



PRESS RELEASE

ITA Airways at the *TTG Travel Experience*

Winter 2024/2025: 53 destinations - 15 domestic - 23 international - 15 intercontinental

International expansion with Dubai, Bangkok, and Malé

Over 13 million passengers with an average load factor of 80,9% since January

Rimini, 9th October 2024 - Today, at the *TTG Travel Experience. the International Trade show* held annually in Rimini, **Emiliana Limosani, Chief Commercial Officer of ITA Airways and CEO of Volare**, unveiled ITA Airways' achievements and the Company's challenges for 2025 to the media and industry stakeholders.

The press conference highlighted the new developments for 2024/2025 Winter Season, in which ITA Airways will operate **53 destinations, including 15 domestic, 23 international, and 15 intercontinental**. The two key highlights for the winter season are the new direct flights from Rome to Dubai, serving the UAE market, and Rome to Bangkok, ITA Airways' first connection to Thailand. These add to Tokyo and New Delhi, the airline's existing routes in Asia, a highly strategic continent. The Company will also resume the flight to Malé, capital of the Maldives, starting December 20, 2024.

"2024 is a crucial year for ITA Airways, as we consolidate our position in the national and international air transport market, with further growth in terms of destinations, fleet expansion, and new product offerings. We are excited to participate once again in this important event, the TTG, and to share the significant commercial results achieved thanks to the valuable collaboration with our Trade Partners, who have trusted us since the start of our operations", said Emiliana Limosani, Chief Commercial Officer of ITA Airways and CEO of Volare. "This year, from January to September 30, we have transported over 13 million passengers, a 24% increase compared to the same period in 2023, with an average load factor of 80.9%, up 1.4 percentage points versus last year. Passenger revenue has risen by 29%, and our fleet has grown to 100 aircraft, 60% of which are new-generation models. We will end 2024 with the launch of two new destinations: the new Rome Fiumicino – Dubai nonstop flight, starting on October 27, and Rome Fiumicino – Bangkok, inaugurating on November 16. Additionally, our premium leisure route to the Maldives will be resumed starting from mid-December".

Below are the details of the new ITA Airways flights for the **2024/2025 Winter Season**:

- **Starting October 27, 2024**, the **new direct flight from Rome Fiumicino to Dubai** will be operated daily using ITA Airways' flagship aircraft, the **Airbus A321neo**, departing at 10:40 AM (local time) and arriving in Dubai at 7:50 PM (local time). The return flight from Dubai will depart at 1:50 AM and arrive in Rome at 6:00 AM (local time).
- **Starting November 16, 2024**, the new direct flight from Rome Fiumicino to Bangkok will be operated with the **Airbus A330neo**, departing on Monday, Wednesday, Thursday, Saturday, and Sunday at 3:15 PM (local time) and arriving in Bangkok at 7:40 AM (local time). The return flight from Bangkok will start to operate on November 17, departing on Monday, Tuesday, Thursday, Friday, and Sunday at 12:15 PM (local time) and arriving in Rome at 7:15 PM (local time).



- **Starting December 20, 2024**, a **direct flight from Rome Fiumicino to Malé (Maldives)** will be operated with the Airbus A330-900, with up to five weekly frequencies.

In 2024, ITA Airways' fleet reached **100 Airbus aircraft**, including **60** new-generation models such as **7 A321neo, 19 A320neo, 9 A220-300, 8 A220-100, 11 A330-900, and 6 A350-900**.

New onboard menu by Michelin-starred Chef Norbert Niederkofler

On all ITA Airways intercontinental flights departing from Italy, passengers can experience new aromas and flavors inspired by the excellence of Italian cuisine, presented with a simple yet elegant touch, showcasing the talent of renowned Italian chefs.

With the arrival of the winter season, ITA Airways is launching a new business class menu on its long-haul flights departing from Rome Fiumicino, which is designed by ethical Chef **Norbert Niederkofler**, in collaboration with Mauro Siega, Executive Chef at Atelier Moessmer, his 3-Michelin-starred restaurant. Four are the dishes offered reflecting the Chef's principle of sustainability.

Strictly seasonal products take center stage in the proposed dishes, celebrating the straightforward and authentic flavors of the mountains.

New is also the inflight menu offered on flights from foreign intercontinental airports, now proposing a selection of both traditional and lighter dishes, with recipes inspired by autumnal flavors and ingredients.

Volare Program

Volare, ITA Airways' loyalty program, launched on March 1, 2022, has now reached 2.5 million members.

Freedom, Personalization, Choice, and Connection are the core values of the program. With 35 commercial partners in hospitality, mobility, and finance, Volare continues to evolve, offering personalized experiences to its members. In addition, 10 partner airlines have joined the program for both points accrual and redemption, including Aerolíneas Argentinas, AeroMexico, Air Europa, Air France, Delta, KLM, Korean Air, Middle East Airlines (MEA), Virgin Atlantic, and Saudia.

Currently, 64% of Volare members are Italian, and 36% are international. The program is especially popular in the United States, Brazil, France, Germany, Spain, and Japan.

Three subprograms within Volare are also experiencing significant growth. Last March, ITA Airways introduced AVVENTURA, dedicated to young travelers aged 2 to 16, which has already reached nearly 3,000 families and 6,000 kids. This is the third Volare subprogram, following the Corporate program, dedicated to companies, which has reached over 35,000 clients, and the Volare Business Club, tailored to Small and Medium Enterprises, which has engaged over 2,000 companies and nearly 2,000 customers.



For press information:

Pietro Caldaroni, Chief Communication and Institutional Relations Officer

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.