

Edgar Filing: RYANAIR HOLDINGS PLC - Form 6-K

RYANAIR HOLDINGS PLC  
Form 6-K  
November 27, 2002

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, 2002

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 CELEBRATES 1.6 MILLION FRENCH PASSENGERS WITH EUR 19.99 SEAT SALE

Ryanair, Europe's largest low fares airline today (Wednesday, 27th November 2002) announced that it will carry over 1.6 million passengers on its 14 routes to/from France this year making Ryanair the largest low fares airline in France. To celebrate this new milestone Ryanair announced that it would offer all of its seats for sale in the month of January at an amazing low fare of EUR 19.99 one way including tax.

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Launching the seat sale in Paris today, Ryanair's Chief Executive, Michael O'Leary said:

"France was the first continental European country that Ryanair flew to in 1997 with our route from Dublin to Paris Beauvais. Since then the number passengers travelling between these two cities has more than doubled with Ryanair leading the way with its widely available low fares. With this firm foundation of massive success on our initial route, Ryanair has today built a network of 15 international routes to France and this year will carry over 1.6 million passengers in and out of the country. In particular, Ryanair has revived international links from many provincial airports which otherwise would only have Air France services to Paris.

"Ryanair's success is built on offering the lowest fares on every route with fare differentials of up to 90% against fares charged by Air France on the same route. On our newest route from Strasburg to London we have sold over 75% of the seats in the first month at fares which are 90% lower than those originally quoted by Air France. Already Air France have reduced their fares by EUR 500, but their fares still remain 3 to 4 times those of Ryanair. This is even more evidence that Ryanair is bringing choice, competition and a general reduction in airfares on every route that it flies.

"In order to celebrate the landmark of flying 1.6 million passengers in and out of France this year, we are announcing that we will offer every seat for sale for flying in January for EUR 19.99 one way including tax. When it comes to offering low fares on a widely available basis there is only one low fares airline and that is clearly Ryanair. We are not offering you 20% or even 50% of our seats at a low fare - we are offering every one of these seats, so book now as demand is going to be phenomenal and booking must end midnight on Friday the 28th of November'.

ENDS.

Wednesday, 27th November 2002

For further information please contact:

Pauline McAlester

Murray Consultants

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Sales Manager for France

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French Seat Sale - Every Seat Every Flight.

EUR 19.99

Travel Period : 01 Jan - 31 Jan  
Booking Period: 27 Nov - Until Midnight 29 Nov

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PARIS - DUBLIN  
PARIS -GLASGOW  
PARIS- SHANNON

CARCASSONE-BRUSSELS

CARCASSONE - LONDON  
BIARRITZ - LONDON  
DINARD - LONDON  
ST ETIENNE - LONDON  
NIMES - LONDON  
MONTPELLIER - LONDON  
PERPIGNAN -LONDON  
STRASBOURG - LONDON

PERPIGNAN- FRANKFURT  
MONTPELLIER - FRANKFURT

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: 27 November 2002

By:\_\_\_/s/ Howard Millar\_\_\_

H Millar  
Company Secretary & Finance Director