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RYANAIR HOLDINGS PLC
Form 6-K
March 28, 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 March, 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- _____

RYANAIR PLANS UP TO 40 TELESales REDUNDANCIES IN DUBLIN

Ryanair, today (Friday, 28th March 2008) announced that it plans to close its Dublin Telesales Operation (Ryanair Direct) at the end of May, which may lead to up to 40 redundancies as part of its cost reduction programme to combat record high (\$100 p. bl.) oil prices, while continuing to guarantee the lowest fares and no fuel surcharges for passengers.

Speaking today, Ryanair's CEO Michael O'Leary said:

"The decision to close our Dublin Telesales activity is a painful one. Sadly, the operation is no longer viable or cost competitive against a backdrop of dwindling demand for phone bookings (now less than 1% of

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sales) while Internet bookings now account for over 99% of ticket sales. Our existing Romanian and German call centres will continue to provide telesales services at 60% lower costs than Ryanair Direct. These kind of cost savings must be made if Ryanair is to remain Europe's lowest cost airline in these difficult recessionary markets.

"Whilst we will be encouraging these telesales people to apply for other vacancies in Ryanair, should they not apply or be successful, then they will be made redundant at the end of May. While record high oil prices and falling fares continue, it is sensible and prudent that we streamline our business and reduce costs in order to remain the only airline in Europe to guarantee the lowest fares and guarantee no fuel surcharges ever"

ENDS

Friday, 28th March 2008

For reference:

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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: 28 March, 2008

By:____/s/ James Callaghan____

James Callaghan
Company Secretary & Finance Director