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RYANAIR HOLDINGS PLC
Form 6-K
December 08, 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 December, 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- _____

CHRISTMAS COMES EARLY FOR LUTON!
50,000 SEATS FOR FREE!* - ALL ROUTES!

Ryanair, Europe's No. 1 low fares airline, today (Wednesday, 8th December 2004) gave the people of Luton an early Christmas present, when it announced an incredible 50,000 FREE* SEATS ON ALL ROUTES FROM LUTON. Ryanair already operates 3 daily international routes to Dinard (France), Dublin (Ireland) and Milan (Italy) and will start 9 additional new daily routes from January 2005 to:

| | | |
|--------------------------|------------------------|-------------------|
| Barcelona Girona (Spain) | Barcelona Reus (Spain) | Esbjerg (Denmark) |
| Murcia (Spain) | Nimes (France) | Rome (Italy) |

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Stockholm (Sweden)

Venice (Italy)

Shannon** (Ireland)

Speaking in Luton today, Ryanair's CEO, Michael O'Leary, said:

"Christmas has come early for consumers using London Luton airport. Not only do these passengers now have a real low fares airline, offering prices that are half the cost of Easyjet, and delivering unbeatable punctuality - but now we're offering an amazing 50,000 seats for FREE* (* excluding taxes)! It's a Ryanair pre-Christmas bonanza!

"Our expansion to 12 low fare routes to Europe from Luton with 4 brand new Boeing aircraft is great news for Bedfordshire consumers, who will no longer be forced to suffer Easyjets high fares and long delays - Ryanair has beaten Easyjet's weekly punctuality record for MORE than 2 years!

"So get your skates on this Christmas and grab a FREE* flight with Ryanair! As our seat sales are incredibly popular and we would urge consumers to book immediately at WWW.RYANAIR.COM".

| | RYANAIR | EASYJET |
|------------------------|---------|---------|
| PUNCTUALITY 2002 (I) | 83% | 79% |
| PUNCTUALITY 2003 (II) | 81% | 68% |
| PUNCTUALITY 2004 (III) | 92% | 81% |
| AVERAGE FARE (IV) | EUR40 | EUR62 |

(Source: (I) from September 2002 / (II) and (III) Official CAA Stats for 2003 to Nov 2004

- (IV) Annual Published Accounts)

* Passengers only pay taxes and charges

** Starts in May 2005

Ends.

Wednesday, 8th December 2004

For reference:

Paul Fitzsimmons - Ryanair

Pauline McAlester - Murray Consultants

Tel: 00 353 1 8121228

Tel: 00 353 1 4980300

FROM LUTON:

| | START DATE | FREQUENCY | FARE* OFFER |
|--------|------------|-----------|-------------|
| DINARD | OPERATING | 2 X DAILY | GBP0 |
| DUBLIN | OPERATING | 4 X DAILY | GBP0 |
| MILAN | OPERATING | 5 X DAILY | GBP0 |
| MURCIA | 12 JAN '05 | 1 X DAILY | GBP0 |

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| | | | |
|--------------------|------------|-----------|------|
| ROME | 12 JAN '05 | 1 X DAILY | GBP0 |
| BARCELONA (GIRONA) | 19 JAN '05 | 1 X DAILY | GBP0 |
| BARCELONA (REUS) | 19 JAN '05 | 1 X DAILY | GBP0 |
| ESBJERG | 19 JAN '05 | 1 X DAILY | GBP0 |
| NIMES | 19 JAN '05 | 1 X DAILY | GBP0 |
| STOCKHOLM | 19 JAN '05 | 1 X DAILY | GBP0 |
| VENICE | 19 JAN '05 | 1 X DAILY | GBP0 |
| SHANNON | 3 MAY '05 | 1 X DAILY | GBP0 |

(* excludes taxes and charges)

50,000 SEATS FOR FREE - (excludes taxes and charges)

Booking period: Wednesday, 8th Dec. - Midnight Monday, 13th Dec.2004 - Web Only

Travel period: 06 Jan - 28 Feb - Dublin/Dinard/Milan

12 Jan - 28 Feb - Rome/Murcia

19 Jan - 28 Feb - Barcelona (Girona) / Barcelona (Reus) / Esbjerg/Nimes/Stockholm/Venice

03 May - 26 May - Shannon

Applicable days: Monday - Thursday & Saturday

Subject to availability terms and conditions apply. See WWW.RYANAIR.COM for details.

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: 8 December, 2004

By:____/s/ Howard Millar_____

H Millar
Company Secretary & Finance Director