

iCoupon partners with ITA Airways for automated vouchers



iCoupon's voucher system will provide a solution for passengers on ITA Airways in the event of a delay

[iCoupon](#) has expanded its portfolio with Italian flag carrier, [ITA Airways](#). This partnership marks a significant milestone in iCoupon's growth, strengthening its presence across Europe and its connections in the U.S. and Latin America.

With this deal, ITA Airways will implement iCoupon's automated vouchering system into its operations, providing a solution for passengers whose flights have been delayed. Starting with Rome Fiumicino Airport ([FCO](#)), ITA Airways plans to roll out iCoupon's services to all airports served by the company, totaling approximately 70 airports worldwide.

iCoupon's platform uses contact-free technology to enable the application of vouchers directly to passengers' boarding passes in the case of flight disruption. This system will eliminate the need for physical vouchers or complex downloading procedures for wallet-based solutions in the event of a delay or cancellation.

"As the number one airline in Italy, ITA Airways is another fantastic addition to our portfolio. iCoupon is the only global integrated network of retailers that allows an airline to have a standardized solution at both ends of the passenger's journey. This massively improves efficiency when managing the consequences of delays," said Richard Bye, CEO of iCoupon. "Adopting iCoupon's platform will enable ITA Airways to further enhance the customer experience and ensure a hassle-free travel experience for passengers, reinforcing its position as a leading player in the global aviation landscape."