



## PRESS RELEASE

### **ITA Airways at World Travel Market Europe 2024 in London**

#### **Showcasing the 2024-2025 Winter Schedule**

Rome, 28<sup>th</sup> October 2024 - ITA Airways will attend the World Travel Market Europe 2024, a leading international leisure travel event, held in London from November 5th to 7th at the ExCel exhibition centre. Now in its 45th edition, the event is the occasion for the Italian carrier to showcase its brand, network, and latest winter season news to key players in the global tourism industry.

ITA Airways will be exhibiting in the Europe Pavilion, within the Italian National Tourist Board (ENIT) area, along with tourism boards and travel agencies from across Italy. At the ITA Airways stand (EUROPE N3 210), Emiliana Limosani, Chief Commercial Officer ITA Airways and CEO Volare, together with the International and local ITA Airways Sales Teams, will welcome visitors and business partners, offering insights into the Company's latest news and key developments.

World Travel Market London is the annual meeting for travel professionals, unlocking business opportunities in inbound and outbound tourism. It is the premier location where travel experts connect, discuss innovations, and explore trending destinations and products reshaping the future of travel.

The UK is a key market for ITA Airways, with frequent connections to London City Airport (LCY), traditionally a favorite airport for business travelers but increasingly favored by leisure travelers looking for a more convenient and relaxed experience. As London's most centrally located airport, it is renowned for its efficient service and seamless customer experience. Its proximity to the ExCel exhibition center adds convenience for those traveling between London, Rome, and Milan's central airport.

ITA Airways operates up to 43 weekly frequencies (86 weekly flights) between London and its two reference airports, Rome Fiumicino and Milan Linate.

In details, the direct flights offered between the UK and Italy include:

- Up to 5 daily flights (31 weekly frequencies) between London City and Milano Linate
- Up to 2 daily flights (12 weekly frequencies) between London City and Rome Fiumicino

As well as direct flights, British travelers can connect seamlessly from Rome Fiumicino to ITA Airways' domestic and international network, including popular Mediterranean destinations (Italy, Spain, and Greece) and long-haul routes to South America, including Rio de Janeiro, São Paulo, and Buenos Aires.

All flights to London City are operated with the new Airbus A220-100, a highly efficient and comfortable aircraft, fitted with the latest on-board product, ideal for short-haul connections.

As part of its ongoing network expansion strategy, during the 2024/2025 Winter Season ITA Airways will serve 53 destinations, including 15 domestic, 23 international, and 15 intercontinental routes. Noteworthy additions this season include the daily service from Rome Fiumicino to Dubai, launched on October 27th with the Airbus A321neo, and a new direct flight to Bangkok, ITA Airways' first route to Thailand, starting on November 16th with five weekly flights on the Airbus A330neo. These routes complement the airline's existing connections to Tokyo and New Delhi, reinforcing its presence in the strategic Asian market.



Additionally, starting December 20, 2024, ITA Airways will offer up to five weekly flights from Rome to Malé, capital of the Maldives, operated by the Airbus A330-900.

ITA Airways' fleet continues to grow, now featuring 100 Airbus aircraft, 60 of which are new-generation models, including 7 A321neo, 19 A320neo, 9 A220-300, 8 A220-100, 11 A330-900, and 6 A350-900. Sustainability is a core focus for ITA Airways, with a target of operating 90% eco-friendly aircraft by the end of the 2023-2027 Strategic Plan. These advanced aircraft will consume 25% less fuel and emit less CO<sub>2</sub>, supporting the airline's ambition to become the greenest carrier in Europe.

Another highlight of the winter season is the in-flight food offer. Passengers on intercontinental flights departing from Rome Fiumicino can enjoy a new business class menu designed by Michelin-starred Chef Norbert Niederkofler, featuring sustainable and seasonal ingredients. The in-flight dining experience has been enhanced with traditional and lighter dishes inspired by the authentic flavors of the mountains' flavors.

ITA Airways' loyalty program, Volare, now counts 2.5 million members and continues to grow through partnerships in hospitality, mobility, and finance. Members can earn and redeem points with 10 partner airlines, including Aerolíneas Argentinas, AeroMexico, Air Europa, Air France, Delta, KLM, Korean Air, Middle East Airlines (MEA), Virgin Atlantic, and Saudia. Volare offers personalized services and benefits, allowing travelers to earn points from their very first flight.

All ITA Airways flights can be purchased on the [ita-airways.com](https://www.ita-airways.com) website, from the ITA Airways Customer Center, or from 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.*