

Transfer Incentive Scheme (TIS) 2010/2011
For Transfer Passenger Operations
Valid from July 1st 2010 until further notice

Introduction:

DAA is fully aware of the various constituent parts of the business that show potential for future growth and long-term stability. One of these areas is transfer passengers, which can play an important role in securing short and long haul services by stabilising load factors in a weak 'Origin & Destination' market.

DAA has thus developed the TIS, which would offer all airlines selling **through fares on through tickets** on specific routes (i.e. from a qualifying origin airport to a qualifying destination airport via Dublin) an inbuilt incentive to maximise their transfer throughput.

In developing such a scheme, DAA wishes to promote passenger transfer traffic at Dublin Airport in a similar way as is done in some of its peer airports. DAA would expect that the scheme at a minimum would encourage operators to increase:

- Dublin's network by strengthening the profitability of marginal routes and encourage the development of new capacity
- Dublin's market share in the transfer passenger market between destinations not served directly
- Dublin's market share amongst price-sensitive passengers between destinations served directly
- Use of the United States Customs and Border Protection (CBP) facility when it opens in Dublin Airport in late 2010
- Passengers' use of DAA's commercial facilities (Retail, Duty-Free, Lounges, Food and Beverage etc.)

To avail of the DAA TIS an operator would be required to demonstrate to DAA's satisfaction that it will maintain a significant marketing drive in the various markets highlighting Dublin as a transfer airport in order to both sustain and grow traffic on approved routes.

Scheme Outline:

Dublin Airport will offer the following financial award for 5 years on a sliding scale per departing transfer passenger on qualifying routes:

Year	Transfer Passenger Award	Period
1	€6.00	for the 12 months following approval
2	€6.00	for the subsequent 12 months
3	€4.00	for the subsequent 12 months
4	€4.00	for the subsequent 12 months
5	€2.00	for the subsequent 12 months

Note that TIS support is awarded on each embarking transfer passenger on routes showing potential for this type of traffic and is a fixed award amount graduated over a number of years.

After the support period, transfer passengers will be charged at the standard rates current at the time of operation, as published by DAA.

Eligibility:

The transfer incentive applies on qualifying routes that meet the following criteria:

- The operator(s) must inter alia:
 - Sell a through fare on a through ticket to qualify for a TIS award
 - Agree to sell a through fare online or through its GDS systems
 - Organise the schedule on nominated routes (i.e. reduce the connecting time between the arriving flight and the departing flight to at most 5 hours)
 - Agree to market Dublin Airport as a transfer airport on its website
- The scheme will apply to qualifying transfer passengers. Note that the following definition applies to a transfer passenger making a direct connection at Dublin Airport:

A "Transfer Passenger" means a passenger arriving into Dublin Airport from another airport ("airport of origin") on one flight who departs aboard a flight with:

- A different flight number on the same through ticket to an airport or city other than the airport of origin or city of origin, provided that the scheduled time of departure of the second flight is not more than 5 hours after the scheduled time of arrival of the first flight.
- The same flight number on the same through ticket, who does not remain on board the aircraft he/she arrived in and does not stay within a secure segregated area within the airport.

- The operator(s) must submit the total number of terminal, transfer and transit passengers, including the class, children, infants and jump seat passengers as per the "Transfer Passenger" definition and all other DAA passenger definitions as set out in the current Dublin Airport Terms and Conditions document.

Period of Application:

Support under the terms of the passenger TIS for qualifying routes, apply only for applications received and approved by DAA from the 1st July 2010.

General Conditions:

- Qualifying criteria is open, transparent and non-discriminatory. DAA will decide whether a route will qualify for TIS based on the matrix published in Appendix 1.
- Dublin Airport reserves the right to revoke or amend at any time and without justification the terms and conditions of the Dublin Airport TIS. Also, Dublin Airport explicitly reserves the final decision in its entirety concerning eligibility for the transfer incentive
- DAA reserves the right to change the rankings of the criteria published in the TIS Review Matrix at any time.
- If DAA makes any amendment, it shall publish the amended scheme on its website located at www.dublinairport.com. Operators that have already qualified for the TIS should refer on a regular basis to the Dublin Airport website to be aware of any changes made to the scheme.
- As a general principle DAA will not apply TIS on routes which are already getting DAA route support under the terms of any annual DAA route support scheme. However, if the route support is in its penultimate or final year of route support, TIS could also apply but only if the total support received is less than that received in the previous year of the route support scheme.
- An operator may receive Dual Gateway support and TIS concurrently.
- Each route receiving TIS will be subject to a regular review by DAA.
- During these regular reviews, operators may request a route or routes to be added or removed from TIS. However, operators must prove to DAA's complete satisfaction that a replacement route satisfies the same set of criteria as all new TIS route proposals.
- DAA will remove a route or routes from TIS support if transfer traffic does not materialize to expected levels as established in the transfer incentive application submitted by the operator. An operator may request that a route or routes be added in order to replace a route or routes no longer eligible. However, operators must prove to DAA's complete satisfaction that a replacement route satisfies the same set of criteria as all new TIS route proposals.
- Where transfer traffic is generated by reducing capacity on other routes with no obvious net economic benefit to the DAA airport/airports, approval will not be granted under the TIS. This means that an operator which switches capacity from one airport operated by DAA to another, will not generally qualify for support under this scheme.
- An operator whose proposal has been accepted by DAA under the terms of this scheme will receive an approval letter from the Director-Strategy, Regulation and B2B in DAA to this effect. This letter will constitute acceptance by DAA of the route proposal, subject to the operator operating in full accordance with its Transfer Incentive proposal to DAA. No operator may be considered to be approved for support under this scheme until it has received such a letter
- DAA reserves the right to reject approval of a route to TIS, if the commercial rationale cannot be justified.

Marketing/Promotional Conditions:

- The operator must supply an analysis of each through-route (Origin-Dublin-Destination). It must select through routes in which it believes some or all of the following:
 - Offers the potential to deliver a substantial number of transfer passengers,
 - The through route is in a logical direction
 - The through route is served with minimal routings and/or lack of direct service.
- The operator must demonstrate that it will actively co-promote some or all of the following:
 - The Transfer Passenger page on DAA's website
 - The US CBP offering at Dublin Airport
 - DAA Retail, Duty-Free, Food/Beverage facilities
 - DAA lounges
- The operator must continue with marketing efforts throughout the period of the scheme and share other information/research from time to time.
- The operator must supply DAA (on a regular basis) with detailed market information on "point of sale" campaigns undertaken by the operator in different markets to help DAA gauge the success of these advertising campaigns. Providing this information to DAA's Aviation Marketing Department will allow the airport authority to identify which markets are delivering the growth and evaluate how successful marketing campaigns have been in generating new traffic.
- The operator must supply copies of the operator's annual marketing and promotional plan for qualifying routes at DAA request.
- Appendix 1 (attached at the end of the TIS Terms and Conditions) must be signed on behalf of the operator by a company representative confirming that the operator has read, understood the TIS Terms and Conditions and that the operator will comply with all the TIS Terms and Conditions at all times. In signing Appendix 1 of the TIS Terms and Conditions, the operator also agrees that:
 - The 'intended level of marketing/promotional activity' will be determined and agreed between DAA and the operator in advance of TIS support being awarded by DAA.
 - That the 'expected traffic growth potential' on each proposed through route will become effectively the annual 'transfer traffic target' that DAA will use as a measure to determine if each route is performing to expectations in each of the 5 years of the scheme.

Operational Conditions:

- The flight is a scheduled flight.
- The operator has traffic rights to fly the proposed route.
- To avail of the TIS incentive a transfer passenger must be travelling on a flight operating on an approved route.
- The schedule timings proposed and operated have been reviewed and approved by Dublin Airport's slot coordinator, and any slot change requests issued by the slot coordinator have been fully complied with. Operators who are deemed to be operating off slot by the coordinator will not qualify for TIS.
- Continuing support under this scheme is contingent on the operator cooperating fully with Dublin Airport's slot coordinator to assist in increasing operational efficiency at the airport.
- Continuing support under this scheme is contingent on the operator and/or its handling agent complying with operational service standards as set by DAA, specifically, but not exclusively the key standards established for passenger handling and baggage delivery in the terminal.
- After a route has been approved for TIS support, DAA must be notified if the operator alters ticketed and/or operated scheduled timings, as this may affect connecting times. Approval may be withdrawn if the DAA deems that the new timings no longer offer passengers appropriate connecting times.
- The transfer passenger holds the appropriate documentation to board aircraft operating on each sector: one for the initial flight to Dublin Airport and one for the subsequent flight to a destination served from Dublin Airport.
- The transfer passenger's baggage must automatically be transferred between flights at Dublin Airport or (if the passenger is transferring onto the same aircraft in which he/she arrived at Dublin Airport) stay on board the same aircraft.
- With regard to code-sharing flights, only the operating carrier is eligible.
- Given the shortage of contact stand capacity at Dublin Airport for qualifying services, operation to/from a contact stand will be at the discretion of DAA, and therefore availability of a contact stand cannot be assumed. Details of DAA's current Stand Allocation Rules are available on the airport charges page of the Dublin Airport website at www.dublinairport.com.
- Operators must ensure passenger data is accurately reported electronically via the SITA messaging service as per section 4.27 of the DAA's Terms and Conditions document. Note that MVT, LDM, SLS, DIV, ASM, PTM, PSM messages should be sent to DUBRN7X. Should an operator be unable to meet this requirement then the operator must adequately show DAA that it can pass transfer data in an accurate and timely manner. Failure to do so will result in the withdrawal of the operator from the scheme.
- The operator must provide DAA with the level of information required to track each transfer passenger from the qualifying originating airport to the qualifying destination airport.
- Though the focus is on a one stop passenger scenario, a two-stop passenger may occur on some Transfer routes (e.g. Glasgow-Dublin-JFK- Buffalo, USA).

- The operator must ensure appropriate connecting times between scheduled flights on nominated routes (i.e. that the scheduled time of departure of the second flight is not more than 5 hours after the scheduled time of arrival of the first flight). The operator must provide adequate connecting times between nominated transfer routes when publishing their winter and summer schedules.
- The operator must allow DAA to identify a fixed range of gates for the operator's nominated route/s with high transfer volumes. DAA will endeavour to facilitate an operator's request for specific gates, however the operator must accept DAA's decision/s to realign an operator's nominated transfer operations within the terminal in order to enable the most convenient passenger routings and take advantage of opportunities to incentivise DAA's retail, duty-free, lounge facilities and US CBP offering at Dublin Airport in a mutually beneficial manner.

Financial Conditions

- The TIS will apply or continue to apply only as long as an operator is fully compliant with the published Dublin Airport Terms and Conditions (available on the airport charges page located at www.dublinairport.com), and specifically with respect to:
 - The payment of invoices for all airport charges and any other fees and services provided by DAA to the operator, including adhering to credit terms in respect of all DAA invoices, unless DAA, in its absolute discretion, shall otherwise determine.
 - The provision of information whereby the operator is required to provide DAA with passenger, cargo and aircraft related information as outlined in the published Airport Charges at Dublin Airport Terms and Conditions, sections 4.14 to 4.32 inclusive.
- DAA reserves the right to refuse to apply this scheme if the Transfer Incentive proposal does not meet any of the criteria listed above. DAA's decision on these matters is final.

Billing Conditions:

- The basis of TIS calculation is the number of transfer passengers on the route as reported electronically by the passenger handling agent (self-handler or handling agent).
- The scheme will apply on the departure leg only of the nominated routes.
- The TIS rebate applicable on any flight sector will be subtracted from the airport charges applicable on that sector.

Appendix 1 Application for TIS 2010

Basis by which all TIS applications will be considered:

An operator should review this TIS Matrix prior to submitting any application for TIS support.

TIS Matrix 2010		
Weighting	Criteria	Detail
1	Transfer Development Potential Based on maintaining current transfer levels on developed transfer routes and transfer growth on new transfer routes	High
		Medium
		Low
2	Visible Market Promotion of Dublin Airport as a Transfer Airport Based on advertising campaigns (any media) or any of form of marketing promotion encouraging transfer traffic at Dublin	High
		Medium
		Low
2	Retail Opportunities Duty free/duty paid, time to shop	High
		Medium
		Low
2	Other Commercial Opportunities For example CBP use, DAA Lounge use, Shop& Collect etc.	High
		Medium
		Low
2	Time between Transfers Attractive product offering	< 5 hours
		>5 hours
3	Promote the transfer page on the Dublin Airport website Providing a link on airline's website or on booking documentation	Yes
		No
3	Operator Commitment to Dublin Multiple operator proposals will be considered as having a base in Dublin if one of the operators is based in Dublin (similarly with a group of routes).	Aircraft base at Dublin
		Group of Routes
		Single Route

Information required in any application for TIS support:

Please provide DAA with the following information that will allow the airport authority to evaluate each route using the following information:

- a. The number of transfer passengers on each through route in previous year. This number can be actual passengers travelled or traffic based on bookings made. Numbers must represent the total departing passengers in both directions on a nominated through route.
- b. Booking information and/or expectations for subsequent years (assuming route/s receive/s TIS support)
- c. Details of the marketing and promotion that will be undertaken to promote Dublin Airport as a transfer airport
- d. Details of how the transfer page on Dublin Airport's website will be promoted by the operator
- e. Operator's intention to use/not to use CBP facility, promote DAA lounges, promote Shop & Collect and/or any other commercial product
- f. Proposed change to flight times to make the time between transfers more attractive. (Only applicable if the flight times differ/will differ from those already held by Dublin Airport's slot coordinator)

Detail of route/s proposed:

In addition to the information above, please complete the following for the nominated route/s:

Application for DAA TIS support		
Operator 1		
Billing Address		
Operator 2 (if different)		
Billing Address		
Through Route Details* (ICAO Codes)	Destination 1	Destination 2
	a.	1)
	b.	2)
	c.	3)
	d.	4)
	e.	5)
	f.	6)
	g.	7)
	h.	8)
	i.	9)
	j.	10)
Routings*		
Origin/s	Destination/s	

NB: An excel version of this table can be downloaded from the Dublin Airport website

* Multiple combinations of routes possible

Example application for DAA TIS support

Flying from Kiev through Dublin to ←→ Cancun, Havana & Jacksonville

Application for DAA TIS support		
Operator 1	XYZ Airlines	
Billing Address	Kiev Airport, Kiev, Ukraine	
Operator 2 (if different)	ABC Airlines	
Billing Address	Orlando Airport, Orlando, Florida, USA	
Through Route Details* (ICAO Codes)	Destination 1	Destination 2
	a. Kiev	1) Cancun
	b.	2) Havana
	c.	3) Jacksonville
Routings		
Origin	Destination/s	
a.	1, 2, 3	

Operator/s Signature/s:

Accompanying the application and analysis a representative of the operator/s confirms to DAA that the airline/s has read and agrees to the Terms and Conditions of TIS 2010 as follows:

The undersigned confirms that s/he has read, understood and will comply with all the TIS Terms and Conditions set out in this TIS Terms and Conditions document.

<i>Details</i>	<i>Operator 1</i>	<i>Operator 2 (if different)</i>
Company Name:		
Address:		
Company Registration Number:		
Date:		
<i>Signature:</i>		
Name (in block capitals):		
Position in company:		