



WELCOME
TO IX WALA

Bologna, Italy,
January 18-20, 2017

The Norwegian Story
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Ireland's Transatlantic History



June 1919

- First transatlantic flight by British Aviators, Alcock & Brown
- Took off Newfoundland and landed in Connemara, County Galway

Ireland's Historic Transatlantic Gateways

Shannon Stopover

- ▶ **1945:** permitted flights to Shannon and allowed Irish airlines to serve Boston, Chicago and New York
- ▶ **1971:** agreed that TWA could fly into Dublin Airport via Shannon Airport
- ▶ **1990:** Irish airlines serve Los Angeles and additional US carriers serve Dublin via Shannon
- ▶ **1993:** Direct access to Dublin but 50% of transatlantic flights had to originate or stop over in Shannon

Aer Lingus 

TWA 

March 2008: Introduction of Open Skies - Up to the introduction of Open Skies, Cork Airport had been explicitly excluded from bi-lateral agreements between Ireland and the US for transatlantic services.



norwegian




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Cork's First Scheduled Transatlantic Services

New Cork-US flights boost jobs potential

■ **Padraig Hoare**
THE potential for new jobs and investment in Cork has soared sky-high after a new Transatlantic route was secured to Boston.

leisure tourism opportunities to the southern part of our country.
"Boston and New York ranked in the top five US business destinations by Cork Chamber members and so we are encouraged to see the realisation of these routes and are confident of the possibilities that these latest additions to

Cork-US air service a 'game changer'

■ Transatlantic flights hailed as a breakthrough for airport and area
Eoin English

Direct US link - well done to all!

The number of likes and shares on our Facebook page for one story was phenomenal when

Norwegian, Europe's largest low-cost airline.

REBELS OFF TO BOSTON!

A NEW Cork to Boston flight service is set to take off next May.

First Cork to US flights set to depart next year

Stephen Rogers and Eoin English



September 2015 Norwegian Air International announced its intention to commence transatlantic services from Cork Airport to Boston and New York

Challenges

However, there have been ongoing challenges to the news, mainly from unions in the US and some closer to home.

- Repeated false assertions about NAI crew “subject to labour and social norms of Asian countries”.
- Allegations that NAI breaches terms of US / EU Open Skies agreement.
- Suggestions motivation driven by contentious politics in the Cork region around the 2016 Irish General Election.



Our Strategic Communications Approach

Coalition of the Willing

- ▶ We adapted the principles of our innovative approach that had proven successful in attracting new routes.
- ▶ Empower key stakeholders - working in partnership for a common goal.
- ▶ Opportunity to engage wider supportive "Coalition" more effectively.
- ▶ Utilise communications channels of wider coalition to amplify messaging.
- ▶ Optimising social media channels to amplify the message beyond Ireland to the EU and USA.





Business Groups




Irish Examiner



Jim Daly @jimdalytd · 25 Sep 2015
 Norwegian Air just confirmed flights Cork to Boston in 2016 and Cork New York in 2017 subject to licence @SouthernStarIRL @c103 @JP_Cork

Jim Daly Retweeted

The Irish Times @IrishTimes · 24 Sep 2015
 Norwegian Air to fly Cork to Boston from early 2016
 irishtimes.com/business/trans... via @IrishTimesBiz

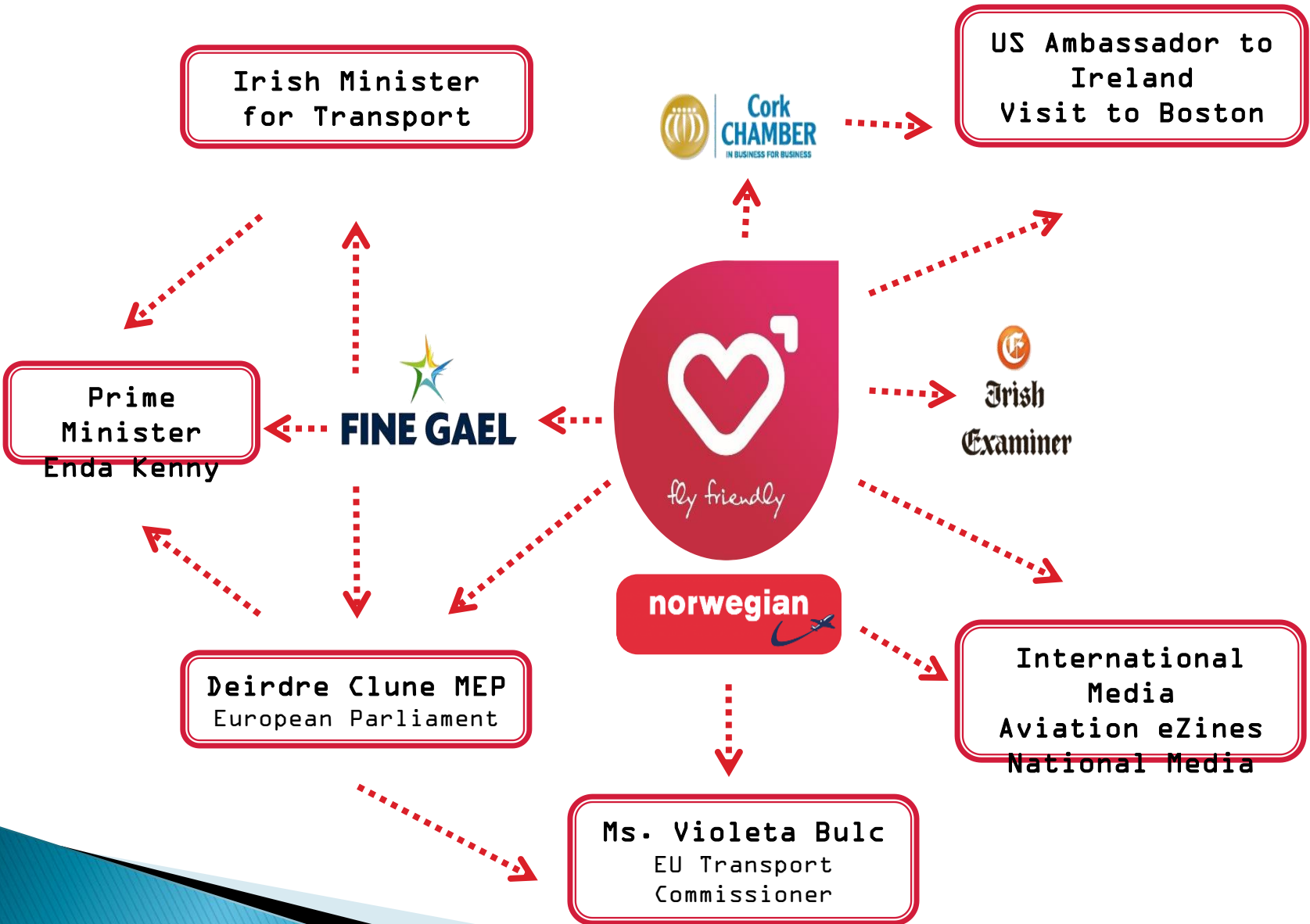


Eoin English @EoinBearla · Following

BREAKING: Expect a MAJOR announcement for #Cork Airport within days. Informed sources says trans Atlantic service to Boston is imminent

RETWEETS 123 LIKES 115

1:13 PM - 24 Sep 2015



Collimation Of Efforts

St Patrick's Day, 17th March 2016

- Prime Minister Enda Kenny meets American President, Barack Obama

Time to bend an ear, Mr Kenny

Transatlantic route for Cork

Obama opens way for Cork-US flights

Padraig Hoare
FLYING from Cork to Boston and

the foreign carrier permit to Norwegian to allow the airline progress plans for its Cork-Boston service without delay.

Norwegian flights delay is raised with President Obama

BY SIOBHÁN CRONIN

US PRESIDENT Barack Obama has said there is 'no political impediment' to the planned Cork to US flights by Norwegian Air International (NAI).

The president was speaking after meeting with Taoiseach Enda Kenny earlier this week in Washington. The Taoiseach raised the issue of the delay in the US government issuing permits for the planned routes, from Cork to Boston



Importance of Social Media

- ▶ Social media has allowed us to be nimble and react quickly.
- ▶ Expands our audience reach.
- ▶ Amplifies what we are pushing through traditional media channels.
- ▶ Ability to answer specific questions .
- ▶ Interaction, share, retweet supporters content.
- ▶ Immediate response to counter any and all mis-information.



Cork Airport @CorkAirport 40d
FACT: In a letter sent on June 1st 2015 to the US Department of Transportation by [@Fly_Norwegian](#) CEO Bjorn Kjos, he clearly states: 1/2



Cork Airport @CorkAirport 40d
[@OpinionLine96](#) Norwegian's CEO makes it very clear only European & US pilots and crew will be used on NAI flights
pic.twitter.com/dP7S1wDkV6



in reply to [96fm Opinion Line](#)
Cork Airport @CorkAirport 41d
[@OpinionLine96](#) It has always been the intention of Norwegian Air International to operate the Cork-Boston route under Norwegian's Irish AOC



History in the Balance

- ▶ President Obama has previously stated there is no political opposition to transatlantic routes from Cork Airport
- ▶ However, with US Elections in November 2016 no decision was ever likely until after a new President was elected
- ▶ Importance of progressing quickly and positively with a new US President in place
- ▶ Norwegian are still confident - slots are booked to commence Irish operations in July 2017
- ▶ We remain optimistic that history will be made and the first transatlantic service from Cork Airport will commence this summer.



Imminent Announcement

- ▶ Final Announcement from Norwegian due before the end of January 2017 along with open sale of tickets.
- ▶ Confirmation of network from Ireland to USA for a summer 2017 start date.

Norwegian may sell tickets for US flights from Cork next month

Passenger numbers at Cork Airport grew 8% to 2.23m last year

© Mon, Jan 9, 2017, 18:53

Norwegian plans New York flights for under £60

Carrier plans fares as low as £56 one-way from Edinburgh, Shannon or Cork by using fuel-efficient jets and cheaper airports

AIR CARRIER'S PERMITS – HOW NORWEGIAN EXPANSION BENEFIT SECONDARY & REGIONAL AIRPORTS



Patricia O'Shea
Group Head of Legal and
Secretariat Dublin Airport

Patricia O'Shea graduated from University College Cork and completed her professional qualification with the Law Society of Ireland. She is also admitted to the Roll of Solicitors of the Law Society of England and Wales.

Post qualification, Patricia undertook a traineeship period with the EU (DG COMP). She then worked as sole in house counsel with De Beers Industrial Diamonds (now Element 6), and for many years as Country Counsel for IBM in Ireland. Patricia took up her current role with daa plc in 2011. As Group Head of Legal & Secretariat she has responsibility for the provision of legal services to the Ireland-based and international businesses the latter which consists of two main subsidiaries. One subsidiary, ARI, is one of the world's longest established and most successful travel retail companies with operations in Europe, Middle East, Asia, North and South America and New Zealand. The other subsidiary, daai, manages and operates airports in foreign jurisdictions and provides consultancy services.

Patricia was a founding member of the Corporate and Public Law Association in Ireland sitting on its Executive fCommittee for a number of years. She is a member of the GC Powerlist Ireland 2015 and her team was included in the in house legal teams Powerlist in 2016.

Patricia has spoken at many conferences during her career and delivers lectures on various courses offered by the Law Society of Ireland.