

RYANAIR HOLDINGS PLC
Form 6-K
March 15, 2017

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 March 2017

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 LAUNCHES LOW FARES IN UKRAINE (COUNTRY NO.34)

4 NEW KIEV ROUTES TO EINDHOVEN, LONDON, MANCHESTER & STOCKHOLM

Ryanair, Europe's No.1 airline, today (15 Mar) announced its first Ukraine flights, its 34th country, with 4 new Kiev routes to Eindhoven, London, Manchester and Stockholm, starting from October, which will deliver 250,000 customers p.a. at Kiev Airport.

Ryanair's Kiev winter 2017 schedule will deliver:

4 new routes: Eindhoven (3 wkly), London Stansted (5 wkly),
Manchester (3 wkly) & Stockholm Skavsta (4 wkly)

15 weekly flights

250,000 customers p.a.

Ryanair will also commence flights to/from Lviv, with even more new routes and lower fares for Ukrainian customers and visitors. Ryanair celebrated its new Ukraine flights by releasing seats for sale at prices starting from just €19.99 for travel in October and November, which are available for booking until midnight Thursday (16 Mar).

In Kiev, Ryanair's Chief Commercial Officer, David O'Brien said:

"Ryanair is pleased to announce that low fares have arrived in Ukraine, our 34th country of operation, with 4 new Kiev routes to Eindhoven, London, Manchester and Stockholm, beginning in October, which will help deliver 250,000 annual customers at Kiev Airport.

We will also commence flights to/from Lviv, our 2nd airport in Ukraine, and we urge all customers who wish to book these low cost flights to do so now on the Ryanair.com website or mobile app, where they can avail of the lowest fare air travel to and from Ukraine.

To celebrate our new Ukraine routes, we are releasing seats for sale at prices starting from just €19.99, which are available for booking until midnight Thursday (16 Mar). Since these amazing low prices will be snapped up quickly, customers should log onto www.ryanair.com and avoid missing out."

Minister of Infrastructure, Volodymyr Omelyan, said:

"The arrival of Ryanair in Ukraine is without exaggeration, a remarkable event for Ukraine. Negotiations lasted for several years, and I am proud that our team was able to successfully hold them. Today we officially declare - Ryanair is in Ukraine.

I am convinced that Ryanair will be another bridge that connects the infrastructure of Ukraine with Europe and it will be a good signal for the world's major investors."

For further information
please contact:

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About Ryanair:

Ryanair is Europe's favourite airline, carrying 120m p.a. on more than 1,800 daily flights from 85 bases, connecting over 200 destinations in 33 countries on a fleet of over 360 Boeing 737 aircraft, with a further 300 Boeing 737's on order, which will enable Ryanair to lower fares and grow traffic to 200m p.a. by FY24. Ryanair has a team of more than 12,000 highly skilled aviation professionals delivering Europe's No.1 on-time performance, and an industry leading 31 year safety record.

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: 14 March, 2017

By: ___/s/ Juliusz Komorek___

Juliusz Komorek
Company Secretary