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RYANAIR HOLDINGS PLC
Form 6-K
May 21, 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 May, 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- _____

PUBLIC INFORMATION NOTICE

BA'S FARES TO FRANCE & ITALY SIX TIMES HIGHER
THAN RYANAIR'S

Ryanair, Europe's No. 1 low fares airline, today (Friday, 21st May 2004) criticised BA's latest attempt to rip-off consumers with high fares to France and Italy - fares that are an incredible SIX times more expensive than Ryanair's.

Ryanair's Head of Communications, Paul Fitzsimmons said:

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"BA's latest 'offer' is a joke! They are continuing to price gouge consumers with their ridiculously high fares. The public already knows BA's fares are a rip-off. BA can't match Ryanair's low fares and can't match Ryanair's punctuality record and customer service.

"BA's latest offering to the South of France start at a wallet busting GBP179.00, almost SIX TIMES HIGHER than Ryanair's low fare to South France, from GBP30 return! BA's fares to Italy - from GBP189 - are MORE THAN SIX TIMES HIGHER than Ryanair's from just GBP30 return.

"This year Ryanair will carry 28 million passengers on 151 routes across 16 European countries. It's no wonder millions of consumers are voting with their feet and choosing Ryanair's unbeatable value to South of France and Italy.

"Consumers see for themselves who really delivers what they want - Europe's lowest fares and unbeatable Customer Service - and that's Ryanair".

RETURN FARES (from)

| | RYANAIR | BA |
|--|---------|--------|
| SOUTH OF FRANCE | GBP30 | GBP179 |
| ITALY (source: BA news release - 20th May 04) | GBP30 | GBP189 |

Ends. Friday, 21st May 2004

For further information:

Paul Fitzsimmons - Ryanair Pauline McAlester - Murray Consultants

Tel: 00 353 1 812 1228 Tel: 00 353 1 4980 300

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: 21 May 2004

By:___/s/ Howard Millar___

H Millar
Company Secretary & Finance Director