



PRESS RELEASE

ITA Airways to participate in the Business Travel Show Europe in London

London/Rome, June 18, 2024 - ITA Airways is set to return to the Business Travel Show Europe, the major British fair-trade show dedicated to business travel and taking place on June 19th and 20th at the ExCeL exhibition center in London, United Kingdom.

At the event, ITA Airways will be positioned at the Airline Pavilion (stand AP6) with a branded area, where the ITA Airways sales team will welcome trade and corporate customers, travel agencies, companies, and key players in the business travel sector. This annual gathering in London offers a platform to discuss industry trends, explore the latest technological innovations, meet a wide range of suppliers, and develop travel programs tailored to the evolving needs of businesses and travelers.

The United Kingdom is a strategic market for ITA Airways, which is offering a comprehensive program of connections to London with flights to London City and Gatwick airports. For the current summer season, the Company has launched a new nonstop route between London City Airport (LCY) and Rome–Fiumicino Airport (FCO). Operated by Airbus A220-100 aircraft with 12 weekly frequencies, this route allows travelers to benefit from the convenient proximity of both airport hubs to downtown areas, enhancing connectivity between the two capitals. Passengers can also easily access ITA Airways' extensive network via Rome Fiumicino, including domestic and intercontinental destinations, facilitating travel to Mediterranean locations such as Italy, Spain, and Greece, as well as cities like Rio de Janeiro, São Paulo, and Buenos Aires.

In addition to this new connection, ITA Airways increased from three to five the daily flights on the London City - Milan Linate route earlier this year, also operated by Airbus A220-100. This move is further proof of the Company's commitment to enhancing business travel opportunities in the British market and brings to 43 the weekly frequencies between Italy and London City during the peak of the summer season.

Further highlighting the strategic importance of the UK market, ITA Airways has recently launched a new connection to Gatwick Airport from Rome Fiumicino, offering 7 weekly frequencies. This new flight increases the total number of weekly flights between the UK and Italy to 100, catering to both British and Italian travelers.

One of the main themes of ITA Airways' attendance is the celebration of 2 million members enrolled in Volare, the Company's loyalty program, with 36% of its frequent flyers located abroad. Volare was launched in March 2022 and now has more than 30 commercial partners from the hôtellerie, mobility and finance sectors, and 10 airline partners for both accrual and redemption.

2024 is a year of major investments for ITA Airways, which is flying to 57 destinations, including 16 domestic, 26 international, and 15 intercontinental, during the current summer season. The Company is introducing new nonstop flights from its Rome Fiumicino hub to key markets in North America, Africa, and the Middle East. Highlights include new routes to Chicago, launched in April, Toronto in May, and Riyadh and Accra in June, followed by upcoming flights to Dakar and Jeddah. These additions complement ITA Airways' existing portfolio, which includes, among the intercontinental destinations, New York, Boston, Miami, Los Angeles, Washington, San Francisco, São Paulo, Rio de Janeiro, Buenos Aires, Tokyo and New Delhi, offering a seamless connectivity to travelers worldwide.

All ITA Airways flights are on sale on the [ita-airways.com](https://www.ita-airways.com) website, through ITA Airways' Customer Center, 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.