
Route Support Scheme for Qualifying Short-Haul Destinations 2009



[RSS for Qualifying Short-Haul Destinations 2009 01]

Valid from January 1st 2009 – December 31st 2009

Industry Affairs – January 2009

Valid from January 1st 2009 – December 31st 2009

Introduction:

DAA believes that there is strong potential to add more short-haul operations onto the Dublin network in regions where DAA considers that services are not currently developed, for example: **Greece, Cyprus, Slovakia, Slovenia, Finland, Estonia, Romania and Bulgaria**. This list is non exhaustive. The components of a short-haul scheme at Dublin Airport are set out below for your information.

Scheme Outline:

The route support will be offered as discounts on qualifying airport charges at Dublin Airport used to start new routes from Dublin to qualifying short-haul destinations in regions where the DAA considers that services are not currently developed, for example: **Greece, Cyprus, Slovakia, Slovenia, Finland, Estonia, Romania and Bulgaria**. This list is non exhaustive. Each route/location will be assessed on a number of objective criteria inter alia:

- The destinations targeted display sufficient connecting numbers to suggest that DAA could gain interest from operators. There is potential for further frequency growth and a competitive entry.
- Securing the destination improves the network reach at Dublin Airport.
- An operator has either ceased flying to the destination or the destination has no service. If the destination has a service, then the level of service is at or below 2 flights a week calculated over a 12-month period.
- Irish trade and tourism links are showing growth to the targeted destination.

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:

The following discounts will apply on qualifying new short-haul destinations:

Year	Discount Airport Charges for qualifying short-haul destinations
1	100% for the 12 months following start-up
2	75% for the subsequent 12 months
3	50% for the subsequent 12 months

After the three-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 1st 2009 and December 31st 2009.
- The proposed route is promoted and sold as a city/destination that is not already served from Dublin
- The proposed route is a non-stop service.¹
- The operator has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is return services on:
 - 2 days per week on a yearly basis for Non-EU Destinations
 - 3 days per week on a yearly basis for EU destinations

¹ 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.

- 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.

Period of Application:

Support under the terms of the Route Support Scheme for qualifying short-haul routes 2009 will apply only for operations commencing between the 1st January 2009 and the 31st 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.
- 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 short-haul route for the purposes of this scheme is one that is less than or equal to 2,500 Nautical Miles from Dublin Airport.
- 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 29th 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 1.5 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 specified, approval under this scheme will be withdrawn immediately. The minimum requirements for short-haul routes are:
 - 2 days per week on a yearly basis for Non-EU Destinations
 - 3 days per week on a yearly basis for EU destinations

- 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 Charge, Check-In Desk Rental Charges, or any environmental related charge will not fall within qualifying airport charges under this scheme.
- 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), 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.

Marketing Support Scheme for Qualifying Short Haul Destinations 2009



[MSS for Qualifying Short Haul Destinations 2009 01]

Valid from January 1st 2009 –December 31st 2009

Introduction:

This DAA Marketing Support Scheme for qualifying short 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 short-haul destinations where the services proposed are consistent with DAA's Route Development Strategy and are thus eligible for review under the headings outlined in the Marketing Support Review Matrix (attached as Appendix 1 at the end of this document). The criteria in the Marketing Support Review Matrix are used by the DAA to assess the potential marketing support for qualifying short-haul proposals. Based on the outcome of such a review, three levels of support are possible as outlined in the following table:

Bands	Marketing Support
Band 1	€20,000 - €34,999
Band 2	€35,000-€59,999
Band 3	€60,000-€100,000

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

Period of Application:

Support under the terms of the Marketing Support Scheme 2009 for qualifying short haul routes will apply only for operations commencing between the 1st January 2009 and the 31st 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 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 qualifying short-haul routes:

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

DAA		
Marketing Support Review Matrix for qualifying short-haul destinations		
1	Network Development Potential	New Market
		Key Developing Market
		Existing Market
2	Country Served or Not Served	New Country 1st applicant
		New Country 2nd applicant
		Country already served
3	New or Existing Route	New Route 1st applicant
		New Route 2nd applicant
		Existing route
4	Direct or Indirect Routing	Direct routing
		Indirect routing
5	Operator Commitment to Dublin	Single route
		Group of routes
		Aircraft base at Dublin
		Predatory route entry
6	Route Detail	EU
		Non-EU
7	Commercial Potential	High
		Medium
8	Aircraft Capacity	>250 seats
		151-250
		101-150
		50-100
		0-49
9	Capacity Origin	Capacity redeployment from another DAA route
		New capacity
		Traffic switching from another operator
10	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

Appendix 2: Application Form for Route and Marketing Support for routes to/from qualifying short-haul destinations

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

*Any changes of times to be notified to DAA

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