

Start-up aid and aid to marketing (incl. RDF)

Updated with effect from April 1, 2016.

The Avinor Group (Avinor) may participate financially as follows:

- Start-up discounts to new routes
- Direct grants to finance marketing activities
- Assistance in establishing Route Development Funds (RDF)

The purpose of financial participation is to reduce risk related to starting up new routes, to contribute to better financial results for Avinor, and improve the service to travelers.

Every application for financial support from Avinor will be evaluated on a stand-alone basis according to the criteria formulated below. Equal treatment of similar cases and the profitability for Avinor will be key issues when evaluating an application. Nobody can make a legal claim for support.

All applications for support shall be sent to Avinor AS before the project or route has been started.

1. Start-up discount

Discounts can be given to airlines in order to promote new direct routes from an Avinor airport to destinations abroad. "New direct route" refers to a year round route with minimum two weekly departures between two destinations where there is not already a year round, direct route with a minimum of one weekly departure.

Discounts can only be given when establishing year round routes or year round operations with an aircraft operating one summer and one winter route with at least two departures a week. For intercontinental routes, "new direct route" refers to a route with a minimum of 21 annual departures from an Avinor airport to an intercontinental destination where no other airline operates 21 annual departures or more.

No discount will be given to night operations (24:00-06:00).

If several airlines establish equivalent routes during a discount period, they may receive the same discounts as the airline that originally established the route. Restrictions of benefit may apply to airlines that have received start-up aid for a route which has consequently been closed down. Avinor may refuse to grant discounts to airlines with a poor payment history, and/or lack of required bank guarantees.

Airlines are themselves responsible for writing and sending an application for start-up aid. The application must be made available before the route has been initiated.

Maximum discounts are given in the table below. "Intercontinental route" refers to a route to/from destinations outside Europe involving a flight time of minimum 6 hours each way to/from Oslo Airport, Gardermoen (also applicable to routes from other Avinor airports). Avinor uses standard geographic definitions for the borders of Europe with the addition that Turkey and islands belonging to countries in Europe (i.e. the Canaries and Madeira) belong to Europe.

Route type	Discounts	Year 1	Year 2	Year 3	Year 4	Year 5
Intercontinental	Take-off charge	100 %	90 %	80 %	40 %	20 %
	Passenger charge	90 %	70 %	50 %	30 %	20 %
Europe	Take-off charge	100 %	75 %	50 %		
	Passenger charge	40 %	30 %	20 %		

2. Marketing assistance

The aim is to participate in connection with the start-up of new routes or other extraordinary activities at the airport.

The direct grant will only be given once to the same activity and may cover up to 50 % of external project costs (not including use of internal personnel or resources). The amount of the grant will be considered in light of expected effect on Avinor's results. The marketing activities must be part of a project plan which must be profitable in the long term for both for the company applying for the grant and for Avinor.

Marketing assistance may be provided to specific marketing efforts, such as:

- Special activities at the gate in connection with the opening up of a new route
- Special events for invited persons like representatives from the airlines, the press etc. in connections with the opening up of a new route, other major events at the airport etc.
- Temporary dedicated check-in areas in connections with special events and openings of new routes
- Marketing campaigns directed at travelers to make them aware of a special occasion at the airport, when opening up new routes to new destinations etc.
- Newsletters, reports on the radio, press conferences, articles in magazines etc.
- Setting up direct internet links between airports and airlines/special destinations in connection with opening of new routes.

A written application must be made available to Avinor before the activities in question have been initiated.

3. Route Development Fund (RDF)

The purpose of setting up locally based RDFs is to increase the number of visitors from abroad to the region. Avinor is participating in order to ensure an increase in passengers, and to mitigate the airlines' risk related to starting up new routes.

Avinor may contribute together with other organizations in setting up local RDFs.

The support is granted in the establishment phase of the RDF. The assistance can be made in the form of personnel from Avinor taking part in the planning and the setting up of the RDF. In addition, Avinor may accept applications for direct grants of up to 50% of the direct costs related to the above mentioned phase. The direct grants from Avinor cannot finance any of the direct expenses of the other participants.

A written application for assistance must be made available before the project has been started. The written application shall include a plan for the establishment and operation of the RDF confirming that the project is profitable. Furthermore, the application must illustrate how the project will contribute to the development of the tourism industry in the region. The application must include an overview of the capital needed to run the project, and suggestion as to how it should be financed.

The profitability of the project for Avinor will be key when considering whether or not, and how much, Avinor will contribute.

Contact

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