

Leading our tourist industry



FAX

To: Comm. for Aviation Regulation

Number: 01-6611269

From: Helene Woods.

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Pages (inclusive): 3

Urgent     Information     Reply ASAP     Comment

Message:

RESPONSE TO AIRPORT CHARGES  
ISSUES PAPER.

Regards,  
Helene.

Irish Tourist Industry Confederation

17 Longford Terrace, Monkstown, Co. Dublin, Ireland

T+353 1 284 4222 F+353 1 280 4218 Wwww.itic.ie Eitic@eircom.net

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Mr C. Guiomard  
 Commission for Aviation Regulation  
 3<sup>rd</sup> Floor  
 Alexandra House  
 Earlsfort Terrace  
 Dublin 2

December 18<sup>th</sup> 2008

***Submission to the Commission for Aviation Regulation, in response to  
 Commission Paper 5/2007***

Dear Mr Guiomard,

In a number of earlier submissions ITIC has expressed its concerns that the wide and thorough consultation process engaged in by the Regulator, does not always capture the views of the most important cohort of airport users, namely the passengers.

Though Commission Paper 6/2008 is comprehensive, ITIC has concerns that its thrust is too much that of a policing exercise, in that it strives to legislate for service quality.

Nonetheless ITIC is satisfied with the list of ACI measures proposed for assessing quality of service. We are strongly of the view that other service providers at the airport should be included in the service level review as their actions can materially affect the impression visitors have of the airport and the country. There are many instances where the airport does not have ultimate control over many activities which take place in and around the facility itself.

Even in normal times the business of forecasting passenger growth is difficult. In today's global economic environment it is impossible. Travel and tourism is driven by many factors, but the bulk of travel, particularly leisure travel, is dependent on benign economic conditions, something which is missing in all source markets presently. But what is not in doubt is that this period of global economic upheaval will end, and international air travel will prosper and grow again.

In the meantime it is incumbent on Ireland to ensure that adequate facilities and quality service levels are in place at our airports which will meet the expectations of travellers, both domestic and international. The regulatory regime must support this by ensuring that incentives are in place for DAA to focus on the long-term as well as the short-term requirements of current and prospective users. This is particularly important in the context of the current level of uncertainty in the market, to ensure that the potential for future infrastructure deficits is minimised.

Irish Tourist Industry  
 Confederation  
 Registered Office:

17 Longford Terrace  
 Monkstown  
 Co.Dublin, Ireland

Reg. in Dublin No. 75658

T +353 1 284 4222  
 F +353 1 280 4218  
 W www.itic.ie  
 E itic@eircom.net

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 Waterford Crystal Visitor Centre

It seems to ITIC that quality service levels are best achieved by an agreed system which favours encouragement over prescriptive measures. It is of course necessary to have measurement, but any such system should initially be introduced on a test basis and amended as thought appropriate on an ongoing basis. The imposition of penalties should only be used where it is clear that there is constant disregard for and failure to meet agreed metrics.

Yours sincerely,



**Eamonn McKeon**  
**Chief Executive**