



PRESS RELEASE

ITA Airways at the 2023 IFTM Top Resa International tourism trade show in Paris

92 weekly flights between France and Italy

Paris, 2 October 2023 - ITA Airways will participate in the 2023 IFTM Top Resa international tourism trade show that will take place in Paris from the 3rd to the 5th of October. The event hosted at the Parc des Expositions de la Porte de Versailles, will be the occasion for the Italian carrier to affirm its position in the French market by exposing together with the biggest airlines and travel companies in Europe.

The IFTM Top Resa international tourism trade is the annual trade show event in Paris for travel and tourism professionals in all segments: Business, Leisure, groups, MICE and Events.

For the 2023 edition of the show, the organization brings together more than 1,400 brands and approximately 30,000 tourism professionals, representing over 170 destinations, for a three-day program of 80 conferences.

ITA Airways will be present in the ENIT - Italian Government Tourist Board stand with a branded area where for the occasion, Pierfrancesco Carino, Vice President International Sales ITA Airways, Carla Catuogno, Regional Manager Europe ITA Airways and Samy Addou, ITA Airways Country Manager France, will welcome visitors and business guests.

France is the second market for ITA Airways after Italy in Europe and one of the main themes of ITA Airways' attendance to the show will be to enhance its connections between France and Italy, including up to 92 weekly flights and up to 14 daily flights from Paris and Nice to Rome and Milan, as well as a total of 64 world destinations, including 12 intercontinental routes.

In details, the schedule from France to Italy is composed of:

- 4 daily flights from Paris CDG to Rome FCO
- 3 daily flights from Nice NCE to Rome FCO
- Up to 7 daily flights from Paris CDG/ORY to Milan LIN

Concerning intercontinental routes, a pillar of ITA Airways' commercial business strategy, 2023 has been the year of the big investments with the launch of new direct flights from Rome Fiumicino to Washington and San Francisco, opened in the peak of the summer season, and Rio de Janeiro that will be launched on October 29th. The new nonstop flight to Rio de Janeiro is the second destination served by ITA Airways in Brazil and will further strengthen its expansion in South America, following the flights opened to Buenos Aires and Sao Paulo in 2022, which has always been among the destinations with the highest rate of Italian origin population, as well as a strategic market together with the United States for business and cargo traffic. ITA Airways long haul destinations are operated with new generation aircraft, including the Airbus A350, flagship of the Company's fleet, and the recently introduced Airbus A330neo – both offering ITA Airways cabin design, plus 25% less fuel consumption and CO2 emissions per seat compared to previous generation aircraft.

The 2023 IFTM will be also the occasion to present the new communication platform "A Sky full of Italy" and a new VOLARE promo dedicated to the French market.

The marketing campaign "A Sky full of Italy", using the iconic symbol of the "search bar", shows how everything people search for when thinking of Italy can be found '*before they even touch the ground*' and how ITA Airways is able to provide an amazing Italian customer experience.

Launched last September 14th and planned for 4 weeks in the French market with a focus on the catchment areas in Paris and Nice, connected TV, video digital out of home and web channels, the global campaign is already on air in Brazil, Argentina, Italy, Spain, San Francisco, Los Angeles, Washington, and Boston.



Moreover, starting from October 5th, it will be visible in New York and Miami, and it will be debuting in Israel, India and Japan, in fall.

As a proof of the relevance of the French market for ITA Airways, VOLARE, the company's loyalty program that has reached more than 1,600,000 members, which allows customers to enjoy exclusive services and collect points from their very first flight, launches a new promo dedicated to French passengers. Specifically, the promo provides to new VOLARE subscribers a WELCOME BONUS of 2,000 points.

All ITA Airways flights can be purchased from Travel Agencies, from the ita-airways.com website, ITA Airways Call Center 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.