

Shannon Airport
Route Support Scheme (RSS) 2010

‘Open Skies’ Transatlantic 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.

3: Route Support Scheme for ‘Open Skies’ -Transatlantic Operations 2010

Introduction:

Shannon Airport recognises the critical importance of transatlantic services to its ongoing viability and development as an international airport. The continued operation of these services in an Open Skies environment will provide access for passengers to major gateways, and destinations throughout North America.

Scheme Outline:

In this regard an airline that operates a transatlantic service schedule, in accordance with the scheme criteria, will benefit from reduced airport charges at the following rates over the discounted 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 Route Support Scheme- ‘Open Skies’
2010	75% for the period January to March 2010
2010	25% for the period April to October and 75% November to March 2011
2011	25% for period April to October and 75% November to March 2012

After the discounted period outlined above, all airport charges will be charged at the standard rates current at the time of operation, as published by Shannon Airport.

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, Customs and Border Protection or any environmental related charge.

Route Criteria:

An airline may qualify for this scheme if it meets the following criteria:

- The transatlantic service operates between January 1st 2010 and December 31st 2010.
- The airline has traffic rights to fly the proposed route/schedule.
- The minimum frequency requirement is return services on two days per week during the relevant IATA summer and or winter season.
- The schedule timings proposed and operated have been reviewed and approved by Shannon Airport.

Period of Application

- Support under the terms of this scheme 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).
- 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.
- Shannon Airport reserves the right to amend this scheme at any time, including in relation to the criteria for eligibility to participate in the scheme. If Shannon Airport makes any amendment it shall publish the amended scheme on its website at www.shannonairport.com

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 3 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 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 6 months prior to start up.
- 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.
- 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.
- 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.
- 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 Shannon Airport e.g. Passengers with Reduced Mobility, Self Service Kiosk Charge, Check-in desk rental charges, US Preclearance or any environmental-related charge 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 ‘Open Skies’ 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 'Open Skies' –Transatlantic 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, a level of support is possible as outlined in the table below.

Band	Year 1	Year 2
1	€20,000-€50,000	€30,000

Note that all applications for marketing support will be reviewed in the context of the total marketing support budget for 2010 and 2011 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- OS- Transatlantic Operations

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- 'Open Skies' Marketing Support Review Matrix		
1	Direct or Indirect Routing	Direct routing
		Indirect routing
2	Operator commitment to Shannon	Single route
		Group of routes
		Predatory route entry
3	Commercial Potential	High
		Medium
4	Aircraft Capacity	> 250 seats
		< 250 seats
5	Capacity Origin	Redeployed from another DAA route
		New capacity
		Traffic switching from another airline
6	Seasonality	Year Round
		Seasonal
7	Tourism Potential	High (Over 60% foreign originating)
		Medium (Between 36% & 59%)
		Low (35% & under foreign originating)

Appendix 2:

Application for Route Support Scheme 2010

'Open Skies' – Transatlantic Operations

Route Support Scheme 2010 – 'Open Skies' Transatlantic Operations		
Operator Name		
Billing Address		
Route Name		
Destination ICAO Airport Code		
Destination IATA Airport Code		
Frequency of operation (per week)		
Period of Operation		
Start up Date		
Aircraft Capacity		
Aircraft Type	ICAO Type Designator	IATA Type Designator
US Pre-Clearance Services Required	Yes	No
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