

Director of Services
Aircraft Noise Competent Authority
Fingal County Council
County Hall
Main Street
Swords
Co Dublin
K67X8Y2

9 February 2022

Submission to the Aircraft Noise Competent Authority

Dear Sir/Madam

Tourism Ireland acknowledges the draft regulatory decision of the Aircraft Noise Competent Authority (ANCA) in relation to the Dublin Airport North Runway project. I am writing to outline Tourism Ireland's position on the proposal.

As you are no doubt aware, Tourism Ireland is responsible for marketing the island of Ireland overseas and undertakes promotional campaigns in more than 20 key source markets around the world. The organisation was established under the framework of the Belfast Agreement of Good Friday 1998. Our remit is to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential.

The contribution that inbound tourism makes to the Irish economy cannot be overstated. It is our largest indigenous industry, responsible for in excess of 4% of GNP in the Republic of Ireland and employing around 325,000 people across the island, prior to COVID-19. In 2019, we welcomed almost 11.3 million overseas visitors to the island of Ireland, who spent €5.9 billion while here.

As an island destination, connectivity is vitally important; strong air and sea links are critical for the growth and sustainability of overseas tourism. Air access is particularly important in driving tourism growth, with around 92% of our overseas visitors arriving here by air (including 80% via Dublin Airport, the main

gateway for our overseas visitors). There is a very strong correlation between growth in air access and growth in visitor numbers, as highlighted in the graph in Appendix 1.

COVID-19 has had a devastating impact on our industry. Over the last two years, we saw demand for air travel dramatically deteriorate, reflecting the uncertainty created by lockdowns in many countries. This, in turn, has affected the operation of a number of routes and frequencies of flights to Ireland. Securing Ireland's future connectivity is vital to recovery.

Visitors from our long-haul and emerging tourism markets are highly valued, as they tend to stay longer and spend more during their time here. Post-pandemic, Dublin Airport – and the North Runway – will have a particularly important role to play in the development of new routes from our emerging tourism markets. We, therefore, welcome the replacement of the movement cap on flights with a Noise Quota System for the night shoulder hours 11:00pm to midnight and 6:00am to 7:00am, given that these hours are important for the operation of long-haul routes. However, we ask that ANCA consider reducing this noise quota period to 6.5 hours. The value of visitors from our long-haul markets is highlighted in Appendix 2.

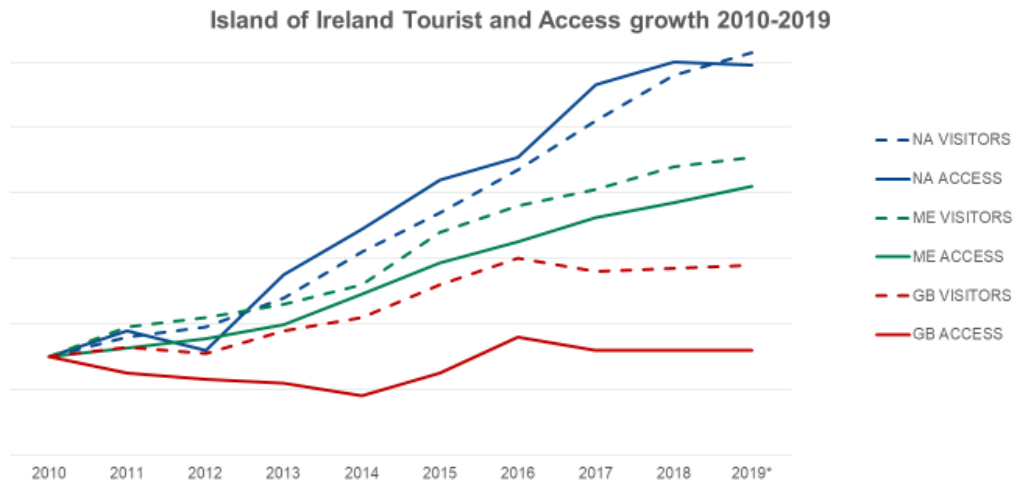
We believe that this proposal balances the requirement for operational flexibility at Dublin Airport, which will allow it to adequately recover essential connectivity in a post-pandemic environment, whilst also taking into consideration community concerns.

Yours sincerely

Shane Clarke

Director of Corporate Services, Policy & Northern Ireland

Appendix 1



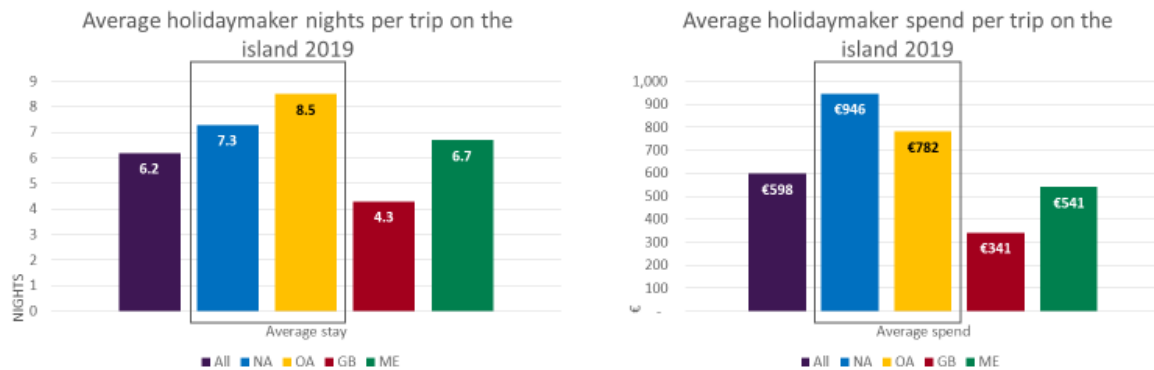
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1
Source: Tourism Ireland, TTC

Note: NA is North America, ME is Mainland Europe and GB is Great Britain

Appendix 2

Visitors from long-haul markets stay longer and spend more money per trip than visitors from short-haul markets



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4
Source: Tourism Ireland

The US is the most important market in terms of revenue to the island. Three long-haul markets, (US, Canada, & Australia) are in the top 10 markets for value on the island.

Top 10 markets in value (€m) terms to the island of Ireland 2019

