



Volare Reaches Its Final Destination: ITA Airways' Loyalty Program to End on March 30, 2026

Rome, 20 March 2026 — Volare, ITA Airways loyalty program, will end on March 30, 2026, further confirming what was already communicated to the program's members on December 18, 2025.

Accumulated points can be redeemed until March 30, 2026 to book flights for travel within the following 12 months with ITAAirways and its partner airlines, using the Cash & Points or Award Ticket options. Points can also be redeemed for products and services offered by commercial partners until April 30, 2026.

Starting from April 1st, program members will also have the option to convert their points into a voucher ("Gift Card Volare"), non-nominative and transferable, which can be used by June 30, 2026 to purchase tickets of all fare types on the website <http://www.ita-airways.com> for flights with ITA Airways and its partner airlines within the following 12 months.

Since its launch, Volare has placed customers at the heart of its strategy, offering flexibility, simplicity, transparency, and personalized travel experiences. The program was designed to make earning and redeeming points seamless, while fostering a trusted relationship with its members. These principles have guided the program's development and initiatives, enabling tailored solutions to meet a wide range of travel needs and preferences.

Reflecting this vision, the program — now counting 4 million members — introduced three dedicated products: **Volare Avventura**, designed for young travellers aged 2–16 and engaging more than 6,500 families, for a total of 12,800 young members; the **Corporate Program**, developed for companies and joined by over 48,000 participants; and the **Volare Business Club**, dedicated to small and medium-sized enterprises, with more than 4,500 enrolled companies.

Over time, Volare has built an ecosystem of more than 40 partners across the hospitality, mobility, lifestyle, and retail sectors. It has also collaborated with numerous international carriers, further expanding opportunities for members to earn and redeem points worldwide. Careful partner selection has strengthened its connection with the global community worldwide.

A consistent and distinctive brand identity has supported the program, enabling effective engagement with diverse audiences across age groups, nationalities, and travel needs.

The achievements attained over the years represent not only numerical milestones, but also tangible proof of Volare's ability to build authentic and lasting relationships — turning every journey into a meaningful and valuable experience.

The results represent not only numerical growth, but also Volare's ability to foster authentic, long-lasting relationships, transforming every journey into a meaningful and valuable experience.

Volare remains available to support its members during this phase: details and FAQ regarding the program are available at: https://www.loyaltyprogram.ita-airways.com/en_gb/faq.html.

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