



PRESS RELEASE

## **ITA Airways launches today a new communication campaign for the North American market**

**After kicking off in Boston, it will roll out in Los Angeles, Washington, and San Francisco**

**122 Weekly Roundtrips, ITA Airways is strongly investing in connectivity for US travelers between North America, Italy and the Mediterranean**

Rome/New York, 13 April 2023 – ITA Airways continues to invest on its intercontinental network and launches a new communication campaign with focus on the North American market. Today the advertising campaign kicks off in Boston, which will be followed by Los Angeles on April 18, and the new North American destinations of Washington and San Francisco, scheduled to launch respectively on April 20th and April 28th.

The strategic importance of the US market is highlighted by the fact that during the first half of the year 6 advertising campaigns have been planned in the cities and surrounding areas of New York, Miami, Boston, Los Angeles, Washington and San Francisco. Where the ones in Washington and San Francisco, will aim to promote and inform regarding the start of the new flights.

Overall, the goal of these advertising campaigns is to continue growing the awareness towards the ITA Airways brand and support local commercial efforts. From a media perspective they are multi-channel campaigns, mostly involving impactful and highly visible digital out-of-home locations as well as a strong online presence. On the creative side, the messages aim to create a direct link between the airline and Italy, mixing beautiful and inspiring images of Italy with the corporate blue of the brand.

The United States is the first international market for ITA Airways and the most strategic market after Italy, as well as the country with the highest number of citizens with Italian origins. Therefore, direct flights from the North America to Italy are not only routes for leisure and business travel, but they provide connectivity to the Italian community.

With direct flights connecting Rome Fiumicino and Milan Malpensa to New York, Miami, Boston and Los Angeles, ITA Airways aims to be the reference carrier between North America and Italy and via Rome to Europe and the Mediterranean. Moreover, with the new north American destinations that will open in summer operated from Rome Fiumicino to San Francisco and Washington, the Company will operate 122 weekly roundtrips between North America and Italy in the heart of the summer season.

ITA Airways 2023 Summer schedule includes flights to 64 destinations, including 21 national, 33 international and 10 intercontinental. In addition to the new intercontinental routes in the North American market, which are the big feature of its summer season, the Company will reach the most popular Mediterranean destinations with flights to the islands of Italy, Spain, Greece and Croatia. ITA Airways is operating seasonal flights from Rome Fiumicino and Milan Linate to Lampedusa, Pantelleria, Ibiza, Palma de Mallorca, Menorca, Heraklion, Corfu and Rhodes; moreover, the destinations of Kefalonia and Split will be served from Rome Fiumicino.



Information on ITA Airways flights is available at [ita-airways.com](https://www.ita-airways.com), or through the company's call centre, travel agencies and airport ticket offices.

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***About ITA Airways***

*ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.*