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RYANAIR HOLDINGS PLC
Form 6-K
July 22, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

For the month of July 2004

RYANAIR HOLDINGS PLC
(Translation of registrant's name into English)

c/o Ryanair Ltd Corporate Head Office
Dublin Airport
County Dublin Ireland
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- _____

RYANAIR ANNOUNCES \$240M INVESTMENT IN LUTON BASE
9 NEW EUROPEAN LOW FARE ROUTES WITH 250,000 SEATS FROM JUST GBP1 !

Ryanair, Europe's No. 1 low fares airline, today (Thursday, 22nd July 2004) announced a major expansion of its London Luton base with an investment of \$240M in 4 new Boeing 737-800 series aircraft and 9 NEW European routes from London

Luton to:

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BARCELONA (GIRONA)

ESJBERG ROME

BARCELONA (REUS)

MURCIA STOCKHOLM

DINARD

NIMES VENICE

Ryanair, which began services at London Luton in 1986, already operates 14 daily international flights from Luton to Dublin and Milan, and this year will carry 1.6M passengers to/from Luton, saving consumers over GBP60M on high fares charged by Easyjet. This massive increase in routes, destinations and passenger numbers is also good news for the local economy too, because it will create and sustain over 1,000 new jobs in the Luton area

Announcing this expansion of its Luton base today, Ryanair's CEO Michael O'Leary said:

"Consumers using London Luton airport now have a real low fares airline offering fares that are half the price of Easyjet, serving 11 destinations throughout Europe and delivering unbeatable punctuality, and that's Ryanair.

Our message to Easyjet is simple:

+ -Easyjet can't match Ryanair's low fares

+ -Easyjet can't match Ryanair's punctuality

These new routes, with fares from an incredible GBP1 (excl. taxes)are available for booking right now, at www.ryanair.com, Europe's biggest travel website".

	RYANAIR	EASYJET
PUNCTUALITY 2003*	81%	68%
AVERAGE FARE**	EUR40	EUR62

*SOURCE - OFFICIAL CAA STATS FOR 2003

** ANNUAL PUBLISHED ACCOUNTS

Ends. Thursday, 22nd July 2004

Paul Fitzsimmons - Ryanair Pauline McAlester - Murray Consultants

Tel: 00 353 1 812 1228 Tel: 00 353 1 4980300

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

RYANAIR HOLDINGS PLC

Date: 22 July 2004

By:___/s/ Howard Millar___

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H Millar
Company Secretary & Finance Director