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# Route Support Scheme for Long-Haul Destinations 2009

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**[RSS for Long Haul Destinations 2009 01]**  
Valid from January 1<sup>st</sup> 2009 – December 31<sup>st</sup> 2009

**Industry Affairs – January 2009**

Valid from January 1<sup>st</sup> 2009 – December 31<sup>st</sup> 2009

## Introduction:

DAA continues to adopt an approach to assist in the development of new routes which has supported and encouraged the passenger traffic growth at the airport over the last 15 years, especially in the formative years of route start-up. In addition, a significant sum will be provided in the form of marketing support to help operators establish their presence in the new emerging market.

## Scheme Outline:

The route support will be offered as discounts on qualifying airport charges at Dublin Airport.

Airport charges do not include additional charges which may be introduced by DAA to comply with new or amended national or European Legislation, charges introduced by the Commission for Aviation Regulation, or charges relating to separate services offered by DAA, for example: Passengers with Reduced Mobility Charge, Self Service Kiosk Charge, Security Charge, Check-in Desk Rental Charges or any environmental related charge.

## Level of Route Support:

Year	Discount on Airport Charges for qualifying long-haul routes
1	100% for the 12 months following start-up
2	90% for the subsequent 12 months
3	75% for the subsequent 12 months
4	50% for the subsequent 12 months
5	25% for the subsequent 12 months

After the five-year period, all airport charges will be charged at the standard rates current at the time of operation, as published by DAA.

## Route Criteria:

A route will qualify as a new route under this scheme if it meets the following criteria:

- The proposed route commences operations between January 1<sup>st</sup> 2009 and December 31<sup>st</sup> 2009.
- The proposed route is promoted and sold as a destination that is not already served from Dublin.
- The proposed route is a non-stop service.<sup>1</sup>
- The operator has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is return services on 2 days per week per season. The proposed route can be based on either a seasonal or a yearly operation as long as the minimum frequency requirements are maintained in the seasons operated.
- The route has not been served within the previous 12 months at a frequency higher than 2 services per week on a year-round basis. A route that has been served within the previous 12 months at a frequency greater than 2 services per week on a year-round basis may be considered as a new route if the operator can reach agreement with DAA that it is an appropriate commercial decision in the interests of the operator, DAA and passengers.
- The proposed route is one that will increase the network coverage and traffic base at Dublin Airport. This means that the route must give access to a market not adequately served directly, is expected to increase the overall number of passengers using the airport and is a route that has a commercial benefit to Dublin Airport.
- 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 the Route Support Scheme.

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<sup>1</sup> Services operating with a commercial transit stop at an airport already served from Dublin Airport may in certain circumstances be awarded a discount on certain airport charges under the scheme

**Period of Application:**

Support under the terms of the Route Support Scheme for Long haul routes 2009 will apply only for operations commencing between the 1<sup>st</sup> January 2009 and the 31<sup>st</sup> December 2009.

**Other conditions:**

- Operators must lodge written proposals in DAA standard format (attached as Appendix 2 below) no earlier than 6 months in advance of the date of commencement and at least 1 month prior to start-up.
- 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 from time to time, specifically, but not exclusively the key standards established for check-in, passenger handling and baggage delivery in the terminal.
- DAA reserves the right to refuse to apply this scheme if the route proposal does not meet the criteria listed above. DAA's decision on these matters is final.
- DAA reserves the right to amend this scheme at any time including in relation to the criteria for eligibility to participate in the scheme. If DAA makes any amendment, it shall publish the amended scheme on its website located at [www.dublinairportauthority.com](http://www.dublinairportauthority.com).
- If due to unforeseen and extraordinary circumstances an operator receiving support under this scheme fails to comply with the terms and conditions of this scheme, DAA may, if it considers that the route on which such support is being provided is of significant economic or strategic importance to Dublin Airport, defer the route support for such a time as it considers at its sole discretion necessary to ensure the continued viability of such route. The maximum period of deferral of support shall be 6 months. During the period of deferral the operator will be obliged to pay full airport charges.

**Notes:**

- Discounts applicable for any flight sector will be based on the level of airport charges applicable when the sector is operated.
- The definition of a long-haul route for the purposes of this scheme is one that is greater than 2,500 Nautical Miles from Dublin Airport and/or is a transatlantic route.
- Airbridge charges will be applied for all airbridge-compatible aircraft occupying an airbridge-served stand whether or not the airbridge is used. The billed period for airbridge charging purposes will be the same as that used for aircraft parking charges i.e. it applies from the Actual Time of Arrival (landed time) to the Actual Time of Departure (airborne time) minus 30 minutes (20 minutes prior to 29<sup>th</sup> March 2009) as recorded in the Dublin Airport Operations System databases.
- For the purposes of this scheme, discounted airport parking charges and discounted airbridge charges will mean a discount on parking and airbridge related to the departure movement on the qualifying route for a maximum period of 3 hours.
- Note that where aircraft parking period occurs fully or partly during the charge-free period defined as "night-time" in the Airport Charges at Dublin Airport Terms and Conditions, no further discounts on aircraft parking or airbridge will be given.
- 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.
- If an operator alters its ticketed and/or operated scheduled timings DAA must be notified. Approval may be withdrawn if the operator does not operate to the scheduled timings as

approved by the slot coordinator and as notified by the operator in its original route support request.

- New services, which involve switching capacity from one service to another, or from one airport controlled or managed, by DAA to another, will not generally qualify for support under this scheme. Where traffic on a new route is generated by reducing capacity on other routes with no obvious net economic benefit to the airport/airports, approval will not be granted under the scheme.
- DAA will respond to an application made under the terms of this scheme no earlier than 6 months prior to start-up for a qualifying route.
- Operator applications sent in advance of the 6-month horizon outlined above will be considered only as expressions of interest in a route, and will not confer any qualifying rights on the operator.
- If two operators make an application within the same time frame in relation to the same route, approval will be given to the operator with the earliest starting date, where the route proposals are similar in terms of capacity and frequency proposed. Only one operator's application will qualify in relation to a specific route proposal.
- If more than one operator makes an application within the same time frame in relation to the same route with the same starting date, approval will be given to the operator whose application was received first where the route proposals are similar in terms of capacity and frequency proposed.
- An operator whose proposal has been accepted by DAA under the terms of this scheme will receive a Route Support Approval letter from the Director-Strategy and Regulation in DAA to this effect. This letter will constitute acceptance by DAA of the route proposal, subject to the operator's operating in full accordance with its route proposal to DAA. No operator may be considered to be approved for support under this scheme until it has received such a letter
- Once an approval letter has been issued in respect of a particular route, no other operator will be eligible to receive support under the terms of this scheme for the route concerned as long as the approved operator is compliant with the terms and conditions of the scheme.
- If an operator that has received a route support approval letter from DAA fails to commence operations on such route on the commencement date as set out in the approval letter, such approval shall automatically expire and be invalid unless DAA otherwise consents in writing. If an operator reduces its operating profile on the route below the minimum requirement of return services on 2 days per week per season, approval under this scheme will be withdrawn immediately.
- Any additional charges which may be introduced to comply with new or amended European or national legislation, charges introduced by the Commission for Aviation Regulation, or charges relating to separate services offered by DAA, for example: Passengers with Reduced Mobility Charge, Self Service Kiosk Charge, Security, Check-in Desk Rental Charges or any environmental related charge will not fall within qualifying airport charges under this scheme.
- Qualifying seasonal operations forfeit any entitlement to support for the months/seasons during which services are not operated.
- The new route support scheme 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](http://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.

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# Marketing Support Scheme for Long-Haul Destinations 2009

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**[MSS for Long Haul Destinations 2009 01]**  
Valid from January 1<sup>st</sup> 2009 – December 31<sup>st</sup> 2009

**Industry Affairs – December 2008**

Valid from January 1<sup>st</sup> 2009 – December 31<sup>st</sup> 2009

**Introduction:**

This DAA Marketing Support Scheme for qualifying long-haul routes will assist operators to establish their presence in the new market.

**Scheme Outline:**

DAA will offer marketing support for the introduction of new direct services to qualifying new long-haul routes where the services proposed are consistent with DAA's Route Development Strategy.

**Levels of Support:**

The route proposal is reviewed under the headings outlined in the Marketing Support Review Matrix (attached as Appendix 1 at the end of this document). The criteria in this marketing matrix are used by the DAA to assess the potential marketing support for qualifying long-haul proposals. Based on the outcome of such a review, three levels of support are possible as outlined in the following table:

Bands	Year 1	Year 2
<b>Band 1</b>	€150,000 - €199,999	Up to €49,999
<b>Band 2</b>	€200,000-€299,999	€50,000-€149,999
<b>Band 3</b>	€300,000 & Over	€150,000 & Over

Note that all applications for marketing support will be reviewed in the context of the total available Dublin Airport marketing support budget for 2009 and 2010.

**Period of Application:**

Support under the terms of the Marketing Support Scheme 2009 for long haul routes will apply only for operations commencing between the 1<sup>st</sup> January 2009 and the 31<sup>st</sup> December 2009.

**Other conditions:**

- Operators must lodge a written proposal to DAA before any application for marketing support can be considered. Applications for marketing support will also be accepted if the proposal is set out on the standard application form (attached as Appendix 2 below) at least 1 month before start-up, and no earlier than 6 months in advance of the commencement date.
- 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.
- DAA reserves the right to refuse to apply this scheme if the route proposal does not meet the criteria listed above. DAA reserves the right to revise these criteria. DAA's decision on these matters is final.

**Notes:**

- Marketing support may be paid by way of reimbursement or set off against the customer's account, by reference to a schedule and terms specifically set by the DAA. It cannot be netted by the operator against amounts owed to DAA.
- One-stop routes may, in some cases, qualify for some marketing support. DAA will determine the amount and duration of any such support on a case-by-case basis.
- DAA may provide marketing support for route development promotional activities. DAA will determine the amount and duration of any such support on a case-by-case basis.

## Appendix 1: Marketing Support Review Matrix for new long-haul routes:

The decisions as to whether or not to offer marketing support on qualifying long-haul routes, and what level of support to offer will be based on the following market development criteria of the proposed long haul service:

DAA		
Marketing Support Review Matrix for Long-Haul routes		
1	<b>Network Development Potential</b>	New Market
		Key Developing Market
		Existing Market
2	<b>Country Served or Not Served</b>	New Country 1st applicant
		New Country 2nd applicant
		Country already served
3	<b>New Route or Existing Route</b>	New Route 1st applicant
		New Route 2nd applicant
		Existing route
4	<b>Direct or Indirect Routing</b>	Direct routing
		Indirect routing
5	<b>Operator Commitment to Dublin</b>	Single route
		Group of routes
		Aircraft base at Dublin
		Predatory route entry
6	<b>Commercial Potential Long Haul</b>	High
		Medium
7	<b>Aircraft Capacity</b>	>250 seats
		<250 seats
8	<b>Capacity Origin</b>	Capacity redeployment from another DAA route
		New capacity
		Traffic switching from another operator
9	<b>Seasonality</b>	Year Round
		Seasonal
10	<b>Tourism Potential</b>	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

**Appendix 2: Application Form for Route and Marketing Support for long haul routes**

DAA			
Application Form for Route and Marketing Support for new long haul routes			
<b>Operator Name</b>			
<b>Billing Address</b>			
<b>Route Name</b>			
<b>Destination ICAO airport code</b>			
<b>Frequency of Operation (per week)</b>			
<b>Year-round (Y) or Seasonal (S)</b>			
<b>Aircraft Capacity</b>			
<b>Number of stops en-route</b>			
<b>Start-up date</b>			
<b>Aircraft Type</b>	<b>ICAO type designator</b>	<b>IATA type designator</b>	
<b>US CPB pre-clearance services required</b>	<b>Yes</b>		<b>No</b>
<b>Scheduled Timings*</b>	<b>Scheduled time(s) of Arrival at Dublin</b>	<b>Scheduled time(s) of Departure from Dublin</b>	
<b>Monday</b>			
<b>Tuesday</b>			
<b>Wednesday</b>			
<b>Thursday</b>			
<b>Friday</b>			
<b>Saturday</b>			
<b>Sunday</b>			

\*Any changes of times to be notified to DAA

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