

Chief Customer Officer showcases importance of hospitality and service at global travel conference.

Rome, 22 September 2015 – Alitalia Chief Customer Officer, Aubrey Tiedt, has given travel industry professionals at the Future Travel Experience conference in the United States an insight into how the Italian carrier intends to transform its guest experience.

During her presentation at the event in Las Vegas, Nevada, Ms Tiedt explained to delegates how the new Alitalia onboard experience is being redefined and how the airline's cabin crew are being empowered to realise this vision.

Ms Tiedt spoke about Alitalia's guest-centric vision where hospitality is the winner. She also explained about Alitalia's clear strategy and direction to introduce real and lasting change. Ms Tiedt said that the key differentiator for Alitalia is the passion of the airline's workforce.

Aubrey Tiedt said: "The transformation taking place at Alitalia is unprecedented with a complete restructuring of the business which is aimed at making us one of the world's leading airlines. At the heart of this change are our employees.

"The goals of the new Alitalia are achievable because we are giving our people, especially cabin crew and ground service agents, the tools they need to shine and the response so from our guests is extremely positive."

Ms Tiedt told delegates in Las Vegas that cabin crew in the new Alitalia are the "style and image" of the airline's brand and that everyone will be trained to think of themselves as a marketing expert and talented innovator, to be business oriented and hospitality focused.

Alitalia has introduced specialised hospitality-focused training programs as part of its drive to empower cabin crew and the airline continues to work closely with its strategic partner Etihad Airways.

This training includes customer excellence workshops, leadership workshops, and business awareness workshops. By end of year 3,600 cabin crew will have completed customer excellence training and 160 senior cabin managers have already completed their leadership training.

The Alitalia brand continues to evolve and the airline launched a new livery earlier this year as well as elegant new inflight product, which includes Poltrona Frau leather seats in Business and First Class. Alitalia will also launch a new range of cabin crew uniforms.

The new interiors, décor, and furnishings incorporate modern Italian design and embody innovation and sophisticated service.

There is also a new 'Dine, Relax, Retire' concept that gives premium guests greater choice and control about how they spend their time during the flight.

Premium economy on Alitalia flights has also been significantly upgraded with an enhanced menu and service delivery that includes the introduction of limoncello as a 'signature moment' as well as espresso coffee and herbal teas.

There are also new meal choices and contemporary tray presentation, fine wines and warm bakery items in the Economy cabin as well as a caffè service on long haul flights, including freshly brewed Lavazza coffee.

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About Alitalia

Alitalia - Società Aerea Italiana (alitalia.com) is Italy's largest airline and commenced operations on January 1, 2015 after acquiring the operational activities of Alitalia - Compagnia Aerea Italiana, now named CAI. CAI has a 51% controlling stake in Alitalia and the remaining 49% of shares are owned by Etihad Airways, the national airline of the United Arab Emirates. As part of its 2015 summer schedule, Alitalia flies to 102 destinations, including 27 Italian and 75 international destinations, with a total of 164 routes and about 4,500 weekly flights. Alitalia boasts one of the most modern and efficient fleets in the world with an average age of eight years. It is a member of the SkyTeam alliance and is part of the Transatlantic Joint Venture alongside Air France-KLM and Delta Air Lines. Alitalia also collaborates with the other Etihad Airways Partners - airberlin, Air Serbia, Air Seychelles, Etihad Airways, Etihad Regional operated by Darwin Airline, Jet Airways and NIKI – in order to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. Alitalia and Etihad Airways have been named Official Global Airline Carriers of Expo Milano 2015.