

ITA Airways at ITB 2026

“Italian Piazza”: a hospitality concept inspired by the excellence of Made in Italy

Berlin, March 3, 2026 – ITA Airways returns for the fourth consecutive year to ITB Berlin, a leading event for the global tourism industry, scheduled from today to March 5 in Messe Berlin.

The event represents a key moment for ITA Airways, with its International and Local Sales teams ready to welcome visitors and business partners to a new exhibition space called “Italian Piazza”, located inside the Lufthansa Group stand and dedicated to *Italianness*.

The idea behind “Italian Piazza” is to evoke those images that immediately recall Italian identity abroad: the square as the ultimate place of conviviality and sharing, the reassuring stone paving, café tables where people gather over a coffee, the bench, and above all, an Italian olive tree, symbol of the Mediterranean climate and lifestyle. Each of these elements contributes to conveying the warmth of an authentic, everyday Italian experience — the same experience the Company strives to offer its customers on board every flight.

Germany represents a strategic market for ITA Airways, which during the Summer 2026 season will offer up to 47 weekly frequencies between the two countries. The Company's aircraft will connect Frankfurt, Munich and Hamburg with its Rome Fiumicino hub and Milan Linate. From there, passengers travelling from Germany will have access to the Company's entire network, including major destinations in Italy and around the world.

During the upcoming summer season ITA Airways will operate a total of 72 destinations including 19 domestic, 36 international and 17 intercontinental, with 12 seasonal routes (3 domestic and 9 international) serving the Italian, Greek and Spanish islands.

Starting with the Summer 2026, ITA Airways will resume flights to London Heathrow (LHR). The new connection from Rome Fiumicino to the British capital, operated with two daily frequencies, will further enhance connectivity between Italy and the UK's largest international hub.

The new intercontinental flight to Houston, United States, will also begin operations on May 1^o, 2026. This is the first direct connection in history between Rome Fiumicino and the city in Texas, operated with three weekly flights, which will increase to five from June. Houston is ITA Airways' ninth destination in the North American market, which is further strengthened by an increase in weekly frequencies to Miami, rising from 7 to 9 starting in June, in line with the current winter season schedule.

The summer schedule also features new direct flights from Rome Fiumicino to Malaga, Valencia and Marseille, as well as an increase of seven weekly flights to Tunis between June and September, in addition to seasonal connections between Olbia and Turin and between Olbia and Genoa, both operating in August with one weekly frequency on Saturdays.

ITA Airways continues its integration within the Lufthansa Group, which includes 63 projects aimed at generating benefits in terms of increased revenues and reduced costs.

A number of synergies have already been achieved over the past year, including:

- codeshare flights, with access to over 150 destinations;
- collaboration between the Volare and Miles & More; loyalty programs;
- mutual access to the airport lounges of the Group and ITA Airways;
- alignment of the tariff class structure;
- optimization of flight and handling operations in the group's hubs;
- agreement for the management of cargo traffic;
- cost reduction for GDS systems;
- Group agreement with Starlink for the provision of high-speed connection.

At the launch of operations in October 2021, ITA Airways' fleet consisted of 52 aircraft. Today, it comprises 106 Airbus aircraft, 72% of which are next-generation models, with an average age of 6.3 years. The Company aims to become Europe's youngest carrier and to operate an almost entirely next-generation fleet by 2030, reducing fuel consumption and CO₂ emissions.

As an Ambassador for Made in Italy, ITA Airways will also play an important role in promoting Italy's excellence, style, and image at ITB 2026. A cornerstone of the Company's identity remains customer satisfaction through attention to detail, alongside a strong focus on digitalization and sustainability, encompassing environmental, social, and governance aspects.

ITA Airways flights can be purchased at www.ita-airways.com, through the Company's Customer Information Assistance Office, travel agencies, and airport ticket offices.

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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).