



## PRESS RELEASE

### ITA Airways Takes Part in Arabian Travel Market 2025 in Dubai

*Showcasing its growing presence in the Middle East with newly launched connections to the UAE and Saudi Arabia*

Rome, 28 April, 2025 – ITA Airways, the Italian reference carrier, is participating for the first time in the Arabian Travel Market (ATM) 2025, one of the leading global events for the travel and tourism industry.

The event is held at the Dubai World Trade Centre from today, April 28 to May 1, 2025. ITA Airways is exhibiting in the Italy Pavilion, Hall 6 - stand EU6250, hosted by ENIT S.p.A., joining key players to showcase the excellence of *Made in Italy* and promote global connectivity. The airline's International Sales team is attending the event to engage with industry stakeholders and partners.

*"We are proud to take part, for the first time, in the Arabian Travel Market in Dubai—an important opportunity to further strengthen our presence and commitment in a region of great strategic importance. With the launch last year of ITA Airways' direct flights from Rome to Dubai, Riyadh, and Jeddah, we have contributed to increase the connections between Italy and the Arabian Peninsula, responding to the growing demand for premium travel options in both the business and leisure segments. These routes represent a key pillar of our international development and enable us to continue promoting the excellence of Made in Italy around the world."* said **Emiliana Limosani, Chief Commercial Officer ITA Airways and CEO Volare.**

ITA Airways' presence at the 2025 edition of ATM in Dubai underscores its continued investment in enhancing connectivity to the Arabian Peninsula, strengthened by the launch of its Rome Fiumicino–Dubai flight in October 2024.

Departing from ITA Airways' 5-Star Skytrax hub at Rome Fiumicino Airport, this route marks the carrier's first direct connection to the United Arab Emirates and represents a strategic milestone in the expansion of its intercontinental network. It is operated with the state-of-the-art Airbus A321neo, the first narrow-body aircraft in the ITA Airways fleet configured with three travel classes: Business Class (with full flat-bed seats), Premium Economy and Economy Class. The A321neo offers long-range capability and outstanding performance, with 20% lower fuel consumption and CO2 emissions per seat and significantly reduced noise compared to previous-generation aircraft. Passengers can enjoy ITA Airways' distinctive Italian design, spacious interiors, customizable lighting, and cutting-edge 4K in-flight entertainment systems.

In addition to Dubai, ITA Airways expanded its network in the Arabian Peninsula in 2024 with direct routes from Rome to Riyadh and Jeddah, further reinforcing its commitment to connecting Italy with key global markets across both leisure and business travel segments. Both routes are also served by the Airbus A321neo aircraft.

Responding to growing demand, the airline is increasing its Rome–Riyadh service from 5 to 6 weekly frequencies during the current summer season. The Rome–Jeddah route operates with three weekly flights. Comprehensive regional connectivity is also supported by codeshare agreements with leading Middle East carriers.



ITA Airways' participation in Arabian Travel Market 2025 provides an opportunity to strengthen relationships with key industry stakeholders and reinforce its strategy focused on network development, sustainability, and premium customer experience.

As a global ambassador of *Made in Italy*, ITA Airways promotes the Country's excellence, style, and cultural heritage. The airline's identity is grounded in customer satisfaction through personalized service, digitalization, and sustainability, which is embedded in three pillars: Environmental (a young, technologically advanced fleet to reduce environmental impact), Social (a commitment to employee well-being and support for communities), and Governance (integrating sustainability into corporate strategies and internal processes). The company is committed to offering personalized services and delivering a distinctively Italian experience on board, thanks to partnerships with renowned Italian brands, such as Brunello Cucinelli, for the design of the uniforms, Walter De Silva for the cabin interiors, and starred Italian chefs for the onboard menus.

As part of its commitment to customer experience, ITA Airways offers exclusive benefits through its VOLARE loyalty program, which allows members to earn points from their first flight and access a wide network of over 40 commercial partners in hospitality, mobility, and finance. Launched in March 2022, VOLARE today accounts 15 airlines partners, among which Lufthansa, SWISS, Austrian Airlines, and Brussels Airlines, thus enabling point earning and redemption also on Lufthansa Group.

In the current summer season, ITA Airways is flying to 59 destinations, including 16 intercontinental, 27 international, and 16 domestic routes.

Seasonal summer routes will also connect Rome Fiumicino and Milan Linate with popular Mediterranean destinations, such as the Balearic Islands (Ibiza, Majorca, Menorca), Greek islands (Rhodes, Heraklion, Corfu, Zakynthos, Kefalonia), and the Italian islands of Lampedusa and Pantelleria. Starting March 30, ITA Airways passengers also benefit from connections to over 100 additional destinations through codeshare agreements with five Lufthansa Group airlines: Lufthansa, SWISS, Austrian Airlines, Brussels Airlines, and Air Dolomiti.

Tickets for ITA Airways flights can be purchased on the official website [www.ita-airways.com](http://www.ita-airways.com), through the airline's Customer Information Assistance Office, travel agencies, and airport ticket offices.

For press information:

Pietro Caldaroni, Chief Communication Officer

Mail: [media@ita-airways.com](mailto:media@ita-airways.com)

**About ITA Airways**

*ITA Airways is the Italian reference carrier. The Company is 59% owned by the Ministry of Economy and Finance and 41% by Deutsche Lufthansa AG. ITA Airways operates both passenger and cargo air transport services, providing Italy with high-quality connectivity to international destinations, supporting tourism and foreign trade, as well as domestic connectivity within the Country, also leveraging integrated mobility. Through strong digitization of processes to ensure the best possible experience and personalized services, ITA Airways places customer service at the core of its strategy. This is combined with a commitment to sustainability, which encompasses environmental aspects (such as a young, technologically advanced fleet to reduce environmental impact), social aspects (a strong focus on its employees and the communities in which it operates), and governance aspects (integrating sustainability into internal strategies and processes).*