
Shannon Airport

Route Support Schemes 2009

Valid from January 1st 2009 – December 31st 2009

At Shannon Airport we are committed to developing new routes and services for our customers and to this end we have developed the schemes outlined below to assist in the continuing development of the airport network.

It is Shannon Airport's intention to sustain and expand the range of routes available for customers and we recognise that a priority for customers choosing to travel to and from Shannon is efficient and convenient access to global air services. As a commercial company, we wish to encourage the development of services which meet our customers' requirements, and in this regard we will support the commencement of new routes and the expansion and growth of existing services at the West of Ireland gateway. The support mechanisms for such developments are outlined in detail below.

1: European Hub Airport Scheme 2009 (EHAS)

Shannon Airport has specifically identified airline services to European Hub airports as being of key strategic importance to its ongoing development. The development of such services will provide connectivity for passengers to worldwide destinations for both business and leisure purposes. Examples of such airports are London-Heathrow (LHR), Munich (MUC), Amsterdam (AMS) and Frankfurt Main (FRA) etc.

In this regard an airline that initiates a service schedule that maximises the connecting opportunities, in accordance with the scheme criteria, will benefit from reduced airport charges at the following rates over a five-year period.

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

Year	Discount on APCs for European Hub Airport Scheme
1	70% for the 12 months following start-up
2	70% for the subsequent 12 months
3	60% for the subsequent 12 months
4	50% for the subsequent 12 months
5	30% 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 Shannon Airport.

Route Criteria:

A route(s) will qualify as a 'European Hub Airport' route from Shannon if the service provides for connecting opportunities from Shannon and meets the criteria set out below. Examples of such routes are, London Heathrow (LHR), Amsterdam Schiphol (AMS), Munich (MUC) and Frankfurt Main (FRA) etc.

- The proposed route commences operations between January 1st 2009 and December 31st 2009.
- The proposed route is promoted and/or sold as a connecting hub airport and a destination in its own right.
- The proposed route is a non-stop service.
- The airline has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is twice daily return services (Mon-Fri) and daily on days 6 and 7.
- The applicant airline must be a member of a strategic alliance partnership operating from the hub airport, or have inter-line arrangements with an airline member of a global alliance which operates from the base hub airport in order to facilitate the maximum level of connecting opportunities for customers.
- The proposed service schedule is one that will increase the network coverage and traffic base at Shannon Airport. This means that the services must operate at the optimal schedule pattern designed to meet the main banks/waves of connecting flights at the destination hub airport.
- A morning and afternoon/evening service rotational pattern will normally be required.
- The schedule timings proposed and operated have been reviewed and approved by Shannon Airport.

Period of Application

- Support under the terms of the Route Support Schemes 2009 will apply only for operations commencing between the 1st January 2009 and the 31st December 2009.

Other conditions:

- Airlines must lodge written proposals in the Shannon Airport standard format (attached as Appendix 2) at least 1 month before the start-up date, and no earlier 3 months in advance. Specific attention will be given to the connectivity information thus provided.
- Continuing support under this scheme is contingent on the operating airline cooperating fully with the airport authority to assist in increasing operational efficiency at the airport.
- Shannon Airport reserves the right to refuse to apply this scheme if the route proposal does not meet the criteria listed above. Shannon Airport reserves the right to revise these criteria as appropriate and its decision on these matters is final.

Notes:

- 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.
- For qualifying services, operation to/from a contact stand will be at the discretion of the airport authority, and availability of a contact stand cannot be assumed.
- In general, new services, which involve switching capacity from one service to another, will not qualify for support under this scheme.
- In instances where traffic is generated by reducing capacity on other routes, with no obvious net economic benefit to the airport, approval may not be granted under the scheme.
- Shannon Airport will respond to an application made under the terms of this scheme no earlier than 3 months prior to start-up.
- Airline applications sent in advance of the 3 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 Shannon Airport under the terms of this scheme will receive a Route Support Approval letter from the Director-Shannon Airport to this effect. This letter will constitute acceptance by Shannon Airport of the route proposal, subject to the airline's operating in full accordance with its route proposal to Shannon Airport. No airline may be considered to be approved for support under this scheme until it has received such a letter.
- Under this scheme, charges for the qualifying airline will not be greater than the minimum charges levied on any airline operating short-haul services from Shannon, with the exception of specific route incentives which are available to all airlines.
- 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.
- Any additional charges which may be introduced to comply with new or amended European or national legislation e.g. security, Passengers with Reduced Mobility (PRMs) will not be reduced under this scheme.
- 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 15 minutes as recorded in the Shannon Airport Operations System databases.
- Note that where aircraft parking period occurs fully or partly during the charge-free period defined as "night-time" in the Airport Charges at Shannon Airport Terms and Conditions, no further discounts on aircraft parking or airbridge will be given.
- If an airline reduces its operating profile on the route below the minimum requirement, approval under this scheme will be withdrawn immediately.
- The route support scheme will apply or continue to apply only as long as an airline is fully compliant with the published Shannon Airport terms and conditions generally, 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 Shannon Airport invoices, unless the company, in its absolute discretion, shall otherwise determine.
 - The provision of information, whereby the airline is required to provide Shannon Airport with passenger, cargo and aircraft related information as outlined in the published Shannon Airport terms and conditions, sections 4.12 to 4.24 inclusive.

Marketing Support

European Hub Airport Scheme 2009

Valid from January 1st 2009 – December 31st 2009

Introduction:

Shannon Airport may offer marketing support for the introduction of services identified above, in order to encourage the development of routes or services that would not otherwise operate. The services proposed must be consistent with the Route Development strategy of Shannon Airport.

Scheme Outline:

The decision as to whether or not to offer marketing support and what level of support to offer will be related to the market development criteria of the proposed service as set out in the Marketing Support Review Matrix. (Appendix 1). Based on the outcome of such a review, three levels of support are possible as outlined in the table below.

Band	Marketing Support
1	€20,000-€49,999
2	€50,000-€99,999
3	€100,000-€200,000

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

Period of Application

Marketing Support will apply only for operations commencing between 1st January 2009 and 31st December 2009.

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 Shannon Airport. It cannot be netted by the airline against amounts owed to Shannon Airport.
- Shannon Airport may provide marketing support for route development promotional activities. The airport authority will determine the amount and duration of any such support on a case-by-case basis.

Appendix 1:

Marketing Support Review Matrix

The decision 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:

European Hub Airport Scheme 2009 Marketing Support Review Matrix		
1	Network Development Potential	New Market
		Hub Airport Development
		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 Shannon	Single route
		Group of routes
		Aircraft base at Shannon
		Predatory route entry
6	Route Detail	EU
		Non-EU
7	Commercial Potential	High
		Medium
8	Aircraft Capacity	>200 seats
		101-199
		50-100
		0-49
9	Capacity Origin	Redeployed from another DAA route
		New capacity
		Traffic switching from another airline
10	Route Support	Receiving RSS discounts
		No RSS discounts
11	Seasonality	Year Round
		Seasonal
12	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

Appendix 2:

Application for Shannon Airport
European Hub Airport Scheme 2009.

Shannon Airport European Hub Airport Scheme 2009	
Operator Name	
Billing Address	
Destination Hub ICAO Airport Codes	
Destination Hub IATA Airport Codes	
Rotations per day	
Rotations per week	
Aircraft Type	
Aircraft Capacity	
Alliance Membership/Interline agreement (please list airlines hub airport)	
Start-up date	
Contact Name	
Email address	
Date	

Additional Information required: Please also submit proposed scheduled arrival and departure times at Shannon Airport and the list of connecting services and destinations that are achievable within a two hour connection at the hub airport identified.