MAJOR MILESTONE IN LUFTHANSA GROUP INTEGRATION OF ITA AIRWAYS JOINING THE LOYALTY PROGRAM MILES & MORE

News / Airlines



Starting 1 April, Miles & More will become the official loyalty program of ITA Airways. The Lufthansa Group's frequent flyer program will then be open to all passengers of the Italian airline. They will gain access to a global partner network with exclusive rewards and services upon registration with Miles & More. This new collaboration between Miles & More and ITA Airways is a major milestone in the integration of ITA Airways into the Lufthansa Group.

Registration for Miles & More will also be possible via the airline's online portal ita-airways.com and its app, starting 1 April. Passengers of the Italian airline will benefit from Europe's leading frequent flyer program with its global network of 35 airlines and over 135 additional program partners from the very first mile. These include renowned hotels, global car rental companies, and numerous products and shopping brands. Miles & More members can also earn miles on all Lufthansa Group airlines, all Star Alliance airlines, and other partner airlines. These miles can then be redeemed for award flights, travel-related awards, and numerous selected products and services.

In addition, new members can earn “Points” to achieve or maintain frequent flyer status within the

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Lufthansa Group. For ITA Airways customers who already have frequent flyer status, an attractive offer to switch to the Miles & More program via a status match will also be published. The partnership between ITA Airways and Miles & More will be further expanded with additional offers over the course of the year.

By adding ITA Airways, Miles & More is further expanding its leading position. All 39 million Miles & More members will now have the opportunity to earn miles in the ITA Airways route network, redeem them for flights, and earn Points toward the coveted frequent flyer status.

Dieter Vranckx, Chief Commercial Officer Lufthansa Group, commented: "Welcoming ITA Airways to the Miles & More program is a unique milestone, not only from a program offer perspective but also from the airline's customers perspective. With this step, we continue to be on track integrating ITA Airways as Hub Airline. The ITA Airways customers will get access to an industry-leading program, which will further expand its excellent position and create additional synergies for its worldwide customer base. ITA Airways has made the strategic decision to use Miles & More as a large and globally anchored loyalty program and to offer its customers a worldwide route network for earning miles in the future. ITA Airways will thus integrate further into our Lufthansa Group airline commercial powerhouse."

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