

With the summer arriving, the weather is heating up, and so are occupancy rates across the UK & Ireland

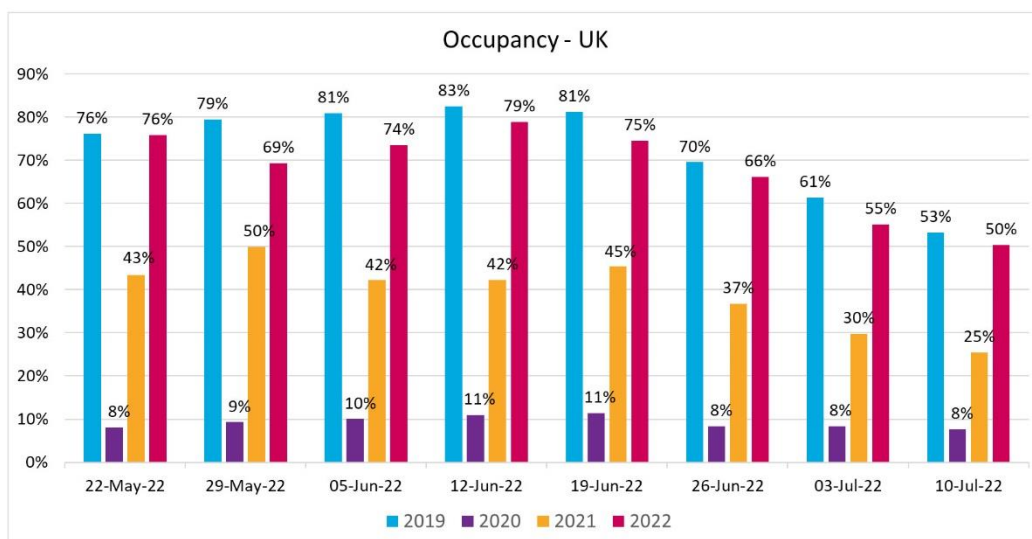
Brits have been enjoying some summer weather over the last few weeks, with temperatures soaring across parts of the UK & Ireland. But the weather is not the only thing impacted by the summer months, it is also known to be the peak time for travel. So how is the arrival of Summer impacting booking trends across the UK & Ireland? We explore what Amadeus' Demand360® and flight data is showing us.

Some summer weeks are already showing occupancy above pre-pandemic levels

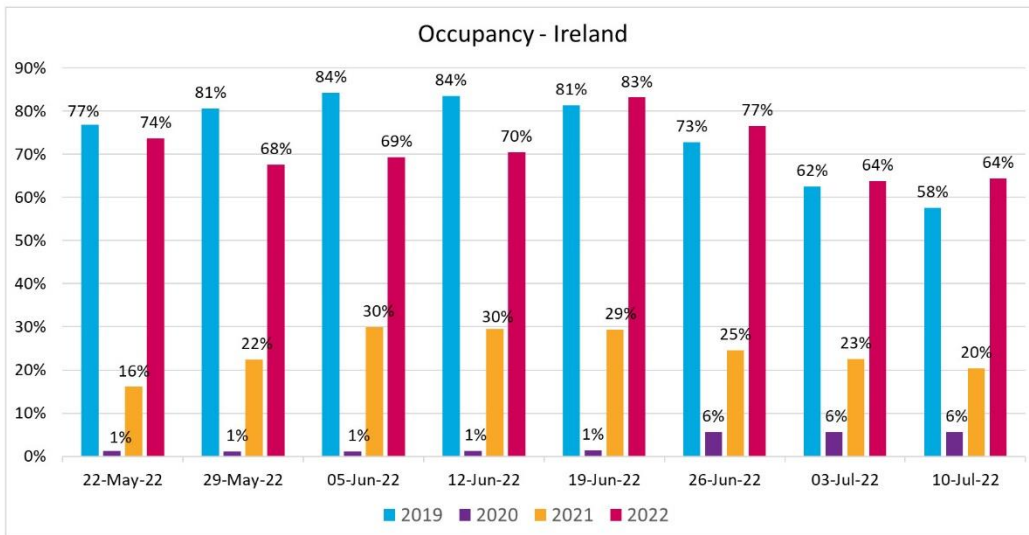
The start of summer in 2019 showed some strong occupancy rates, and while the UK is still a little behind this year, for some weeks in Ireland, occupancy rates are higher in June & July, 2022. Both the UK & Ireland show occupancy rates considerably higher than in 2021, when reopening was happening steadily, events began taking place, hospitality venues could seat people inside, and hotels were allowed to open their doors once again. Seeing this jump in occupancy compared with last summer is positive.

For the UK, May ended with an average occupancy of 73% and June is currently peaking the week of 12th June at 79%. With lead times remaining short, the weeks of 19th and 26th June will likely pick up. July is currently sitting just behind 2019 numbers, with an average of 53% occupancy for the first 2 weeks of July 2022, compared to an average of 57% for the same time in 2019.

As for Ireland, May ended with an average of 71% occupancy and June is currently peaking, above 2019 numbers, the week of 19th June at 83%, a number which will likely increase when the full data for that week is reported. The last week in June and first two weeks of July are also showing higher numbers in 2022, compared with 2019, and will likely grow due to short lead times.



Amadeus' Demand360® Data, as of 19 June 2022

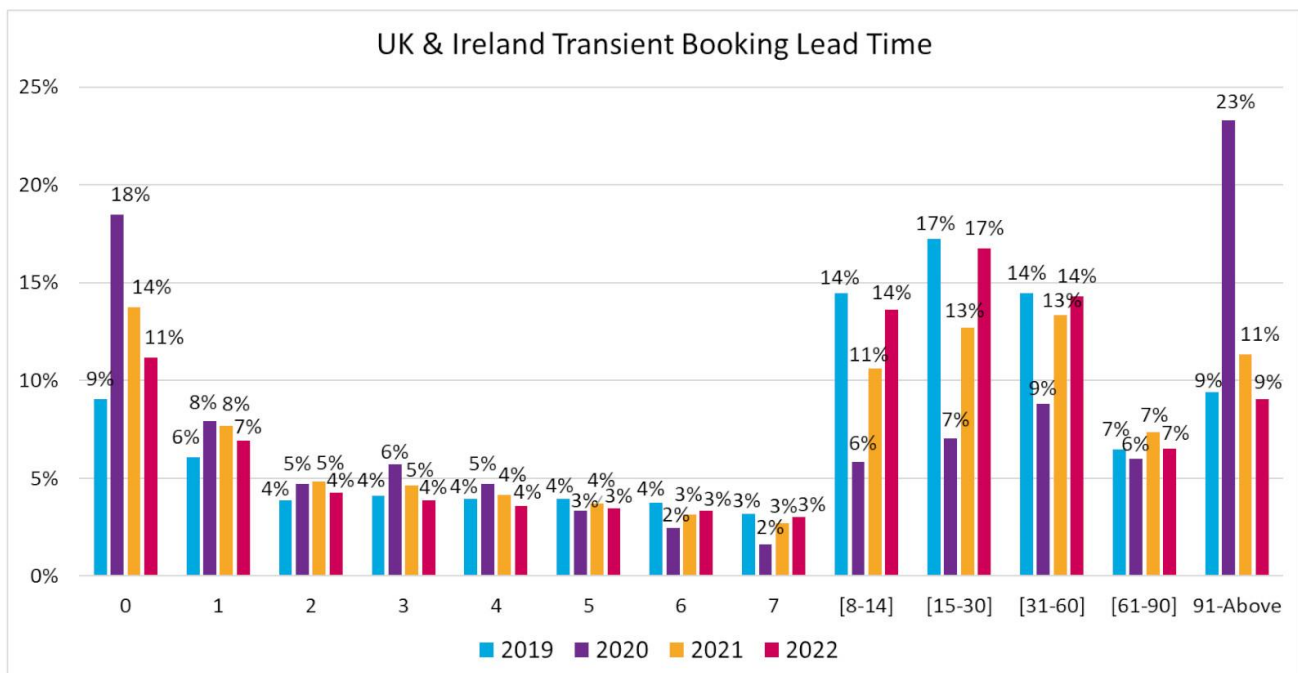


Amadeus' Demand360® Data, as of 19 June 2022

Booking lead times are closely mirroring pre-pandemic patterns

It is no surprise that in 2020 and 2021, very short and very long lead times were the most popular booking windows. With travel rules being unpredictable, it was safer to book trips so soon that the rules would likely not change, or so far that hopefully they would. What we can see now is a shift in that behaviour as booking lead times follow a similar pattern in 2022 as we can see in 2019.

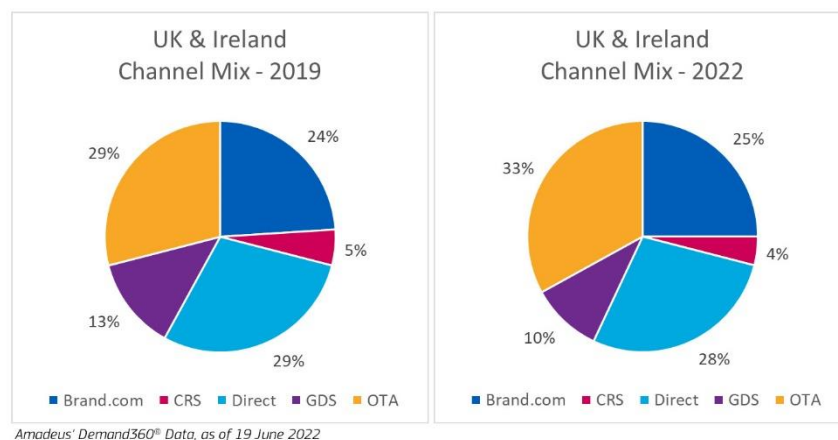
Bookings made 0-7 days ahead of stay remain popular and account for 39%. The biggest increase can be seen between 8-60 days ahead of travel, accounting for 45% of bookings and signifying an increase in traveller confidence. This may also be impacted by the summer months falling within this 8-60 day time frame. Consider running promotions especially for the summer, to capture the increase in demand, such as school holiday packages that include tickets to local family-friendly events. Identify what may draw people to your area throughout the summer months and increase the value of your rooms with promotions and packages that tie into those nearby attractions, to make your hotel stand out amongst the crowd.



Amadeus' Demand360® Data, as of 19 June 2022

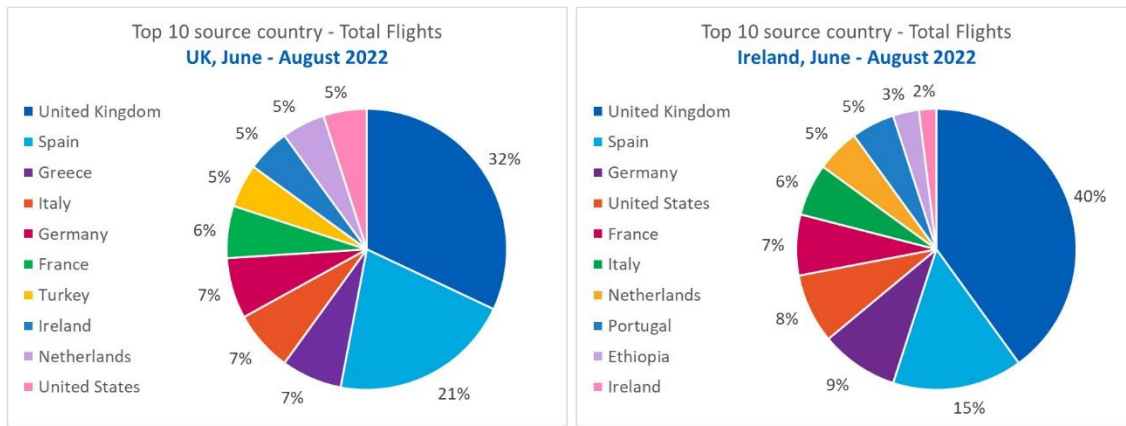
How are bookings being made?

When comparing the channel mix in 2022 with 2019, we can see that OTA bookings have increased from 29% to 33% and GDS bookings have decreased from 13% to 10%. Direct bookings have increased very slightly in 2022, compared with 2019. It is important to maintain a diverse channel mix in order to maximise your property's visibility and increase direct bookings, which are an important contributor to channel mix performance and overall revenue. Download the [Personalization and Direct Bookings Playbook](#) to discover strategies and tactics to increase conversion, both on your website and through booking engines.



Who's travelling to the UK & Ireland?

In both the UK & Ireland, the majority of flights in June - August 2022 are from within Europe, with Spain accounting for 21% for the UK and 15% for Ireland. Outside of Europe, flights from the United States remain steadily at 5% for the UK and 8% for Ireland. Ethiopia has made the top 10 list for Ireland, making up for 5%. When developing your media strategies, it's useful to keep these countries in mind for targeted ads, to increase your chances of conversion.



OAG, Innovata, Amadeus Airline Schedule Data, as of 21 June 2022

For the UK & Ireland, Summer 2022 will be one to remember, as travel demand continues to grow and the removal of COVID-19 restrictions provides an attractive opportunity for Brits and travellers the freedom to enjoy the UK & Ireland without limits. Get the most out of your [media campaigns](#) by [leveraging forward-looking data](#) that helps you to better understand booking behaviours.

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.