
**Route Support
Route Support Scheme (RSS) 2010**

Short-Haul Operations

Valid from January 1st 2010 – December 31st 2010

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.

2: Route Support Scheme for Short – Haul Operations 2010

Introduction:

Shannon Airport believes that there is strong potential to add more short-haul operations onto the Shannon network across Europe. Note that 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 Shannon Airport. The components of a short-haul scheme at Shannon Airport are set out below for your information.

Scheme Outline:

An airline that initiates a new route, in accordance with the scheme criteria, will benefit from discounts on qualifying airport charges at Shannon Airport. These qualifying airport charges (APCs) are passenger service, security, parking, airbridge and runway movement charges.

Airport charges do not include additional charges which may be introduced by Shannon Airport 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 Shannon Airport, for example; Passengers with Reduced Mobility, Self Service Kiosk Charge, Check-in Desk Rental Charges, Customs and Border Protection or any environmental-related charge.

Year	Discount on APCs for Route Support Scheme- Short Haul
1	100% for the 12 months following start-up
2	80% for the subsequent 12 months
3	60% for the subsequent 12 months
4	40% for the subsequent 12 months
5	20% 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 Shannon Airport.

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 2010 and December 31st 2010.
- The proposed route is promoted and/or sold as a destination not already served from Shannon.
- The proposed route is a non-stop service.
- The airline has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is return services on two days per week on a year-round basis.
- 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 airport authority decides that it is an appropriate commercial decision in the interests of the route network at Shannon Airport. In such instances, Shannon Airport reserves the right to decrease the discount levels outlined in Shannon Airport's "Route Support Scheme (RSS) 2010 for Short Haul Operations." The level of discount offered will be determined by Shannon Airport and will be based on the airport authority's evaluation of the incremental value of each proposal to the overall route network at Shannon Airport. The evaluation criteria are outlined in Appendix 3.
- In instances where an operator re-enters a route previously abandoned by the same operator within the previous 12 months, the route will not be considered a new route.
- The proposed route is one that will increase the network coverage and traffic base at Shannon Airport. This means that the route must give access to a market not previously served directly, and is expected to increase the overall number of passengers using the airport.
- The schedule timings proposed and operated have been reviewed and approved by the airport authority.

Period of Application

- Support under the terms of the Traffic Development Scheme 2010 will apply only for operations commencing between the 1st January 2010 and the 31st December 2010.

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 than 3 months in advance of commencement.
- 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.
- 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. This means that any new services which involve switching capacity from one service to another, or from one airport controlled by DAA to another, will not generally qualify for support under this scheme.

- The airport authority may approve transferring the remaining portion of the route support scheme from one route to another on one occasion only if the airport authority decides that it is an appropriate commercial decision in the interests of the route network at Shannon Airport.
- Shannon Airport will respond to an application made under the terms of this scheme no earlier than 3 months prior to start-up for a short-haul route.
- 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.
- 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 of 2 per week, approval under this scheme will be withdrawn immediately.
- The new 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
Route Support Scheme 2010
Short-Haul Operations**

Valid from January 1st 2010 – December 31st 2010

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-€34,999
2	€35,000-€59,999
3	€60,000 & Over

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

Period of Application

Marketing Support will apply only for operations commencing between 1st January 2010 and 31st December 2010.

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 - Short-Haul

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:

Route Support Scheme 2010- Short Haul Marketing Support Review Matrix		
1	Network Development Potential	New 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 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	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

Appendix 2:

Application for Route Support Scheme 2010
Short Haul Operations

Route Support Scheme 2010- Short Haul		
Operator Name		
Billing Address		
Route Name		
Destination ICAO Airport Code		
Destination IATA Airport Codes		
Frequency of Year-Round operation (per week)		
Start-up date		
Aircraft Capacity		
Aircraft Type	ICAO Type Designator	IATA Type Designator
Scheduled Timings*	Scheduled Time(s) of Arrival at Shannon	Scheduled Time(s) of Departure from Shannon
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Contact name		
Email Address		
Date		

*** Any changes of times to be notified to Shannon Airport**

Appendix 3:

Abandoned Route Evaluation Matrix - Short-Haul

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 for discounts on qualifying airport charges if the airport authority decides that it is an appropriate commercial decision in the interests of the route network at Shannon Airport. Based on the outcome of such a review, four levels of support are possible as outlined in the table below.

Band	Route Support for an Abandoned Route
1	100%, 80%, 60%, 40%, 20% over 5 successive years
2	80%, 60%, 40%, 20% over 4 successive years
3	80%, 60%, 40% over 3 successive years
4	40%, 20% over 2 successive years

The decision as to whether or not to offer a discount and what level of support to offer will be related to the following evaluation criteria.

Route Support Scheme 2010- Short Haul Abandoned Route Evaluation Criteria Matrix		
1	Applicant airline	Yes, airline is new to the proposed route
		No, airline was on the proposed route within last 12-month period*
2	When route was abandoned	10-12 months previously
		7-9 months previously
		4-6 months previously
		1-3 months previously
3	Frequency of service proposed	>3days per week
		<3 days per week
4	Aircraft Capacity	>200 seats
		101-199
		50-100
		0-49
5	Route Detail	EU
		Non-EU
6	Commercial Potential	High
		Medium
7	Capacity Origin	Redeployed from another DAA route
		New capacity
		Traffic switching from another airline
8	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

* In cases where an airline re-enters a route previously abandoned by the same airline within the previous 12 months, the route will not be considered a new route and will not receive approval for any discount award level