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RYANAIR HOLDINGS PLC
Form 6-K
November 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 November, 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 - \$240M INVESTMENT IN NEW LIVERPOOL BASE

9 NEW EUROPEAN ROUTES FROM LIVERPOOL
TO FRANCE - IRELAND - ITALY - SPAIN

Ryanair, Europe's No.1 low fares airline, today (Monday, 22nd November 2004) announced it's 12th European base at Liverpool's John Lennon Airport with an investment of \$240M in 4 new Boeing 737-800 series aircraft and 9 NEW European routes from Liverpool to:

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NEW ROUTES:

| | | |
|------------------|---------|---------|
| BARCELONA (REUS) | LIMOGES | PISA |
| CORK | MURCIA | SHANNON |
| GRANADA | NIMES | VENICE |

CURRENT ROUTES:

| | | | |
|--------------------|--------|-------|------|
| BARCELONA (GIRONA) | DUBLIN | MILAN | ROME |
|--------------------|--------|-------|------|

Ryanair, which began services at Liverpool in 1988, already operates 14 daily international flights from Liverpool to Barcelona (Girona), Dublin, Milan and Rome. Over the next 12 months Ryanair will carry 1.4M passengers to/from Liverpool, saving consumers over EUR30M on high fares charged by Easyjet. This new base announcement and massive increase in routes, destinations and passenger numbers is also good news for the local economy too, because it will create and sustain over 1000 new jobs in the Liverpool area.

Also today, Ryanair announced new daily routes from Blackpool to Barcelona and Pisa to Barcelona. Ryanair already operates two successful routes from Blackpool to Dublin and London Stansted, and 5 daily routes from Pisa to Brussels, Glasgow, Hamburg, Frankfurt Hahn and London Stansted.

Announcing Ryanair's 12th European base in Liverpool today, Ryanair's CEO Michael O'Leary said:

"Consumers from Merseyside using Liverpool's John Lennon Airport now have a real low fares airline offering fares that are almost half the price of Easyjet, serving 13 destinations throughout Europe and delivering unbeatable punctuality, and that's Ryanair."

"Our message to Easyjet is simple - You can't match Ryanair's low fares and you can't match Ryanair's punctuality and customer service either."

"These new routes from Liverpool, with fares from an incredible GBP2.99 (excl. taxes) are available for booking right now, at www.ryanair.com, Europe's biggest travel website."

Neil Pakey, Managing Director of Liverpool John Lennon Airport commented:

"Ryanair's committment is a clear 'coming of age' for Liverpool John Lennon Airport bringing an additional 1 million passengers through the Airport next year. Liverpool is clearly seen by the airline industry as a gateway airport for the North of England and in particular for the low cost airline market. Ryanair's decision to base four aircraft here will bring significant benefits for the North West including around 1000 jobs being created in the region's economy."

"In addition, Liverpool's Capital of Culture status is further enhanced as more Europeans will be able to visit Merseyside via convenient direct flights and importantly with low fares."

| | RYANAIR | EASYJET |
|----------------|---------|---------|
| PUNCTUALITY * | 85% | 79% |
| AVERAGE FARE** | EUR40 | EUR62 |

*SOURCE - OFFICIAL CAA STATS FOR APR-JUN 04. ** ANNUAL PUBLISHED ACCOUNTS

FROM LIVERPOOL TO:

| ROUTE | FREQUENCY | START DATE | LOWEST FARE |
|-------|-----------|------------|-------------|
|-------|-----------|------------|-------------|

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(ex taxes)

| | | | |
|------------------|------------|-------------|----------|
| BARCELONA (REUS) | 1 X DAILY | 31 MAR 05 | GBP7.99 |
| CORK | 1X DAILY | 26 APRIL 05 | GBP2.99 |
| GRANADA | 1 X DAILY | 26 APRIL 05 | GBP12.99 |
| LIMOGES | 3 X WEEKLY | 19 APRIL 05 | GBP4.99 |
| MURCIA | 1 X DAILY | 31 MAR 05 | GBP17.99 |
| NIMES | 4 X WEEKLY | 20 APRIL 05 | GBP4.99 |
| PISA | 1 X DAILY | 19 APRIL 05 | GBP12.99 |
| SHANNON | 1 X DAILY | 3 MAY 05 | GBP2.99 |
| VENICE | 1 X DAILY | 26 APRIL 05 | GBP4.99 |

Ends:

Monday, 22nd November 2004

For further information:

Paul Fitzsimmons - Ryanair
Tel: 00 353 1 812 1228

Pat Walsh - Murray Consultants
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 November 2004

By:___/s/ Howard Millar___

H Millar
Company Secretary & Finance Director