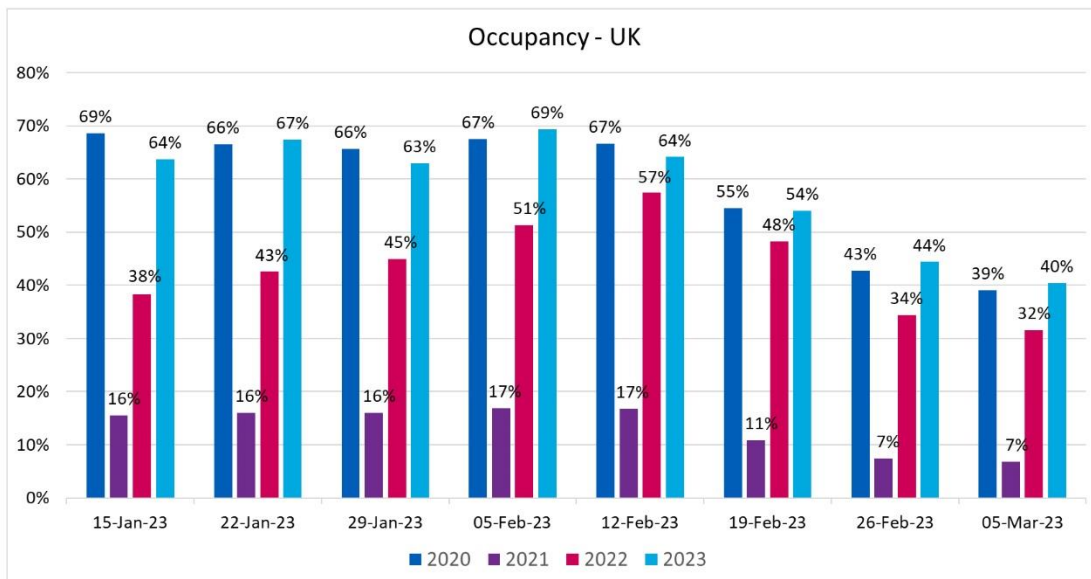


Love has been in the air this month, and it has had a positive impact on hotel booking trends

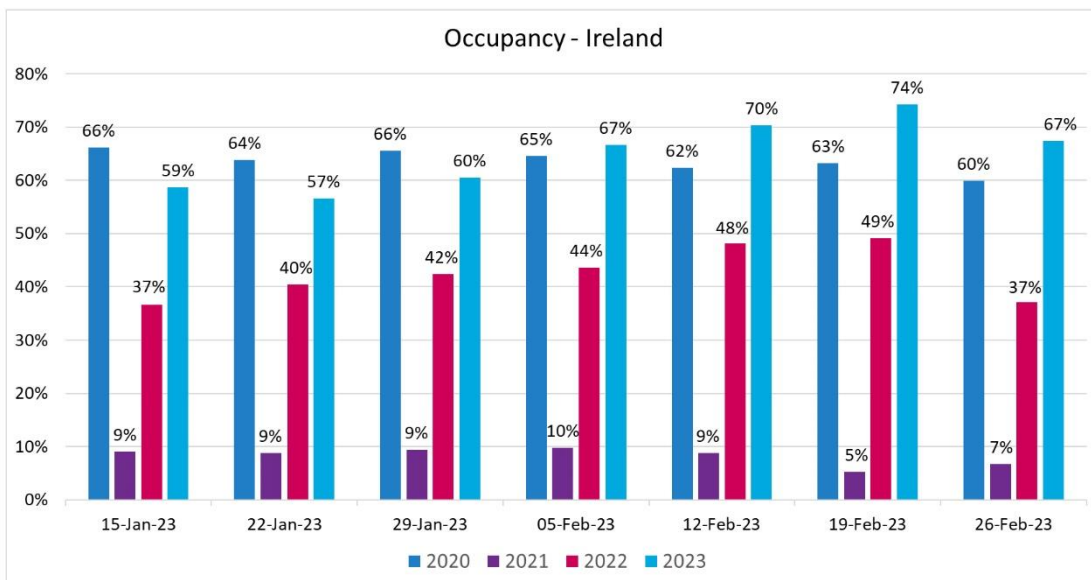
It's the month of love and our gift to hoteliers was these [top tips for driving hotel demand \(and finding love\) this Valentine's Day](#). But how has the month of love impacted booking trends? We explore what Amadeus' Demand360® and flight data are telling us.

Occupancy is picking up as the year continues

While January was a slightly slower month for the UK & Ireland, occupancy in February picks up and surpasses levels seen in previous years, including pre-lockdown in February 2020. These numbers are set to increase as this data is from 12th February, and 45% of bookings are being made within 14 days of travel.



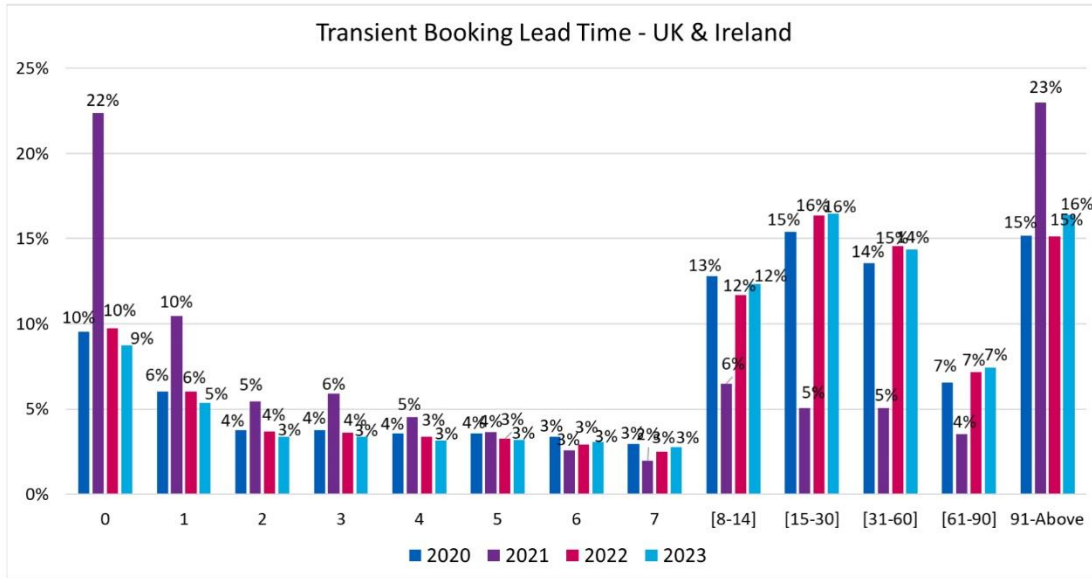
Source: Amadeus' Demand360® Data, as of 12 February, 2023



Source: Amadeus' Demand360® Data, as of 12 February, 2023

What are booking lead times looking like?

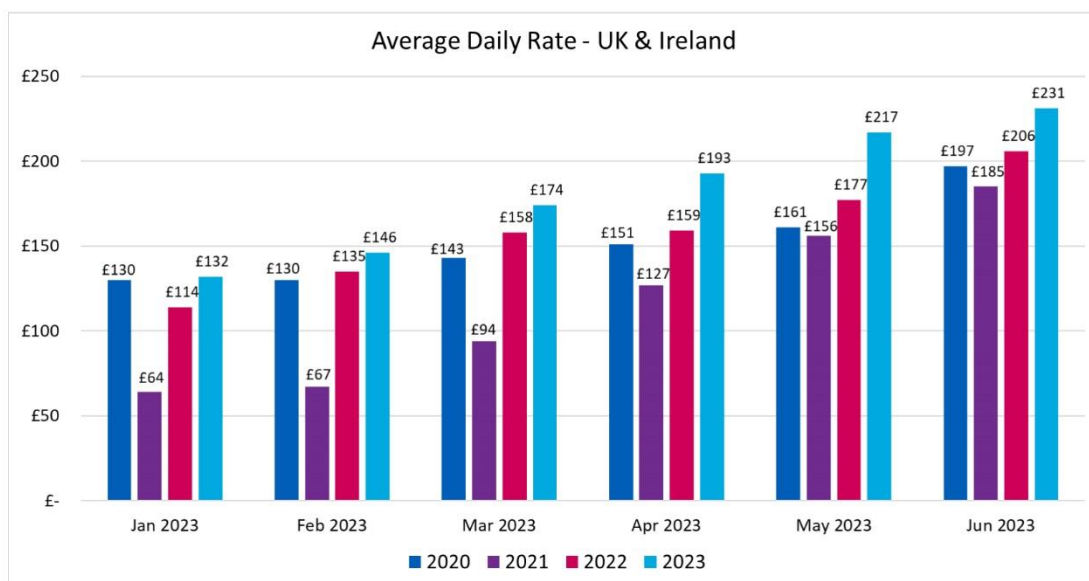
As travel confidence has returned to the UK & Ireland, booking lead times are closely mirroring pre-pandemic patterns, seen here before lockdown in February 2020. Keep in mind that 61% of bookings are being made within 30 days pre-stay, so it is important to keep an eye on what data is telling you, and adapt to changing trends to capture this demand.



Source: Amadeus' Demand360® Data, as of 12 February, 2023

ADR's are increasing in 2023

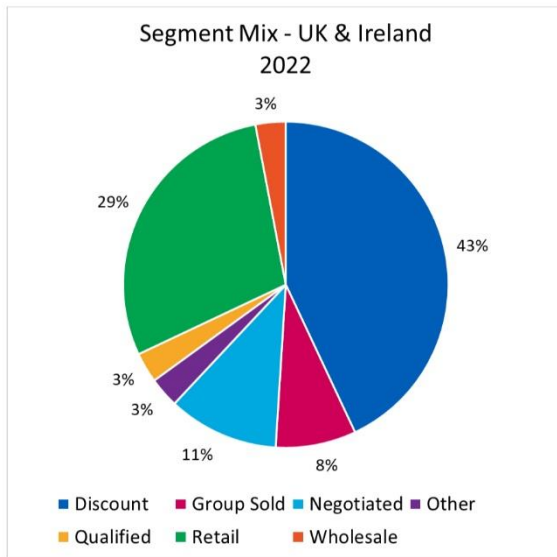
Looking at Average Daily Rates (ADR's) in the UK & Ireland, we can see a steady rise in rates through the first half of 2023. Be sure to maintain competitive rates when looking to increase direct bookings, and download the [Rate Parity Playbook](#) for detailed tactics that many hotels are using to raise Brand.com booking rates by double digits.



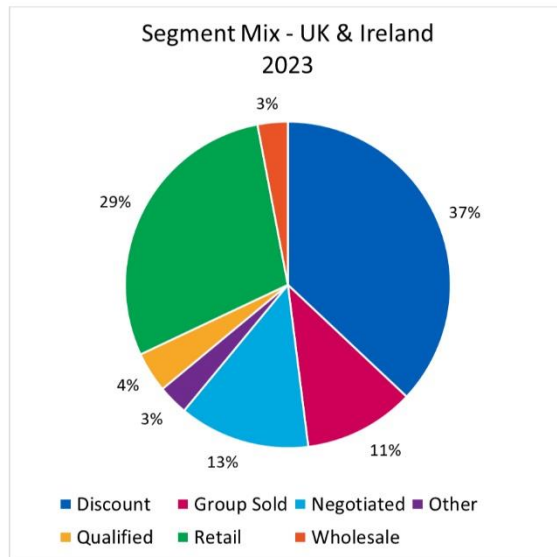
Source: Amadeus' Demand360® Data, as of 12 February, 2023

How are bookings being made?

Comparing the current Segment Mix with that seen in 2022, discount bookings have decreased to 37% and both Group and Negotiated bookings have increased to 11% and 13% respectively, signifying an increase in group and business travel this year. [The world of meetings & events](#) is currently undergoing a significant transformation, and hotels need to be prepared to best navigate this changing space. Download our [Industry Masters eBook](#) to discover what seven top global meeting, event and hospitality authorities had to say about the future of meetings & events.

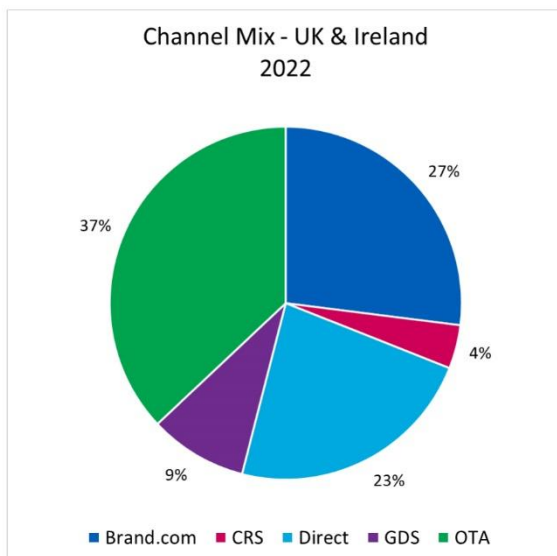


Source: Amadeus' Demand360® Data, as of 12 February, 2023

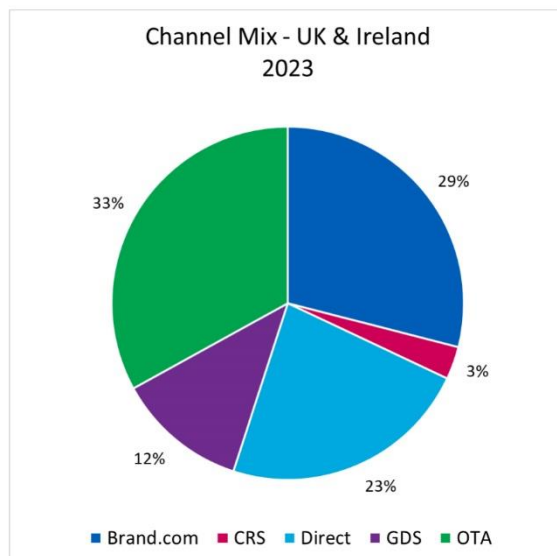


Source: Amadeus' Demand360® Data, as of 12 February, 2023

The current Channel Mix for the UK & Ireland is similar to 2022 trends, with a few minor shifts. It is important to have access to forward-looking business intelligence insight so you can effectively maintain a diverse channel mix to maximise your property's visibility. Download the [Personalisation and Direct Bookings Playbook](#) for strategies and tactics on how to increase conversion, both on your website and through booking engines, and download our [eCommerce Checklists](#) for advice on how to get the most out of your direct booking revenue.



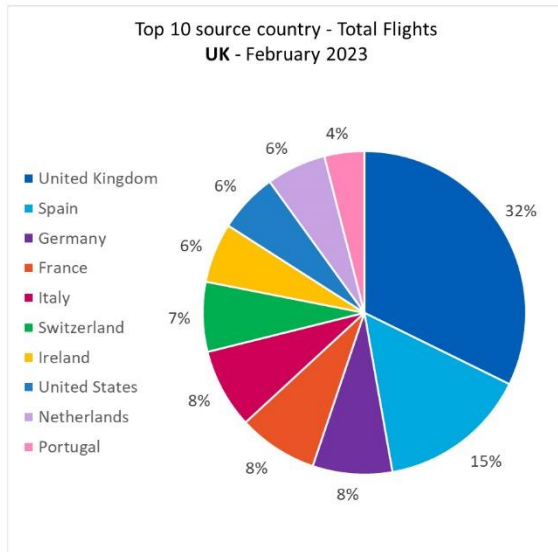
Source: Amadeus' Demand360® Data, as of 12 February, 2023



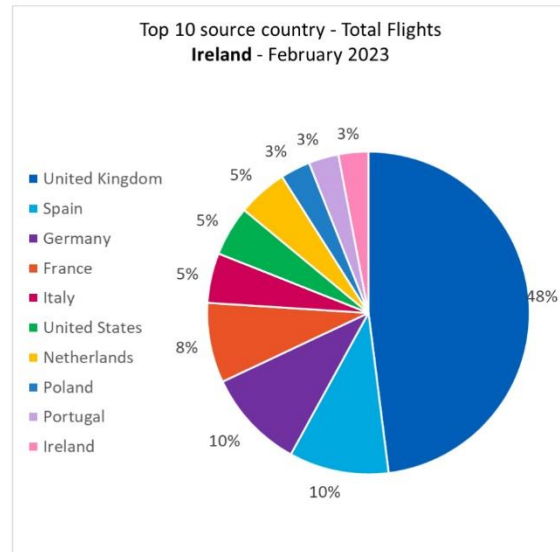
Source: Amadeus' Demand360® Data, as of 12 February, 2023

Who is travelling to the UK & Ireland?

Europe continues to be the main source of flights for both the UK & Ireland in February, with flights from the UK accounting for the majority of flights in both regions. When we look outside of Europe, the USA has made the top 10 list for both the UK & Ireland, and accounts for 6% in the UK and 5% in Ireland. Consider these top locations when developing [targeted media strategies](#).



Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 13 February, 2023



Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 13 February, 2023

2023 is here and as we move through this new year, ensure you are well positioned to capture the continued return in demand by [leveraging forward-looking data](#) to better understand your market and, importantly, use those learnings to inform your business strategies and [media campaigns](#).

If you want to learn more about global booking trends, download our [Monthly Market Insights Report](#) and remember, your local UK & Ireland team are on hand to answer your questions and give you more information about what our Business Intelligence data is telling us about your market. [Contact us](#) today to arrange a complimentary, personalised analysis of your market with one of our UK & Ireland experts.

Let's
shape the future
of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

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