly \$11 billion in attributable tax receipts at the federal, state, and local levels.