

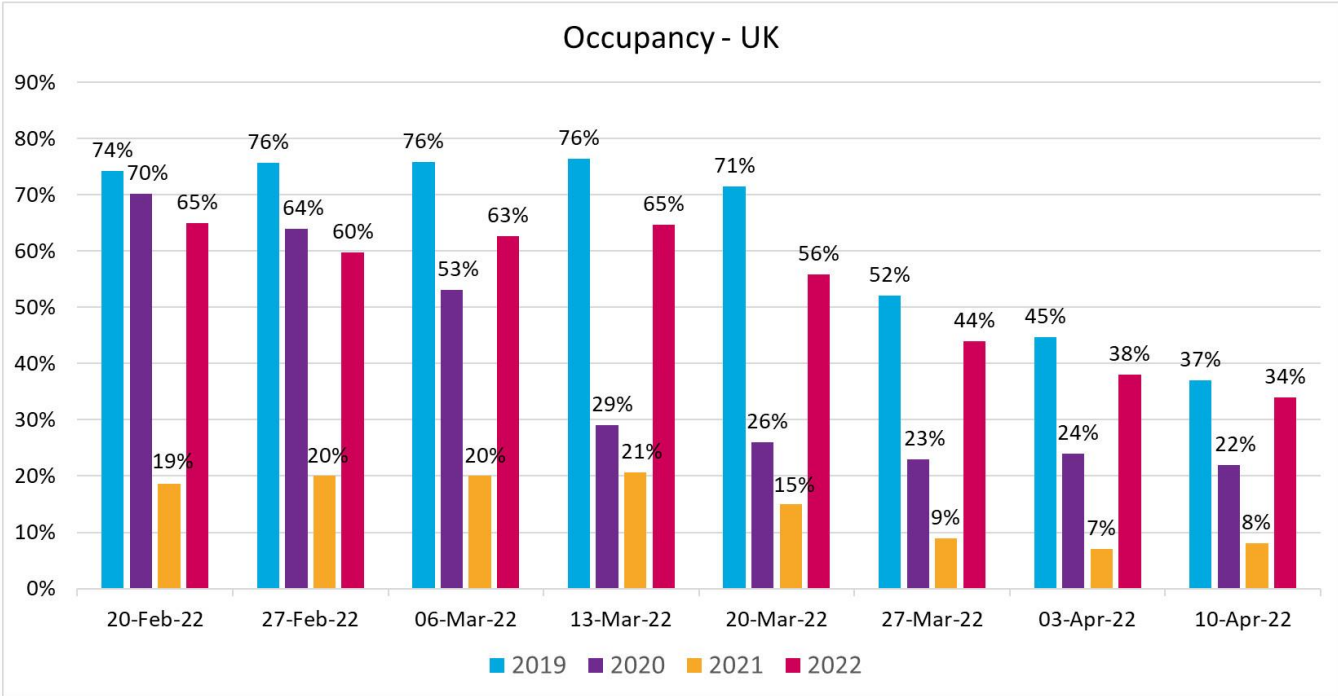
# With few COVID-19 restrictions remaining in place across the UK & Ireland, what impact is this having on booking trends?

Passenger locator forms and testing for inbound travellers is no longer a requirement across the UK & Ireland, Ireland lifting these restrictions on 6<sup>th</sup> March and the UK following suit on 18<sup>th</sup> March. England, Wales & Ireland have lifted all COVID-19 restrictions, while Scotland has lifted most restrictions and continue to review the few that remain. So how has this impacted booking trends across the UK & Ireland? We explore what Amadeus' flight and forward-looking on the books Demand360<sup>®</sup> data is showing.

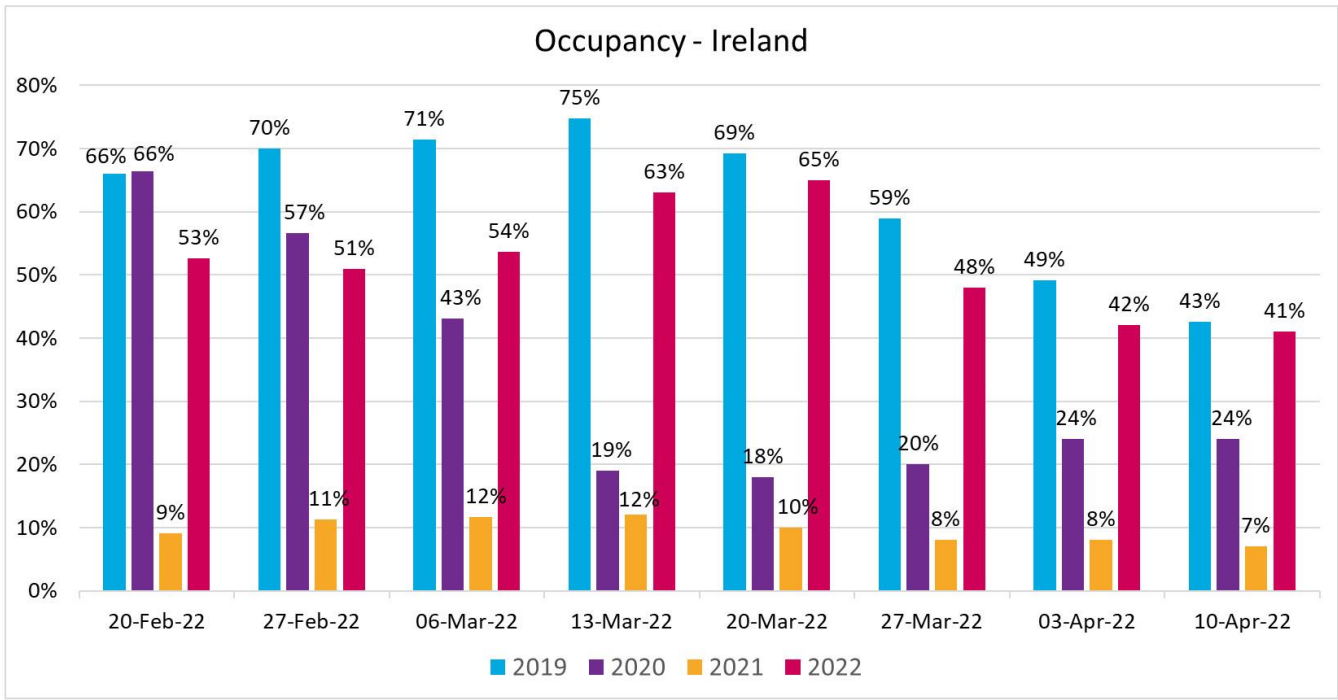
## Occupancy is nearing pre-pandemic levels

When looking back at March data from the last 2 years, it's no surprise to see low occupancy numbers. We all remember March 2020, when the pandemic began impacting the UK and the first national lockdown started. Fast-forward one year to March 2021 and the third national lockdown was still in place, with restrictions due to lift for shops and restaurants in April and hotels following in May.

But March 2022 is showing a brighter picture for the UK & Ireland. February 2022 ended with an average occupancy of 63% in the UK and 52% in Ireland and peaked in March at 65% for both the UK & Ireland. While occupancy does drop a bit after the week of 20<sup>th</sup> March, this is consistent with pre-pandemic behaviour. Comparing 2022 with 2019, we can see occupancy numbers are similar, with a gap of only 3-16% in the UK and 2-19% in Ireland.



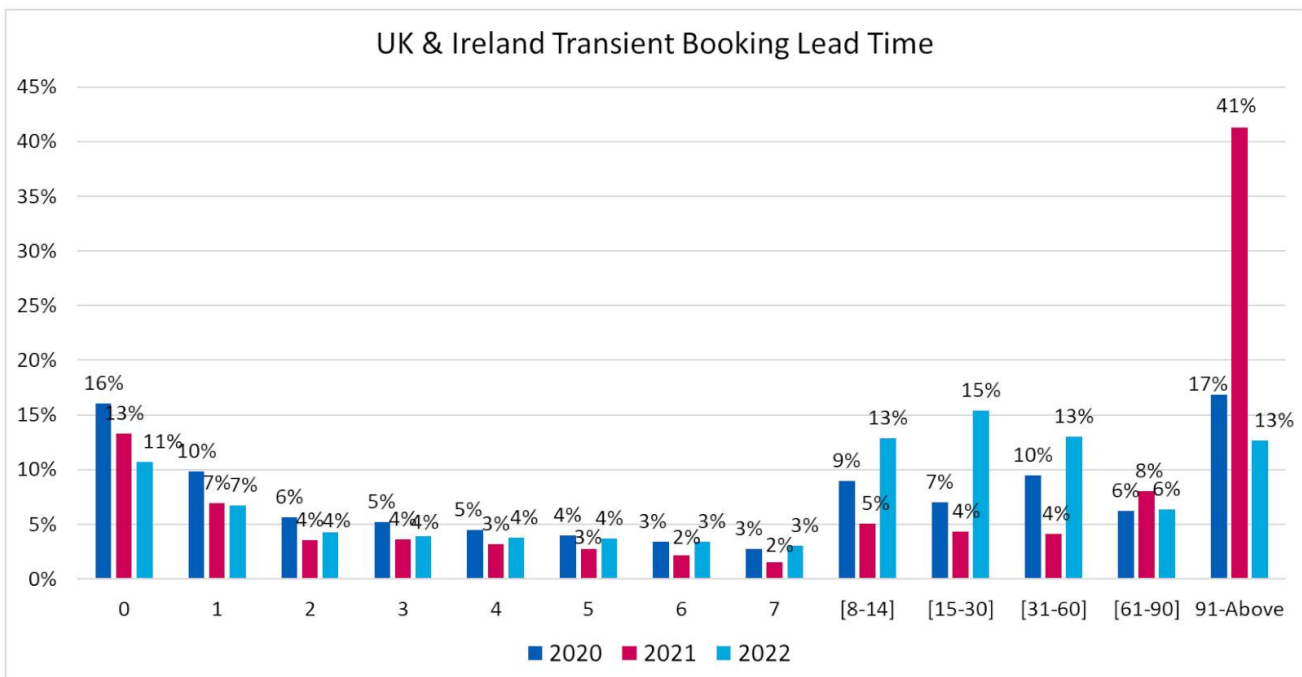
Amadeus' Demand360<sup>®</sup> Data, as of 17 March 2022



Amadeus' Demand360® Data, as of 17 March 2022

### Lead times show traveller confidence is increasing

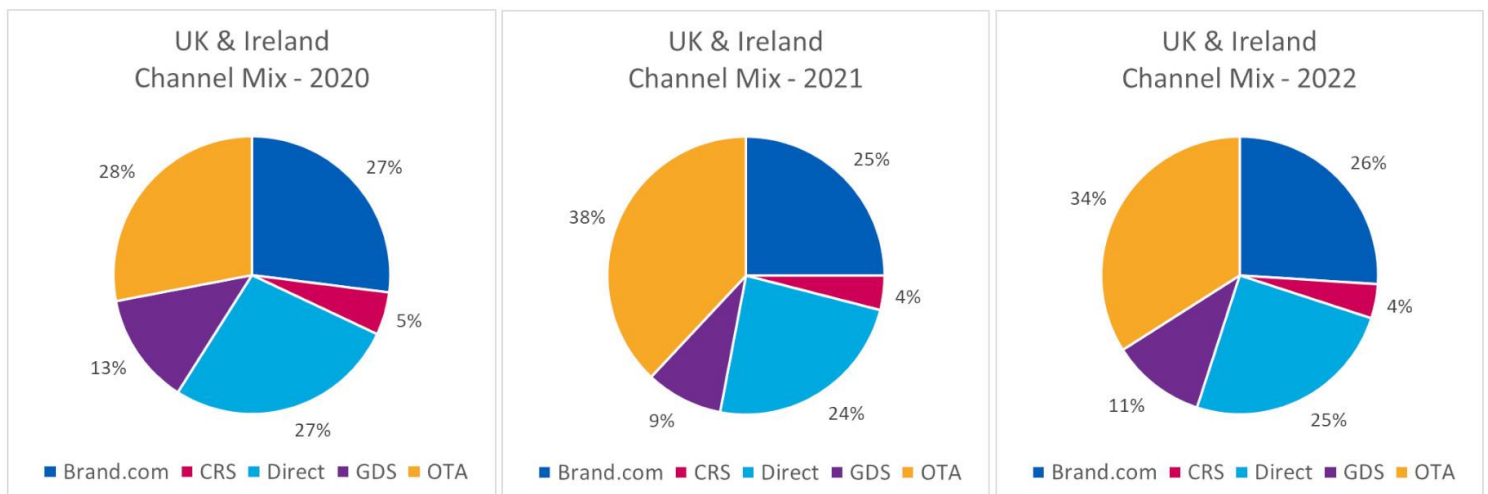
As traveller confidence grows, so do bookings made 8-60 days pre-stay, which account for 41% of bookings, compared to just 13% in 2021. While bookings made 0-7 days ahead of stay have reduced slightly compared to 2021, they still account for 40% of bookings. The biggest shift can be seen in bookings made 61+ days ahead of travel, which accounted for 49% of bookings in 2021 and now makes up just 19% of bookings in 2022. This signifies a want and need to travel now, or at least in the near future. Be sure to keep this in mind when developing your media strategies, focus on promotions for upcoming key dates, such as the Easter break, rather than those more than a few months in the future.



Amadeus' Demand360® Data, as of 17 March 2022

## Where are bookings coming from?

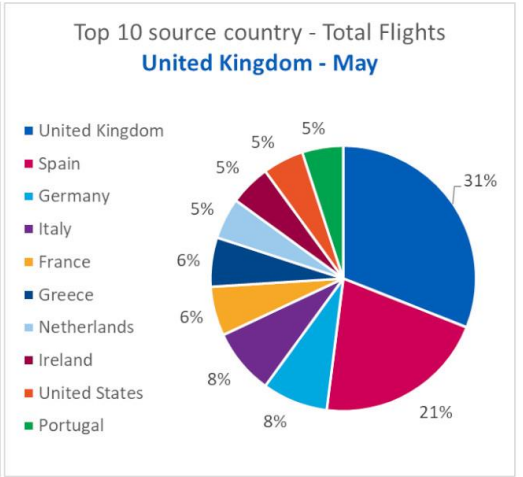
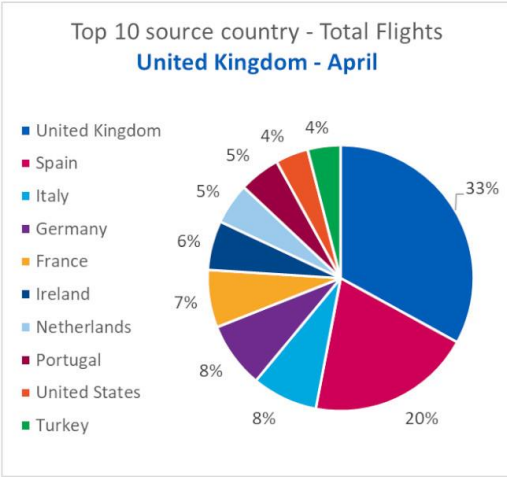
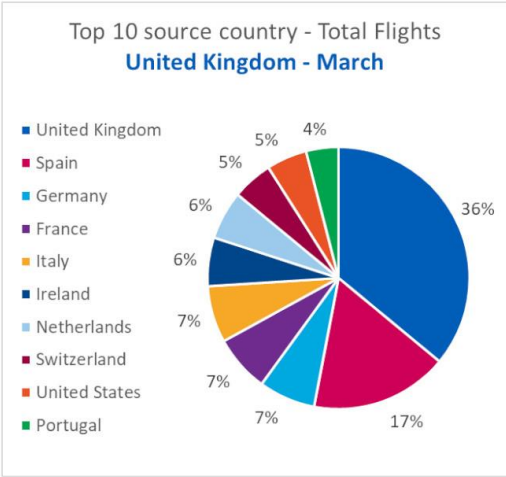
When comparing the booking channel mix, the most noticeable shift is from OTA bookings, which have increased from 28% in 2020 to 34% in 2022. Direct & GDS bookings have increased in 2022, compared to 2021, but have reduced slightly compared to 2020. Be sure to maintain a diverse channel mix to maximise your property's visibility and increase direct bookings. Did you know that 80% of consumers are more likely to make a purchase when brands offer personalized experiences? The [Personalization and Direct Bookings Playbook](#) is full of actionable strategies and tips on improving conversion and personalising the guest experience.



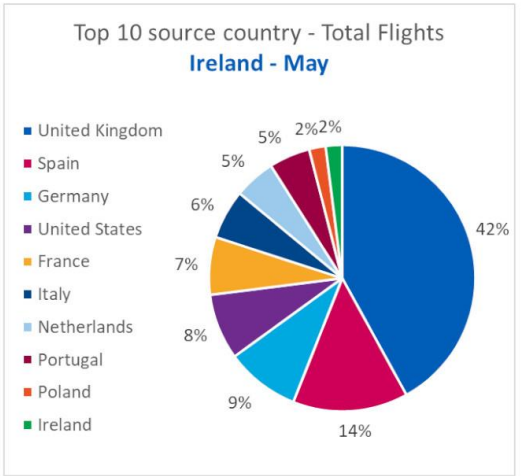
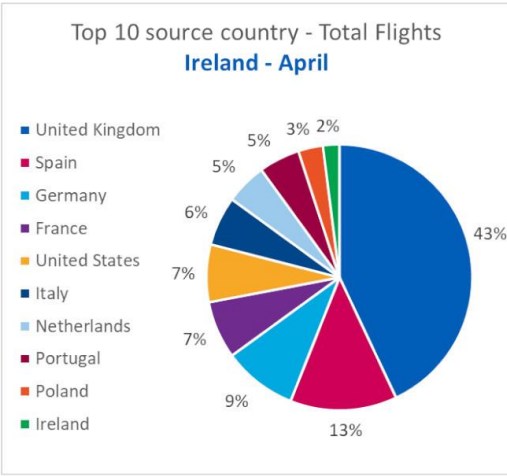
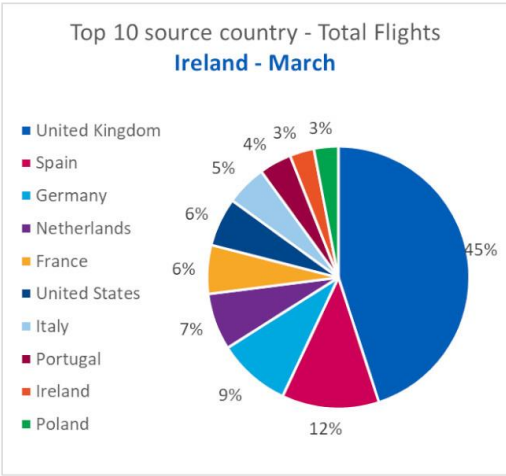
Amadeus' Demand360® Data, as of 17 March 2022

## Who's travelling to the UK & Ireland?

As we look at flights from March - May 2022, we can see a steady decrease in domestic bookings each month, meaning international demand is returning steadily. Most international flights are from within Europe, with Spain accounting for 12-21% across the 3 months, for both the UK & Ireland. While for the UK, the United States is steadily responsible for around 5% of flights, there is an increase in demand from the United States in Ireland, with flights increasing each month, peaking at 8% in May. Keep these top countries in mind when developing targeted media strategies.



OAG, Innovata, Amadeus Airline Schedule Data, as of 14 March 2022



OAG, Innovata, Amadeus Airline Schedule Data, as of 14 March 2022

This data shows an increased demand in domestic and international travel, with trips being booked sooner, rather than later. [Leveraging data](#) helps you to better understand booking behaviours, meaning you can [target the right audiences at the perfect time](#).

If you're interested in finding out more about global booking trends, download our [Monthly Market Insights Report](#) and please [contact your local UK & Ireland team](#) if you'd like to find out more about how Amadeus' Business Intelligence data could benefit your business.