Emirates began operations to Italy in 1992 with the launch of three weekly flights to Rome. Since then, demand for Emirates flights has increased progressively and as a consequence, the number of frequencies and destinations have grown.

Today Emirates operates 56 weekly flights to four cities; three times daily to Rome and Milan, as well as daily services to Venice and Bologna. This long-standing presence in Italy has enabled Emirates to stimulate traffic. In 2017, 1.6 million passengers flew on Emirates’ flights to and from Italy, an increase of 40% in the last five years. Italy features in Dubai’s top 20 source markets for inbound tourism with 214,000 Italian visitors in 2017, 5% over the previous year.

Emirates’ significant socio-economic impact in Italy
A 2015 study by Frontier Economics found that Emirates’ services to Italy had a GDP impact of €747 million and supported more than 10,270 direct, indirect and induced (DII) jobs in 2013-14. This number not only takes Emirates’ staff in Italy into account, but also the supply chain employment such as ground-handling or catering jobs and induced employment through the economic activity generated by those direct and indirect employees.

Emirates’ unique connectivity
Emirates is the only airline operating direct flights between Italy and Dubai, making Milan, Rome, Venice and Bologna unique direct connections. Without Emirates’ flights to Italy, passengers to Dubai would have to use at least a one-stop connection. According to Frontier Economics, Emirates’ unique connectivity created a catalytic GDP impact of €30 million for the Italian economy in 2013-14. Furthermore, the increased connectivity facilitates foreign direct investment (FDI) and international trade. In 2013-14, Emirates’ unique connections had a catalytic impact of €39 million on FDI and supported €59 million in trade.

Emirates’ Dubai-Milan-New York JFK route
Emirates began operating so-called “Fifth Freedom” flights between Milan Malpensa and New York JFK in October 2013. The Italian Government saw a need in the marketplace for greater

Emirates contributes to Italy’s connectivity needs in the Middle East, Africa, Asia and Australasia

**Route Map**
- Passenger Routes
- Freighter Routes
- Passenger & Freighter Routes
- Upcoming Passenger Routes
To the Italian Government, the Milan region, Milan airport and the surrounding communities, existing flights did not meet demand and they concluded Emirates’ entry into the Milan-New York market would significantly benefit consumers and the region’s economy. Their conclusions were right, because within 12 months from the date Emirates commenced flights, the total market size increased by 79%, which has benefitted the airports, tourism and trade, and consumers, who now have better connectivity and more choice. Due to this strong demand from passengers Emirates up-gauged the type of aircraft operating on the route from a Boeing 777 to Airbus A380 in June 2015.

“Fifth Freedom” operations from Europe to the US are not unusual where market demand exists, and several other carriers are exercising such traffic rights, via Europe to New York in particular. However Emirates’ flights between Milan and New York have been the focus of much attention from some competitor carriers, despite the fact that this flight has stimulated overall demand for the market and, along with Athens-Newark, Emirates’ second Fifth Freedom flight, accounts for under 1% of total US-Europe capacity.

Growing Italian exports
Italy is one of the UAE’s largest global trade partners with an overall trade volume of €6.4 billion in 2017. Nearly 84% of the bilateral non-oil trade between the two countries is accounted for by Italian exports, worth €5.3 billion in 2017. Italy benefits from a strong relationship with the UAE’s largest city Dubai, which is an export centre for Italian designer luxury wear, home and office furniture, food and drink, as well as machinery.

In 2017, Emirates’ freight to and from Italy amounted to 70,000 tonnes, an increase of 9% over the previous year. Italian brands have a visible presence in Dubai, for example, Armani has established a hotel and residences in the world’s tallest building, the Burj Khalifa; one of the largest property developers in the UAE, Damac Properties, has built apartments using designer interiors by Fendi Casa; and Versace has opened a hotel and residences - the Palazzo Versace.

A major supporter of Italian business
Emirates annually contributes over €409 million to the Italian economy via purchases of products and services, thus supporting Italian businesses. One concrete example is Emirates procuring premium extra virgin olive oil from Castello Monte Vibiano in Umbria since 2003 which is served in all premium cabins. The onboard consumption of the olive oil in 2014 was 3,816,000 bottles, or 25% of Castello Monte Vibiano Vecchio production. The scale and duration of this partnership has enabled Castello Monte Vibiano Vecchio to more than triple its number of employees. This is a relatively small, but important, example of Emirates’ support of the Italian industry.

Emirates is also a proud sponsor of AC Milan, one of the most successful football clubs in the world, since September 2007. A new five-year sponsorship deal, extending the airline’s presence on the club’s shirts until the 2019-20 season was agreed on in December 2014.

Open Skies for a stronger Europe
International aviation competition is currently high on the European Union agenda. Opening markets with main trading partners is an urgent necessity if the EU is to bridge its connectivity gap with the rest of the world. Liberalised aviation markets create new routes for people to travel and work, and for goods to be exchanged. It is not surprising that key representative bodies, including Airports Council International (ACI Europe) with 28 Italian airports among its members and the European Travel Commission which is supported by the Agenzia Nazionale del Turismo (ENIT), recently called on policymakers to prioritise free aviation market access, including with Gulf countries. Some European legacy carriers in France and Germany disagree with this. But why should valuable direct international air links, which are so important for business and tourism, be limited to a few European airlines and a few European hubs with higher ticket prices, longer travel times and passenger inconvenience as consequences?

About Emirates
Emirates was established in 1985 and since then, growth has been measured in line with market demand. With 269 efficient aircraft in service today, Emirates operates a global network of over 160 destinations in 86 countries, independently of the three traditional alliances.