

Discovering the “Real” America: Small-Town Diners, Soda Fountains and Local Stories

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For those seeking adventures beyond America’s well-known gateways, the best stories may be found a few miles off the main road.

Tripadvisor and Visit the USA, the tourism organization responsible for promoting international travel to the United States, launch Main Street Moments, a celebration of the small towns, roadside diners and family-owned stores where some of America’s best stories live. The program invites UK travelers to slow down, get off the interstate, take the byways, and discover the kind of places you’ll be telling your mates about long after the trip is over.

The campaign comes as interest in Americana grows among UK travelers. Tripadvisor’s data shows UK users demonstrate a 22% higher interest in Americana-themed attractions than the average Tripadvisor user, signaling an appetite for travel experiences rooted in local culture, food, history and the people who make a place distinctive.

With Route 66 turning 100 this year, there has never been a better moment to take the scenic route. Officially established on 11 November 1926, the legendary highway runs from Chicago to Los Angeles, weaving through small towns, independent businesses and communities that have helped cement its place in American pop culture. Its centenary is an invitation to look beyond the famous landmarks and discover the people and places that have kept the American road trip thriving.

"When international travelers turn off the interstate, their spending lands directly on Main Street USA, in the family diners, general stores, and small businesses that anchor local communities. What makes this partnership unique is that travelers can go from inspiration to action in one place, discovering these hidden gems on Tripadvisor and booking experiences that put their travel money to work in local communities across America," said Leah Chandler, chief marketing officer, Brand USA.

Take Haven Bros in Providence, Rhode Island, for instance. For over 130 years, the Giusti family has been serving hungry locals and travelers, evolving from a horse-drawn lunch wagon in 1893 into the vintage 1950s silver trailer it is today. Or step into Davoll's General Store in Dartmouth, Massachusetts and buy a knick-knack from America's oldest general store since 1793. These family stories lie at the heart of Main Street Moments.

These are the kinds of places Main Street Moments is designed to uncover: the independent businesses, family traditions and unexpected stops that turn a drive across America into a story worth telling.

The initiative will feature storytelling, short films and curated road trip inspiration highlighting unforgettable stops across five U.S. regions. From nostalgic roadside diners and classic ice cream parlors to historic general stores and unexpected local favourites, the content showcases the experiences that transform a road trip into lasting memories.

"Some of the best travel moments happen where you least expect them. It's the diner that's been serving the same homemade pie for decades, the family-run coffeeshop that's at the centre of its community, or the gumball machine that makes you feel like a kid again. Main Street Moments celebrates those discoveries and the people behind them, inspiring travelers to experience a different side of America," said Steven Paganelli, VP, Global Media & Partnerships at Tripadvisor."

Road trips for every kind of traveller

Main Street Moments will also offer themed road-trip inspiration for travelers looking to plan a trip around their passions, including:

- [5 must-visit general stores on the Blue Ridge Parkway](#)
- [A Route 66 road trip for diner fans and nostalgia lovers](#)
- [An ice cream lover's road trip through the Midwest](#)

The campaign brings together attractions, road trip suggestions, interactive itineraries and bookable experiences through Viator, Tripadvisor's experiences marketplace, helping UK travelers turn inspiration into their next American adventure. From local food and cultural experiences to outdoor adventures and sightseeing, Viator gives travelers the opportunity to discover and book experiences that complement their road trip.

For more information visit Tripadvisor's Main Street Moments hub: [mainstreetmomentsusa.com](https://www.tripadvisor.com/USMainStreetMoments).

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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.

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