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## Dublin Airport Significant Additional Capacity on Existing Routes Scheme ("SACERS") (the "Scheme")

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### 1. Scheme Outline

The Scheme is intended to stimulate passenger growth at Dublin Airport by incentivising up-gauging of aircraft and increases in route frequency, providing more choice for consumers.

An airline with an existing scheduled route from Dublin Airport (or a new entrant on an existing route) that adds significant additional capacity but does not qualify for the short-haul or long-haul new route incentives scheme in accordance with the Scheme criteria, may benefit from a discount on qualifying airport charges on that route (the "Additional Capacity Route"). Discounts will apply to; (i) passenger service charge, (ii) aircraft parking charge, (iii) airbridge use charge, and (iv) runway movement charge (together the "Qualifying Charges"). Details of these charges are set out in the document entitled "Dublin Airport Charges, including Terms and Conditions"<sup>1</sup>.

For the avoidance of doubt, Qualifying Charges do not include charges; (i) introduced by daa plc ("daa") in compliance with Irish or European legislation, (ii) introduced by the Commission for Aviation Regulation, (iii) relating to additional services provided by Dublin Airport, including but not limited to, the persons with reduced mobility charge ("PRM Charge"), (iv) charges set out in the Miscellaneous Charges Booklet<sup>2</sup> or (v) any environmental-related charge.

### 2. Level of Route Support

daa reserves the right to award the following levels of discount to operators that increase capacity by increasing frequency or seat capacity substantially on approved Additional Capacity Routes operating on a year-round or seasonal basis for Year 1 to Year 2 of the Scheme:

Year	Discount on Qualifying Charges for approved short-haul year-round or seasonal routes	Discount on Qualifying Charges for approved long-haul year-round or seasonal routes
1	50% for the first 12 months	50% for the first 12 months
2	50% for the final 12 months	50% for the final 12 months

<sup>1</sup> <https://www.dublinairport.com/b2b/dub-plus/airline-information/airport-charges>

<sup>2</sup> <https://www.dublinairport.com/b2b/dub-plus/airline-information/airport-charges>

daa reserves the right to apply this incentive to any operator that introduces Additional Capacity. The route must not be in receipt of long-haul or short-haul new route support to be considered for eligibility.

Where more than one operator increases frequency/capacity substantially on the same route, daa reserves the right to award Additional Capacity support to more than one operator concurrently. The decision to award Additional Capacity support to more than one operator will be entirely at daa's discretion and will be applied only where the company deems there to be a significant commercial benefit to doing so.

The Additional Capacity introduced on a route must generate a net benefit for daa i.e. switching of capacity will not be considered as eligible Additional Capacity. daa may require information from an operator to confirm that Additional Capacity is incremental to Dublin Airport.

To continue to be eligible for the incentive and continue receiving support, approved Additional Capacity on a route must be maintained or increased during the 2 -year duration of the incentive.

### **3. Route Approval**

#### **a) Qualifying Criteria:**

Subject to daa's approval, a route may qualify under the Scheme if it meets the following criteria:

- i. The route is an existing short-haul or long-haul route which operates from Dublin airport.
- ii. The qualifying route threshold is a minimum of 20k additional seats per route (short-haul or long-haul) of the overall network increase.
- iii. For short-haul the Scheme only applies, if an operator has an overall 100k increase in aggregate (incremental network capacity) as compared with the base year.
- iv. For long-haul the Scheme only applies in aggregate, if an operator has a 50k increase (incremental network capacity) as compared with the base year.

For example, if an airline operates three long-haul routes to/from Dublin Airport and total capacity is increased by 80k across the three routes (35k for route 1 and 2 and 10k for route 3) routes 1 and 2 would qualify for the scheme.

- v. The Additional Capacity Route is a non-stop service from Dublin Airport. Services operating with a commercial transit stop at an airport already served from Dublin Airport may in certain circumstances be awarded a discount on Qualifying Charges under the Scheme.
- vi. The Scheme will not be applied for Routes which were in operation prior to COVID-19 which are being reintroduced.

Where daa believes that in light of all relevant criteria, the Additional Capacity Route shall not provide any significant commercial benefit, daa reserves the right to reject a new application under the Scheme. daa's decision is final.

#### **b) Other Conditions:**

- i. Where traffic on an Additional Capacity Route is generated by reducing capacity on other routes with no net economic benefit to the airport/airports, approval will not be granted under the Scheme. This means that any new services which involve switching capacity for any reason, from one Operator to another, by whatever means (including but not limited to commercial agreement, alliance, acquisition or joint venture) or from one airport controlled by daa to another, will not qualify for support under the Scheme.
- ii. The schedule timings of the route have been approved by daa's slot coordinator, and any slot change request issued by the slot coordinator has been fully complied with. Operators which are deemed to be operating off slot by the coordinator will not qualify for the Scheme. In such instances, the slot coordinator shall notify the operator of its non-compliance.
- iii. The operator is in possession of the requisite traffic rights to fly the Additional Capacity Route.

### **4. Application and Operation of the Scheme**

#### **a) Application Procedure**

- i. In order to apply for the Scheme, applicants must download the full Scheme terms and conditions document applicable at that time and fill in the Application Form contained in Appendix 1. Once complete, the applicant should send on the full Scheme document.

- ii. All applications should be received by daa one calendar month prior to the increase of capacity on the Additional Capacity Route. Where an application is submitted beyond this deadline and the increased capacity has commenced, daa reserves the right to approve and initiate this support only from the date on which the application has been received.

#### **b) Approval Letter**

- i. An operator whose proposal has been accepted under the terms of the Scheme will receive a Route Support Approval letter from the Managing Director of Dublin Airport (business unit of daa) to this effect (the “Approval Letter”). The Approval Letter constitutes an acceptance by daa of the route proposal, subject to the operator operating in full accordance with its route proposal. No operator is considered approved for support under the Scheme until it has received such an Approval Letter.
- ii. If an operator which has received an Approval Letter 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.

#### **c) Payment of Discount**

- i. The discount on Qualifying Charges for an approved Additional Capacity Route is offset against the operator’s account. In this regard, the operator is levied at the discounted rate.
- ii. The approved Additional Capacity Route will be afforded discounted charges for the duration of its participation in the Scheme subject to compliance of the terms and conditions of the Scheme.

#### **d) Application of Discount**

- i. 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 - see document entitled “Dublin Airport Charges, including Terms and Conditions<sup>3</sup>”.

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<sup>3</sup> <https://www.dublinairport.com/b2b/dub-plus/airline-information/airport-charges>

- ii. For the purposes of the 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 movement.
- iii. Where an aircraft parking period occurs fully or partly during the charge-free period defined as “night-time” in the Terms and Conditions, no further discounts on aircraft parking or airbridge will be given.
- iv. 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.
- v. 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.

## **5. Amendment or Termination of the Scheme**

- a) Where an operator fails to provide services on a seasonal route for a particular season, its participation in the Scheme shall be deemed to have come to an end. Benefits under the Scheme will not apply to services provided on that route in future seasons.
- b) Qualifying seasonal operations will not receive support under the Scheme for the period during which services are not provided.
- c) daa reserves the right to terminate and/or amend the terms of the Scheme at any time including the criteria for eligibility to participate in the Scheme.

## **6. Deferral of Scheme Benefits**

- a) If due to unforeseen and extraordinary circumstances an operator receiving support under the Scheme is unable to comply with the terms and conditions of the Scheme, daa may, if it considers that the approved Additional Capacity Route is of significant economic or strategic importance to Dublin Airport, allow the operator to continue to participate in the Scheme but defer the route support for such a time as it considers, at its sole discretion, necessary to ensure the continued viability of such route. During the period of deferral, the

operator will be obliged to pay full airport charges. If the route support is reinstated an operator will receive the level of support that would have applied had it not been suspended.

- b) daa may approve transferring the remaining portion of the Scheme from one route to another during the duration of the two years only if daa has deemed it an appropriate commercial decision in the interests of the route network at Dublin Airport.
- c) If an operator reduces its operations on the route below the minimum requirement specified, approval under this Scheme will be withdrawn.
- d) The Scheme will apply or continue to apply only as long as:
  - i. the qualifying criteria for the Scheme are met;
  - ii. an operator is fully compliant with the Dublin Airport Charges, including the Terms and Conditions;
  - iii. invoices for all airport charges and any other fees or costs incurred by daa in respect of any services provided by daa to the operator are duly paid (including adhering to credit terms in respect of all daa invoices, unless daa, in its absolute discretion, shall otherwise determine);
  - iv. any amounts determined as due to daa as part of the outcome of any legal process are paid; and
  - v. all other contractual agreements in existence between an operator and the daa are adhered to in full and all applicable licence agreements and other commercial arrangements are completed, signed off and are being adhered to in full.
- e) Where the daa decides to withdraw or amend this scheme or an operator is found to be in breach of the above requirements, daa reserves the right to proportionately reduce the level of discount otherwise due under the Scheme applicable to invoices payable by the operator.
- f) Airlines are responsible at all times for making their own decisions on the matters referred to in this document and the daa bears no responsibility for individual decisions by airlines to commence, alter or cancel services or operations.

**Appendix 1: Application Form for Significant Additional Capacity on Existing Routes Scheme (SACERS) to/from qualifying short-haul and long-haul destinations**

Dublin Airport		
<i>Application Form for SACERS for qualifying destinations</i>		
Operator Name		
Contact Name		
Contact Email		
Billing Address		
Route Name		
Origin & Destination ICAO airport code	←DUB→	
Flight returns through DUB?		
Details of Operation (Departing)	<b>Additional Monthly Capacity for year 1 (as compared with the base year)</b>	<b>Additional Monthly Capacity for year 2 (as compared with the base year)</b>
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		

<b>November</b>		
<b>December</b>		
<b>Aircraft Capacity</b>	<b>Summer</b>	<b>Winter</b>
<b>New Capacity Start Date</b>		
<b>Scheduled Timings*</b>	<b>Scheduled Time(s) of Arrival</b>	<b>Scheduled Time(s) of Departure</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.

All applications for route support can be submitted to [rssapps@daa.ie](mailto:rssapps@daa.ie)



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## Marketing Support Scheme (“Scheme”)

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### Support Outline

daa plc (“daa”) may make marketing support available to airlines/operators for;

- the introduction of new direct services from Dublin Airport; and/or
- significant additional new capacity from Dublin Airport.

Marketing support may be granted in respect of individual routes or on a consolidated multi-year basis, subject to the terms of this Scheme.

Marketing support under the Scheme shall be available for up to 3 years at the discretion of daa.

One of three levels of support may be available to the operator. The thresholds are outlined in the following tables:

#### Short-haul Routes:<sup>4</sup>

Band	Marketing Support
1	Up to €34,999
2	Up to €99,999
3	€100,000 and over

#### Long-haul Routes:<sup>5</sup>

Bands	Year 1	Year 2	Year 3
1	Up to €199,999	Up to €49,999	N/A
2	Up to €299,999	Up to €149,999	N/A
3	€300,000 and over	€150,000 and over	€50,000 and over

Year 1 is defined as – 12 Months following 1<sup>st</sup> Date of operation or otherwise agreed.

Year 2 is defined as – Subsequent 12 Months or otherwise agreed.

Year 3 is defined as – Subsequent 12 Months or otherwise agreed.

*Note that all applications for marketing support will be reviewed in the context of both daa’s total Incentives budget and its total marketing budget for Dublin Airport.*

### Application Process

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<sup>4</sup> Short Haul flights are flights that are less than 2,500 nautical miles from Dublin Airport and are not a transatlantic route.

<sup>5</sup> Long Haul flights are flights that are greater than 2,500 nautical miles from Dublin Airport and/or are a transatlantic route.

1. Operators must submit an initial application for marketing support to [ABD@dublinairport.com](mailto:ABD@dublinairport.com) and must clearly identify which form of marketing support (individual route or consolidated routes) is being applied for. In the case of individual routes, this should detail the proposed new route/capacity expansion details and clearly identifying frequency/aircraft type/proposed scheduling and service commencement date. In the case of consolidated routes, this should detail on a network basis the proposed new route/capacity expansion details and clearly identifying frequency/aircraft type and proposed scheduling for the entire duration of support requested (“Network Capacity Plan”).

daa will respond to the initial application, accepting in principle (subject to the terms of the Scheme) or rejecting the application. this will normally be within 14 days of receipt of the initial application. If daa accepts the application in principle, daa will indicate the level of marketing support it is prepared to make available if formal approval of a marketing support offer is issued.

2. In the case of an application for individual support, on receipt of daa’s confirmation in principle, the operator is then required to submit a marketing campaign proposal for the first year of service for the use of daa’s marketing support offer for Dublin Airport. This should include:
  - Market assessment, including current performance metrics/KPIs
  - Overall campaign objectives, including target performance metrics/KPIs
  - Identification of relative daa : operator contribution to overall campaign
  - Target audience and any relevant supporting data or insight
  - Suggested channels based on audience profile
  - Proposed budget allocation by source market based on market assessment
  - Role and treatment of Dublin Airport brand
  - Campaign plan – end to end timing, including pre-go live sign off process
  - Proposed post campaign analysis and reporting
3. In the case of an application for consolidated support, on receipt of daa’s confirmation in principle, the above information will also be required but only for the first season of the support period.
4. If following review of the campaign proposal, daa considers, in its absolute discretion and subject to the conditions below, that the proposal is satisfactory, it will issue formal approval of the marketing support offer.

### **Other conditions**

- The operator must submit their initial application for marketing support a minimum of 2 months prior to new route or additional capacity commencing (or a minimum 4 months prior to commencement of a season (Winter or Summer) in the case of consolidated routes).
- In the case of individual routes, the operator must submit their proposed marketing campaign details no later than 1 month before service inauguration

(or no later than 2 months prior to commencement of a season in the case of consolidated routes).

- The operator and daa must mutually agree marketing campaign details before final approval for marketing support can be granted. In the case of individual routes, this must take place no later than one month after service inauguration and in the case of consolidated routes this must take place no later than the date of commencement of the relevant season (save that daa reserves the right to extend either deadline in exceptional circumstances).
- Applications will not be accepted more than 9 calendar months prior to the Commencement Date of the New Route/Capacity (or season in the case of consolidated support). Operator applications sent in advance of this period will be considered only as expressions of interest in a route and will not confer any qualifying rights on the operator.
- For individual routes, payments will be made on an annual basis. Payment for year 1 will be made once the marketing support offer has been approved. For any subsequent years, the operator must provide updated marketing campaign proposal information (as outlined in Section 3 above) for the relevant year, which information must be provided no later than prior to commencement of that year. Payments for any subsequent years shall be made upon agreement of marketing campaign details for the relevant year.
- For consolidated routes, payments will be made on a seasonal basis. The first payment will be made on the later of the date the marketing support offer has been approved and two months prior to the date of commencement of the relevant season. For subsequent seasons, the operator must provide updated marketing campaign proposal information (as outlined in Section 3 above) for the relevant season, which information must be provided no later than prior to commencement of that season. Payment for subsequent seasons shall be made upon agreement of marketing campaign details for the relevant season but shall be made no earlier than two months prior to the date of commencement of that season.
- Payment in all cases will be subject to receipt of invoice from the operator quoting relevant PO details provided by daa.
- For consolidated routes, prior to the commencement of any season, in addition to provision of updated marketing campaign proposal information as mentioned above, the operator shall also advise daa of any changes to the original Network Capacity Plan. Any material changes shall alter the approved marketing support offer and associated payments as it applies to subsequent seasons and daa shall advise the operator of the relevant adjustment in a revised marketing support offer.
- Continuing support under the Scheme is contingent on the operator cooperating fully with Dublin Airport's slot coordinator.

- The operator's campaign proposal will be reviewed in accordance with the Marketing Support Review Matrix contained in Appendix 1 and daa reserves the right to refuse to approve the application. daa's decision on these matters is final.
- daa reserves the right to amend the terms of the Scheme at any time including in relation to the Marketing Support Review Matrix.
- Marketing support cannot be netted by the operator against amounts owed to daa.
- One-stop routes may, in certain circumstances, qualify for marketing support. daa will determine the amount and duration of any such support on a case-by-case basis.
- The Scheme will apply or continue to apply only as long as:
  - i. the qualifying criteria for the Scheme are met;
  - ii. an operator is fully compliant with the Dublin Airport Charges, including the Terms and Conditions;
  - iii. invoices for all airport charges and any other fees or costs incurred by daa in respect of any services provided by daa to the operator are duly paid (including adhering to credit terms in respect of all daa invoices, unless daa, in its absolute discretion, shall otherwise determine);
  - iv. any amounts determined as due to daa as part of the outcome of any legal process are paid; and
  - v. all other contractual agreements in existence between an operator and the daa are adhered to in full and all applicable licence agreements and other commercial arrangements are completed, signed off and are being adhered to in full.

Where an operator is found to be in breach of these terms and conditions, daa reserves the right to deduct any monies owed by the operator to it from the payment due under the Scheme.

- daa reserves the right to withdraw marketing support commitments and seek redress of funds already committed should either route or network capacity from any daa airport be changed negatively following the approval of marketing support funding. This redress can include the retention of payments potentially due within the Dublin Airport Growth Incentive Scheme.

## Appendix 2: Marketing Support Review Matrix for qualifying routes:

The below matrix will be applied to determine whether a New Route/Capacity falls within the scope of the Marketing Scheme and if so, what band of marketing is available to the operator. Marketing support will be fully dependent on the unique circumstances of each proposals, however, for illustrative purposes, the below table

Marketing Support Review Matrix		
Weighting	Evaluation Factors	Evaluation
1	Network Development Potential	New Market
		Key Developing Market
		Existing Market
2	Incremental Growth Potential	New capacity
		Capacity redeployment from another daa route
	Commercial Revenue Potential	High
		Medium
		Low
	Aircraft Capacity	>250 seats
		< 250 seats
	Tourism Potential (e.g. Proportion of foreign originating passengers, strong tourism links etc.)*	High
		Medium
		Low
Seasonality of New Route/Capacity	Year-Round	
	Seasonal	
4	New or Existing Route	New Route
		Existing Route
5	Operator Commitment to Dublin Airport (e.g. Staff employed in Dublin Airport, aircraft base, office space at Dublin Airport etc.) *	High
		Medium
		Low

\* This list is simply indicative and therefore is not exhaustive