



MEDIA RELEASE

ALITALIA GROUP CARRIED OVER 2 MILLION 360 THOUSAND PASSENGERS AT AUGUST 2014 (+ 2.8% VS. AUGUST 2013)

**LOAD FACTOR IN AUGUST AT 76.6% (+2 PERCENTAGE POINTS)
INCREASE ALSO IN THE TRAFFIC ON ROME FIUMICINO HUB (+0.6%).**

**BRAZIL, JAPAN AND NEW YORK, THE PREFERRED INTERCONTINENTAL DESTINATIONS;
NORTH AFRICA AND EASTERN EUROPE, THE INTERNATIONAL DESTINATIONS WITH A HIGHEST TRAFFIC INCREASE.**

IN ITALY, THE CITIES OF ART, THE ISLANDS AND THE PUGLIA CONFIRM TO BE THE PREFERRED CHOICE FOR TRAVEL IN AUGUST.

ALITALIA NETWORK EXPANSION CONTINUES FROM ROME FIUMICINO WITH TWO NEW INTERNATIONAL FLIGHTS TO MARRAKECH (NEWLY OPENED) AND MARSEILLE (FROM 26TH OCTOBER).

Rome, 15 September 2014 – In August 2014, the Alitalia Group transported 2,360,724 passengers, an increase of 2.8% compared with the same month in 2013.

During that period, the aircraft load factor reached 76.6%, an increase of 2% compared with August 2013.

The Alitalia Rome Fiumicino hub has seen over 1 million and 489 thousands Alitalia passengers in transit for the month of August, a rise of 0.6% compared with the same period in 2013.

The best trend of traffic growth of the Alitalia Group is on the intercontinental and international sectors, confirming that these are the two traffic segments on which Alitalia will enhance its offer and activities, in the medium term.

On domestic flights in August, the load factor reached 71% (an increase of 0.9 percentage points compared to 2013); domestic connections have seen a load factor of 83% (+3.3 percentage points compared to August 2013), 85.3% load factor on long-haul flights, a 2 percentage points increase compared with 2013.

Among the long-haul routes, those areas of South America and the Far East have seen the highest growth rates, with a peak of flights to and from Brazil, especially to Rio de Janeiro (+ 36% of passengers vs. August 2013), and to and from Japan, especially to Osaka (+ 26% vs. August 2013). Also on North America, there has been an increase of more than 11% of passenger traffic between Italy and New York, year on year.

On international medium-haul flights, Eastern Europe and North Africa recorded the best performance in number of passengers carried, with an increase of 7% compared to August of 2013. In particular, on North Africa are Egypt and Tunisia the most popular destinations having recorded, respectively, a + 25% and + 24% in the number of passengers carried.



To and from Prague, the traffic increased to a three digits figure (+130% compared to August 2013), thanks to the introduction of a new route from Milan Linate which was added to the existing flight from Rome Fiumicino and is very popular with most travellers.

In Italy, the most sought after destinations are the city of art, the islands and the Puglia: Verona (+12% of passengers), Venice (+3%) are the destinations with the highest increase in passenger traffic, while the highest load factors were recorded on routes to and from Sicily (load factor at 77,5%) and Puglia (more than 75%).

The statistics on traffic to Sardinia deserve a particular mention: passengers growth reached a +93% increase compared to August 2013. It is linked to increased Alitalia offer to Sardinia, with the Airbus A330 with a capacity to carry 250 passengers operating to and from Cagliari for a few rotations.

Meanwhile, the expansion plan of the Alitalia network continues with two new international routes from Rome Fiumicino to Marrakech (launched on 3rd Sept.) and to Marseille (the new flight will operate from 26th October).

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