



PRESS RELEASE

VOLARE Launches Status Match Campaign for International Frequent Flyers

Rome, July 16, 2024 – Volare, ITA Airways' loyalty program, is proud to announce the launch of its Status Match campaign, dedicated to frequent flyers outside Italy.

This initiative allows members in foreign markets with loyalty program status from 19 [airlines](#) to directly access one of the higher Clubs of the Volare program and its exclusive benefits, depending on their current status. Additionally, frequent flyers who request and receive approval for a Status Match will be awarded 10,000 qualifying Volare points.

The Volare Status Match campaign runs from today to August 19, 2024, and is open to all Volare members who registered with a residence address outside of Italy. To participate, members must:

- Be member of the Volare program or Volare AVVENTURA.
- Hold a frequent flyer card from one of the 19 airlines in the list at a level higher than the entry level of Volare.
- Not have participated in previous Volare Status Match campaigns.

Volare is designed for maximum simplicity and flexibility in earning and spending points. The program features four Exclusive Clubs: Club Smart (entry-level), Club Plus, Club Premium, and Club Executive, each offering various benefits such as extra baggage allowance, priority boarding and check-in, and dedicated customer service. Through commercial partnerships, Volare offers a wide range of services and products from ITA Airways and its partners. Members can earn points with every purchase on ITA Airways flights and through airlines partners or commercial partners services, allowing them to upgrade to higher Clubs and enjoy even more premium services. The advantages increase with status, both in terms of multipliers and services.

Launched in March 2022, Volare now features over 2,1 million members worldwide. The program is built on the values of Freedom, Personalization, Choice, and Connection, offering a dynamic and tailor-made experience for members. Volare has over 30 commercial partners from the hospitality, mobility, and finance sectors, and 10 airline partners, including Aerolineas Argentinas, AeroMexico, Air Europa, Air France, Delta, KLM, Korean Air, Middle East Airlines (MEA), Virgin Atlantic, and Saudia.

There is a strong focus on the international development of the program: currently, 36% of Volare members are international members, with the USA, Brazil, France, and Argentina as the top four foreign markets.

Among the other recent developments this year is the launch of a new subprogram called "Volare AVVENTURA," dedicated to children aged 2 to 16, which is joining the corporate and SMEs subprograms available to Volare members.

For more information and to participate in the Status Match campaign, please visit [link](#).

For press information:

Pietro Caldaroni, Head of Communication and Institutional Relations

Mail: media@ita-airways.com

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.