
Non-EU Route Support Scheme 2007

Strategy, Regulation & B2B
March 31st 2010



Non-EU Route Support Scheme 2007

[Non-EU RSS 2007]

Valid from January 1st 2007 – December 31st 2007

Non-EU Route Support Scheme 2007 discounts on a number of routes from Dublin Airport are due to reach the end of their discounted period in 2010. In an effort to stabilise the market in the current economic environment, Dublin Airport will offer these routes two further years of route support at a discount of 50% in year 4 and 25% in year 5. All Terms and Conditions applying to the Non-EU RSS 2007 scheme will also apply to this extension of the scheme.

Introduction:

At Dublin Airport, we are very committed to developing new routes and services for our customers. We've been very successful in doing this, and in 2006, traffic at Dublin Airport is likely to exceed 21 million passengers, a record level for the airport. Each year, we review our route support schemes to ensure they are as effective as possible in developing our network in response to a changing market for air transport. We have developed the scheme outlined below to assist in the continuing development of the airport network by supporting new non-EU routes.

Scheme Outline:

The Route Support will be offered as discounts on qualifying airport charges at Dublin Airport. These qualifying airport charges (APCs) are passenger service, security, parking, airbridge and runway movement charges.

- The following discounts will apply at Dublin on the qualifying new route:

Year	Discount on APCs for new Non-EU routes
1	100% for the 12 months following start-up
2	75% for the subsequent 12 months
3	50% for the subsequent 12 months
4	50% for the subsequent 12 months
5	25% for the subsequent 12 months

- After the discounted period, all airport charges will be charged at the standard rates current at the time of operation, as published by the Dublin Airport Authority.

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 2007 and December 31st 2007.
- The proposed route is promoted and sold as a city/destination outside the EU that is not already served from Dublin
- The proposed route is a non-stop service.¹
- The airline has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is return services on three 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.
- 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

¹ Non-EU services operating with a commercial transit stop at an airport already served from Dublin Airport may in certain circumstances be awarded rebates on certain airport charges under the scheme

market not previously served directly, is expected to increase the overall number of passengers using the airport and is a route that has a high commercial value to Dublin Airport.

- The schedule timings proposed and operated have been reviewed and approved by the schedules facilitator/slot coordinator, and any slot change requests issued by the schedules facilitator/slot coordinator have been fully complied with.
- Sovereign Territories and/or Autonomous Communities of EU Member States and United Kingdom Crown Dependencies are generally defined as EU areas within the context of RSS 2007.²

Period of Application:

Support under the terms of the Route Support Scheme 2007 will apply only for operations commencing between the 1st January 2007 and the 31st December 2007.

Other conditions:

- Airlines must lodge written proposals in the Dublin Airport Authority standard format (attached as Appendix 1 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 operating airline cooperating fully with the local schedules facilitator/slot coordinator to assist in increasing operational efficiency at the airport.
- Continuing support under this scheme is contingent on the operating airline and /or its handling agent complying with operational service standards as set by the airport authority from time to time, specifically, but not exclusively the key standards established for check-in, passenger handling and baggage delivery in the terminal.
- The Dublin Airport Authority reserves the right to refuse to apply this scheme if the route proposal does not meet the criteria listed above. The Dublin Airport Authority reserves the right to revise these criteria as appropriate. The Dublin Airport Authority's decision on these matters is final.

Notes:

- Discounts applicable for any flight sector will be based on the level of airport charges applicable when the sector is operated.
- 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

² Bermuda (otherwise known as The Bermuda Islands/The Somers Isles) is considered a Non-EU destination as per Council Decision 2001/822/EC. Article 22 of the Council Directive 2001/822/EC otherwise known as the 'Overseas Association Decision' of 27 November 2001 on the association of the overseas countries and territories [OCT] with the European Community (OJ 2001 L 314, p.3) states that "The arrangements for association laid down in this Decision should not be applied to Bermuda in accordance with the wishes of the Government of Bermuda."

aircraft parking charges i.e. it applies from the Actual Time of Arrival (landed time) to the Actual Time of Departure (airborne time) minus 15 minutes 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 the airport authority, and therefore availability of a contact stand cannot be assumed.
- For qualifying US bound transatlantic services, access to the pre-clearance facility provided by the United States Customs and Border Protection (CPB) Service at Dublin Airport is subject to availability.
- If an airline alters its ticketed and/or operated scheduled timings Dublin Airport must be notified. Approval may be withdrawn if the airline does not operate to the scheduled timings as approved by the local schedules facilitator/slot coordinator and as notified by the airline 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 this authority 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.
- Dublin Airport 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.
- Airline 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 applicant.
- If two airlines make an application within the same time frame in relation to the same route, approval will be given to the airline with the earliest starting date, where the route proposals are similar in terms of capacity and frequency proposed. Only one airline’s application will qualify in relation to a specific route proposal.
- An airline whose proposal has been accepted by the Dublin Airport Authority under the terms of this scheme will receive a Route Support Approval letter from the Director-Market Development and Strategy in Dublin Airport to this effect. This letter will constitute acceptance by Dublin Airport of the route proposal, subject to the airline’s operating in full accordance with its route proposal to the authority. No airline 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 airline will be eligible to receive support under the terms of this scheme for the route concerned as long as the approved airline is compliant with the terms and conditions of the scheme.
- If an airline reduces its operating profile on the route below the minimum requirement of 3 per week, approval under this scheme will be withdrawn immediately.
- 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 airline 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 the company to the airline, including adhering to credit terms in respect of all Dublin Airport Authority invoices, unless the company, in its absolute discretion, shall otherwise determine.
- The provision of information whereby the airline is required to provide the Dublin Airport Authority with passenger, cargo and aircraft related information as outlined in the published Airport Charges at Dublin Airport Terms and Conditions, sections 4.12 to 4.24 inclusive.

Marketing Support Scheme 2007

Group Strategy
September 15th 2006



Marketing Support Scheme 2007
[MSS-2007]
Valid from January 1st 2007 –December 31st 2007

Introduction:

This Dublin Airport Authority marketing support scheme will assist in the continuing development of the airport network.

Scheme Outline:

The Dublin Airport Authority may offer marketing support for the introduction of new direct services on new or existing city pair routes in order to encourage the development of routes or services that would not otherwise operate, where services proposed are consistent with the Route Development strategy of the company.

Period of Application:

Support under the terms of the Marketing Support Scheme 2007 will apply only for operations commencing between the 1st January 2007 and the 31st December 2007.

Other conditions:

- Airlines must lodge a written proposal to Dublin Airport 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 1 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 operating airline cooperating fully with the local schedules facilitator/slot coordinator to assist in increasing operational efficiency at the airport.
- The Dublin Airport Authority reserves the right to refuse to apply this scheme if the route proposal does not meet the criteria listed above. The company reserves the right to revise these criteria as appropriate. The Dublin Airport Authority'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 Dublin Airport Authority. It cannot be netted by the airline against amounts owed to the airport authority.
- One-stop routes may, in some cases, qualify for some marketing support. The Dublin Airport Authority will determine the amount and duration of any such support on a case-by-case basis.
- The Dublin Airport Authority may provide marketing support for route development promotional activities. The Dublin Airport Authority will determine the amount and duration of any such support on a case-by-case basis.

Marketing Criteria:

The decisions as to whether or not to offer marketing support, and what level of support to offer will be related to the following market development criteria of the proposed service:

Dublin Airport Route Support Scheme 2007 Marketing Support Review Matrix		
1	Network Development Potential	New Market
		Key Developing Market
		Existing Market
2		New Country 1st applicant
		New Country 2nd applicant
		Country already served
3		New Route 1st applicant
		New Route 2nd applicant
		Existing route
4		Direct routing
		Indirect routing
5	Operator Commitment to Dublin	Single route
		Group of routes
		Aircraft base at Dublin
		Predatory route entry
6	Commercial Potential	EU
		Non-EU
		Long-haul
		Short-haul
7	Aircraft Capacity	>250 seats
		151-250
		101-150
		50-100
		0-49
8	Capacity Origin	Capacity redeployment from
		Another DAA route
		New capacity
		Traffic switching from another airline
9	Schedules Performance*	Compliant
		Non-compliant
		No operational history
10	Seasonality	Year Round
		Seasonal
11	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

*The applicant has obtained approval from the Dublin Airport Schedules Coordinator

Levels of Support:

The route proposal is reviewed under the headings outlined above in the Marketing Support review matrix, and based on the outcome of this review three levels of support are possible as outlined in the table below.

Bands	Marketing Support
Band 1	€10,000 - €24,999
Band 2	€25,000-€49,999
Band 3	€50,000 & Over

Note that all applications for marketing support will be reviewed in the context of the total available Dublin Airport marketing support budget for 2007.

Appendix 1 – Application Form for Route and Marketing Support

Dublin Airport RSS 2007 for Non-EU routes and/or MSS 2007 Proposal Form			
Operator Name			
Billing Address			
Route Name			
Destination ICAO airport code			
Frequency of Operation (per week)			
Year-round (Y) or Seasonal (S)			
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 Dublin Airport

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

Route Development Strategy 2007

Aviation Marketing
September 15th 2006



Route Development Strategy 2007
[RDS-2007] 'Connecting Ireland with the world'
Valid from January 1st 2007 – December 31st 2007

Introduction:

The Dublin Airport Authority is committed to developing access to the Republic of Ireland. Almost 75% of international arrivals by air currently use Dublin Airport as a gateway into this country. We are working to ensure that demand and supply will grow in tandem – that more traffic will be delivered by addition of new routes and services to the existing network, and that infrastructure is put in place in Dublin Airport to handle these additional passengers.

Methodology:

On the demand side, the DAA's Route Development Strategy adopts a twin track approach to developing more aeronautical business for the airport through the:

1. Development of new markets and services
2. Consolidation and growth of the existing network

Application:

The DAA's mission is to manage the airport businesses profitably, while meeting all of its customers' needs and creating gateways for a 21st century Ireland. In 2007 as in 2006, we are focusing on supporting the development of non-EU routes because of their commercial potential. To this end, the attractive *Route Support Scheme (RSS-2007)* and *Marketing Support Scheme (MSS-2007)* provide support to qualifying new and existing airlines.