



PRESS RELEASE

ITA Airways' news for kids

The Company opens the new Fantasia Lounge dedicated to unaccompanied minors

Rome, 21 December 2023 – Today, ITA Airways inaugurated the Fantasia Lounge, its new lounge dedicated to unaccompanied minors in Terminal 1 of Rome Fiumicino Leonardo da Vinci Airport. The inauguration event was attended by Andrea Benassi, General Manager ITA Airways and Giovanni Perosino, Chief Marketing Officer ITA Airways, who presented to the Italian press and institutional guests ITA Airways' news for kids.

Designed by the branding agency FutureBrand, the new Fantasia Lounge covers an area of 120 square metres. It is situated in the Check-in area of Terminal 1 of Rome Fiumicino Airport, before security controls, and it is dedicated to unaccompanied minors departing from or in transit through Fiumicino Airport on flights operated by ITA Airways.

The design of the new Lounge is inspired by one of ITA Airways' founding pillars, namely the centrality of the customer, which is the core of its business. Since ITA Airways' inception, kids are representing a significant percentage of its passengers and therefore deserve a range of tailored services.

*"I'm delighted to be here today to inaugurate the Fantasia Lounge, the most recent among our five airport lounges opened in Italy in two years since our airline's start of operations. It is inspired by one of our corporate pillars, customer centricity – said **Andrea Benassi, General Manager of ITA Airways** – We've decided to open this new lounge dedicated to younger travellers during the Christmas holidays, the most "special" time of the year and when kids travel more to spend the holiday season with their loved ones in complete safety thanks to our "unaccompanied minors" service. During this year, 13,000 families have chosen ITA Airways to accompany their children on flights and therefore making the wait for the flight light, fun and creative for our young passengers is a source of great pride for us".*

According to the creative concept inspiring the new Fantasia Lounge, the sky and sea merge to create a space coloured in ITA Airways blue, with illustrations conveying a fun and dreamy atmosphere. The design of the lounge reflects the ITA Airways brand identity, as well as the proprietary and distinctive brand assets, which are rendered here in a coherent and harmonious way. The central element is a large hot-air balloon, surrounded by porthole-shaped niches and cosy lounges featuring aeronautical design. Here, the young travellers can relax and enjoy themselves in an atmosphere that invites them to explore and dream. Every detail is carefully taken care of to ensure a unique experience, in which the journey becomes an unforgettable Italian adventure even before flying high into the sky.

Access to the Fantasia Lounge is granted by booking ITA Airways service for unaccompanied minors at the following phone number 800 936090, which also allows to book the flight, issue the ticket, activate the service, and receive information for the day of departure.

In combination with the Fantasia Lounge service, ITA Airways has also launched a **Flight Book** for kids visiting the lounge. Once on board, they will give it to the captain, who will note down all the technical information about the flight (number, destination, flight time, aircraft type) and sign it. The children can keep their book and use it each time they travel on an ITA Airways aircraft, adding flight hours as they go. At the end of the tenth flight, young travellers will obtain an ITA Airways Junior Pilot Certificate by scanning the QR Code on the Flight Book. Moreover, using a special Instagram filter, available by framing the QR Code on the Certificate, they will be able to share their achievement with a "real pilot" selfie.



The Lounge is open every day of the week from 05:30 a.m. to 10:00 p.m. and is the fifth lounge to be opened by ITA Airways after the Hangar Lounge, Piazza di Spagna in Rome Fiumicino, Piazza della Scala in Milan Linate and Piazza Bellini recently opened in Catania.

Partners of the Fantasia Lounge

As an ultimate expression of Made in Italy, ITA Airways carefully selected the best partners for the Fantasia Lounge project. This move was aimed at creating a unique environment where the travellers of tomorrow can start building their flight experience in a fun atmosphere.

Opportunities for educational games and experimentation come to life through the vibrant **Carioca** colours that stimulate the imagination and invite children to explore new horizons on a large board ready to be filled with drawings.

The themes of adventure, travel and discovery are further explored in the library sponsored by **Feltrinelli**, which has provided over 200 books from the Feltrinelli Kids and Gribaudo series for young readers aged 5 to 15. One of the key features of the lounge is the library which contains classics, atlases and encyclopaedias, storybooks telling big and small, ordinary and extraordinary stories.

Quercetti keeps the kids entertained with its games, embellishing the room with an original interpretation of the Savoia Blue livery using the Pixel Art technique. Founded in 1950, the Company stands out for its production of innovative, high quality and 100% Made in Italy toys, designed to stimulate children's cognitive and sensory development.

In the Fantasia Lounge, **Zanotta's** iconic Sacco, versatile masterpieces of Italian design, draw the attention of adults and children alike, inviting them to creatively reinterpret them: "Everyone can invent the use they want. Children, on the other hand, don't use them, they play with them (and so do some adults)".

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About ITA Airways

ITA Airways is a network air carrier wholly owned by the Italian Ministry of Economy and Finance. Its mission is to provide high-quality efficient and innovative domestic and international air transport services, as a means of boosting tourism and trade with foreign countries also by implementing integrated mobility projects. ITA Airways puts its customers at the heart of its strategy (by ramping up the digitization of its processes, to deliver best-in-class travel experience and tailored services), with a focus on sustainability encompassing a range of environmental (use of new green and state-of-the-art aircraft and sustainable aviation fuels), social (equality and inclusion for building a genderless company) and governance (integration of sustainability in strategies and internal processes) factors. ITA Airways is a SkyTeam member from October 2021