



# RYANAIR TO LAUNCH NEW “RYANAIR ROOMS” ACCOMMODATION SERVICE

News / Airlines



Ryanair, Europe’s favourite airline, today (9 Jun) announced that it will launch a low price accommodation offer, “Ryanair Rooms”, from 1st October next, offering its 116m customers the widest choice of hotel, hostel, B&B, holiday villa and homestay options, but always at the lowest prices. Ryanair is inviting all interested accommodation providers to submit proposals to become partners in “Ryanair Rooms”.

With “Ryanair Rooms”, the airline will widen the range of accommodation it offers to customers beyond just hotels to include (a) hotels, (b) hostels and B&Bs and © homestay/villas and other ‘room’ offers, but all will be at the lowest possible prices for Ryanair customers.

This latest customer initiative follows the launch of Ryanair Car Hire last August, (in partnership

with CarTrawler) and will be the latest digital improvement delivered by Ryanair Labs, under the “Always Getting Better” programme, which includes a best-in-class personalised website, and dynamic mobile app.

Ryanair’s Kenny Jacobs said:

“Ryanair’s low fares revolutionised air travel for Europe’s passengers – now with “Ryanair Rooms”, we’re going to transform booking accommodation. Launching on 1st October, “Ryanair Rooms” will offer consumers the biggest range of accommodation, including hotels, hostels, B&Bs, homestays and villas, via the Ryanair.com website, but all with the same lowest prices we guarantee with our flights.

More and more customers are looking to Ryanair for products other than flights, and we see this as a natural progression towards Ryanair.com becoming the Amazon of air travel. It also echoes the change in demand from customers for different types of accommodation, which in turn will be reflected by the varied range “Ryanair Rooms” will offer – from five-star hotel rooms to independent homestay. We look forward to receiving proposals from interested partners who want to help us disrupt the travel industry once more.”

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