



PRESS RELEASE

**EASTER 2014: 280,000 PASSENGERS WILL FLY WITH ALITALIA  
+12.5% COMPARED TO EASTER LAST YEAR**

**ONE MILLION TRAVELLERS ARE EXPECTED TO TRAVEL  
BETWEEN 18 APRIL AND 5 MAY**

**TRAFFIC ON THE INCREASE FROM THE ROME FIUMICINO HUB,  
AS A CONSEQUENCE OF THE SUCCESSFUL REHUBBING  
WITH MORE CONVENIENT CONNECTIONS**

**PREFERRED DESTINATIONS :**  
**DOMESTIC : SICILY, SARDINIA, APULIA, CALABRIA**  
**INTERNATIONAL : PARIS, AMSTERDAM, MADRID, ATHENS, TEL AVIV**  
**INTERCONTINENTAL : NEW YOR, SAO PAULO, BUENOS AIRES, TOKYO**

**ALITALIA'S OPERATIONAL PERFORMANCE  
IN MARCH AND THE FIRST QUARTER 2014**

**THE LOAD FACTOR ON ALITALIA FLIGHTS IN MARCH INCREASED TO  
75.6% (+ 1 PERCENTAGE POINT COMPARED TO SAME PERIOD IN 2013)**

**IN THE FIRST QUARTER OF 2014 :**

- **4 MILLION 542 THOUSAND PASSENGERS WERE CARRIED, IN-LINE WITH THE FIRST THREE MONTHS OF 2013**
- **INCREASE IN LOAD FACTOR DURING THE PERIOD BY 1.1 PERCENTAGE POINTS**
- **77.6% LOAD FACTOR ON INTERCONTINENTAL FLIGHTS (+1 P.P. VS 2013)**
- **+9% INCREASE IN PASSENGERS ON INTERNATIONAL FLIGHTS (+14% FROM ROME FIUMICINO)**
- **INCREASE IN LOAD FACTOR ON DOMESTIC FLIGHTS BY 2.1 P.P.**
- **+12.1% INCREASE IN THE NUMBER OF PASSENGERS ON DOMESTIC FLIGHTS TO/FROM MILAN LINATE**
- **MORE THAN 250 THOUSAND PASSENGERS ON ROUTES TO SARDINIA**

**ALITALIA CARRIED 23,993,486 PASSENGERS IN 2013, CONFIRMING IT TO BE THE  
FIRST CARRIER AMONG THOSE OPERATING FROM ITALY.**

**EXCELLENT OPERATIONAL PERFORMANCE AND GROWTH IN MARCH**  
**PUNCTUALITY 92.3% (+5 P.P. VS. MARCH 2013 WHICH WAS 87.3%);**  
**REGULARITY 99.9% (+0.2 P.P. VS MARCH 2013 WHICH WAS 99.7%).**

*Rome, 15 April 2014* - More than **280,000 passengers** will travel with Alitalia during the **Easter festivities** (18-22 April). An increase of **+12.5% compared to Easter 2013**. Specifically, more than 205,000 passengers will travel through the Rome Fiumicino hub, an increase of 10% over last year.

Moreover, **from 18 April to 5 May**, which includes the Easter period, the celebrations for the canonisations of Pope John XXIII and Pope John Paul II, and the Italian public holiday weekends of 25 April and 1 May, more than **one million passengers** are expected to travel



on Alitalia flights. 74% of passengers will transit Rome Fiumicino Leonardo da Vinci airport confirming customer satisfaction with the Re-hubbing project, initiated last winter, which reviewed connection times guaranteeing more convenient flight timings for passengers departing from other Italian and international airports.

**Preferred holiday destinations** are: **Sicily (Catania, Palermo), Sardinia (Cagliari), Apulia (Bari) and Calabria (Lamezia Terme)** for domestic flights; **Paris, Amsterdam, Madrid, Athens and Tel Aviv** for international routes, and **New York, Sao Paulo, Buenos Aires and Tokyo** for long-haul flights.

## **OPERATIONAL PERFORMANCE IN MARCH**

**March 2014 saw an increase in the load factor on Alitalia flights** compared to the same month in 2013. The load factor on Alitalia flights reached **75.6%, an increase of one percentage point** compared to March 2013, which was recorded as 74.6%.

**1,684,987 passengers were carried by Alitalia in March 2014**, a slight decrease compared to the same month of the previous year, due to fact that the Easter holidays, a busy period for passenger air travel, coincided with the end of March. In 2014, Easter falls towards the end of April.

**In the first three months of 2014**, the Company reported positive traffic figures as a result of the efforts made towards the increase in international and intercontinental sectors and the reorganisation of domestic schedules.

From January to March 2014, **Alitalia carried 4,542,314 passengers**, a figure substantially in-line with the first three months of 2013, **with an increase in load factor of 1.1 percentage points**: from 70.7%, for the first three months of last year, to **71.7%** for the period January – March 2014.

Alitalia closes the first quarter of 2014 with a **load factor of 77.6% on intercontinental routes**, an **increase of one percentage point** compared to the same period in 2013.

During the period, **the most notable increase in traffic was recorded on international routes** (Europe and Middle East), with **+9% more passengers** compared to the first quarter of 2013 and with a peak of **+14% of passengers on international routes from and to Rome Fiumicino**.

**On domestic routes**, which still show a slight decrease in traffic due to the critical Italian macroeconomic scenario, Alitalia has been able to effectively manage the capacity on domestic flights, **closing the first quarter with an increase in load factor of 2.1 percentage points** (from 63.4% in 2013 to 65.5% in 2014).

Between January and March 2014, **Milan Linate became the airport with the fastest growing number of passengers carried on domestic flights (+12.1% vs January-March 2013)**. **An increase of +1% in the number of passengers and an increase of 2.4 percentage points in load factor was recorded on the Rome Fiumicino – Milan Linate route**.

**An excellent performance was recorded on the Sardinian region routes** operated by Alitalia (Rome-Cagliari, Milan-Cagliari and Milan-Alghero), **with over 250,000 passengers carried** between January and March 2014.



**Alitalia carried a total of 23.993.486 passengers in 2013**, confirming it to be the number one carrier of those operating from Italy.

**Alitalia's operational performance (punctuality and regularity)** continues to maintain levels of excellence even in March 2014.

During the month, **punctuality A15** – i.e. the number of flights landing within 15 minutes of the scheduled time of arrival, reached **92.3%**, **an increase of 5 percentage points** compared to March 2013 which was recorded as 87.3%.

The **regularity index**, equal to **99.9%** - i.e. the number of flights operated out of the total number of flights scheduled, shows an **increase of 0.2 percentage points** compared to March 2013 which was recorded as 99.7%.

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