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RYANAIR HOLDINGS PLC
Form 6-K
January 15, 2008

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 January, 2008

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- _____

BIRMINGHAM BECOMES RYANAIR'S 25th BASE

\$700M INVESTMENT TO DELIVER 5M PAX P.A. AND 5,000 JOBS

Ryanair, Europe's largest low fares airline today (Tuesday, 15th January 2008) announced its 25th European base in Birmingham with an initial two Boeing 737-800 aircraft (\$140m investment) which will deliver 20 new routes from Birmingham to Denmark (1), France (5), Italy (5), Norway (1), Poland (3), Portugal (1), Slovakia (1), Spain (2) and Sweden (1). This will be followed by a further 8 Boeing 737-800 aircraft (\$560m investment) which will deliver 5 million passengers annually, a visitor spend of GBP400m p.a. and sustain 5,000 jobs in the West Midlands.

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| DESTINATION | STARTS | FARE |
|-------------|-----------|-------|
| Barcelona | 1 April | GBP24 |
| Biarritz | 1 July | GBP24 |
| Billund | 17 June | GBP24 |
| Bologna | 20 June | GBP24 |
| Bratislava | 1 July | GBP24 |
| Bydgoszcz | 4 July | GBP24 |
| Dinard | 17 June | GBP24 |
| Dublin | Operating | GBP10 |
| Gdansk | 1 July | GBP24 |
| Marseille | 1 May | GBP24 |
| Olbia | 4 July | GBP24 |
| Oslo | 17 June | GBP24 |
| Perpignan | 2 July | GBP24 |
| Pisa | 4 April | GBP24 |
| Poitiers | 17 June | GBP24 |
| Porto | 20 June | GBP24 |
| Shannon | Operating | GBP 5 |
| Stockholm | 2 July | GBP24 |
| Trieste | 18 June | GBP24 |
| Reus | 18 June | GBP24 |
| Rzeszow | 18 June | GBP24 |
| Trapani | 2 July | GBP24 |

Announcing Ryanair's 25th base in Birmingham, Michael O'Leary said:

"The people of Birmingham have been woefully underserved and overcharged by British Airways and Flybe's high fares for years. Ryanair's new base will smash this high fare stranglehold by delivering savings of GBP130m next year for Birmingham's passengers / visitors.

"Direct international routes are fundamental to the economic

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development of a city like Birmingham and the people of the West Midlands can now look forward to Europe's guaranteed lowest fares and best punctuality on 22 international routes with Ryanair. This route count will more than double as a result of Ryanair's \$700m investment in Birmingham, bringing with it a significant increase in European visitors and jobs for the West Midlands

"To celebrate the launch of our new base, we are offering all passengers who buy a return flight on any route from Birmingham (before midnight on Thursday) a free bonus flight, (no taxes, no fees and no charges*) for travel in February to Dublin or Shannon from Birmingham. This special offer must end midnight Thursday so we advise passengers to book their bargain seats today on www.ryanair.com".

*See www.ryanair.com for details

Ends. Tuesday, 15th January 2008

For further information:

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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: 15 January, 2008

By:____/s/ James Callaghan____

James Callaghan
Company Secretary & Finance Director