



MEDIA RELEASE

ALITALIA PASSENGER TRAFFIC INCREASES BY 7% DURING CHRISTMAS AND NEW YEAR HOLIDAYS

THE COMPANY FORECASTS IT WILL TRANSPORT APPROXIMATELY 800 THOUSAND TRAVELERS BETWEEN DECEMBER 23, 2014 AND JANUARY 7, 2015.

OVER 600 THOUSAND PASSENGERS WILL TRANSIT THROUGH ALITALIA'S ROME FIUMCINO HUB (+ 8% COMPARED TO THE SAME PERIOD IN 2013).

USA, BRAZIL, UNITED ARAB EMIRATES, GERMANY (THANKS TO THE NEW FLIGHTS TO BERLIN AND DUSSELDORF), THE TRADITIONAL EUROPEAN CAPITALS, ISRAEL AND RUSSIA ARE AMONG THE PREFERRED DESTINATIONS ABROAD.

VENICE, TURIN AND THE SOUTHERN REGIONS OF SICILY AND CALABRIA ARE AMONG THE PREFERRED DESTINATIONS IN ITALY.

DEMAND FOR LUXURY SERVICES IS GROWING: LOAD FACTORS IN MAGNIFICA, ALITALIA'S BUSINESS CLASS ON LONG-HAUL ROUTES ARE UP BY 6 PERCENTAGE POINTS COMPARED TO 2013.

Rome, 11th December 2014 – Alitalia expects to carry approximately 800,000 passengers, 7% more than last year during the Christmas and New Year holidays between December 23, 2014 and January 7, 2015. More than half will travel on Alitalia's intercontinental and international routes.

In this period, **605,000 travelers will transit through Alitalia's Rome Fiumicino hub, up 8% from last year.**

Among the **intercontinental destinations** preferred by travelers, the **United States** - especially New York and Miami - confirmed to be a favorite destination with a **+7%** increase in passengers compared to the same period in 2013. Significant increases were also recorded in passengers traveling to **Brazil** - an **increment of 23%** to Rio de Janeiro and Sao Paulo over last year - and to the **United Arab Emirates' Capital Abu Dhabi (+58%)**, thanks to the increase of flights between Italy and UAE providing convenient connections, via Abu Dhabi, to the Middle and Far East, Africa, India and Australia with codeshare flights operated by Etihad Airways.

An **increasing demand for luxury services by passengers in Magnifica**, Alitalia's business class on intercontinental routes, has also grown. **Load factor averages in Magnifica increased by 6 percentage points compared to 2013**, reaching peaks of 70% on flights to and from South America and more than 65% to and from North America.

Among the **international medium haul destinations**, the **European Capitals** - London and Paris above all - confirmed to be the preferred destinations by Alitalia passengers, in addition to **Israel, Russia and Eastern Europe**, primarily Hungary and Poland.



In **Europe, passenger traffic to Germany is expected to grow by 70%**, largely due to the positive performance of new service that will be introduced on December 15th from Rome, Milan and Venice to Berlin and Dusseldorf. These new routes are showing positive record numbers of reservations for the Christmas and New Year periods, with average load factors reaching 77% on the route Rome - Berlin, 61% on Rome - Dusseldorf and Venice - Berlin, and 60% on Milan Linate - Berlin.

Among Italy's destinations, the preferred ones during the holidays are **Venice (+42% expected passengers) and Turin (+30%)**, in Northern Italy. The most popular destinations in Southern Italy are **Sicily (+19% to Palermo and +12% to Catania), Naples and Calabria.**