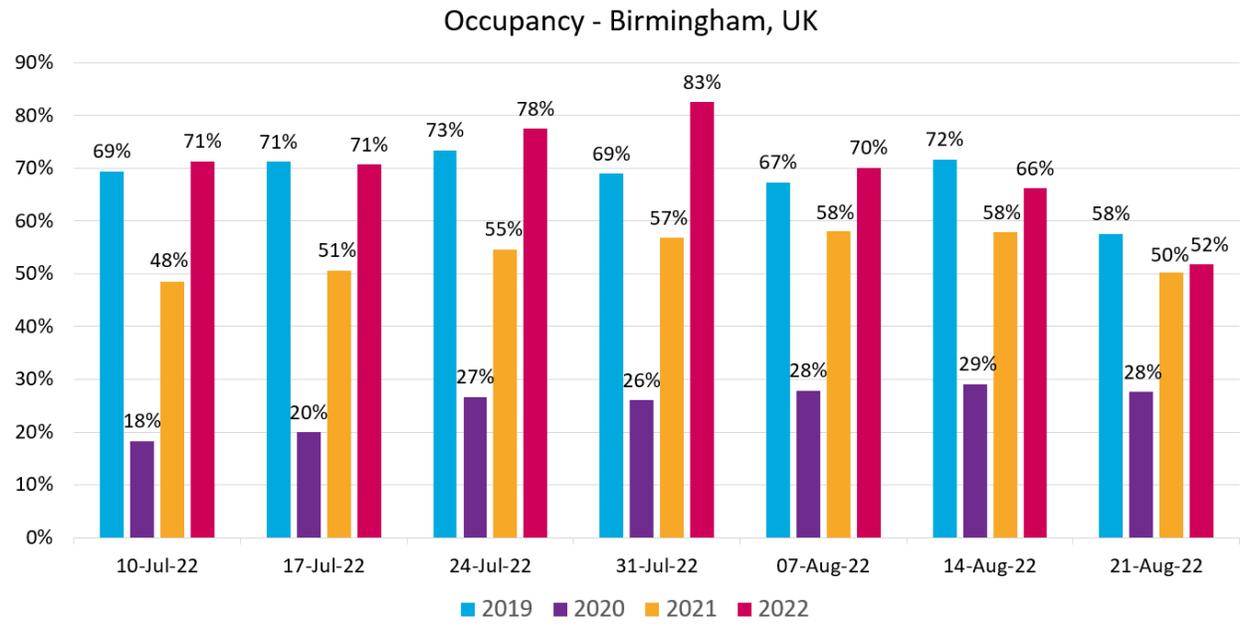


## Summer Events Have Been Causing Occupancy Spikes Across the UK & Ireland

This summer has been big for the UK & Ireland. Many events that had been postponed or cancelled over the last couple of years have been back with a bang in 2022, not to mention the surge of much-awaited weddings and trips with family and friends. So how does this impact occupancy and booking trends in the UK & Ireland? We explore what Amadeus' Demand360® and flight data is showing us.

[The Commonwealth Games saw England win 57 gold medals, and left host city Birmingham feeling like winners too](#)

Birmingham struck gold by hosting The Commonwealth Games between 28<sup>th</sup> July – 8<sup>th</sup> August, causing the biggest spike in occupancy rates that the city has seen since the pandemic. The only full week of the Games, starting 31<sup>st</sup> July, saw occupancy rates reach 83%, 14% higher than the same time in 2019.

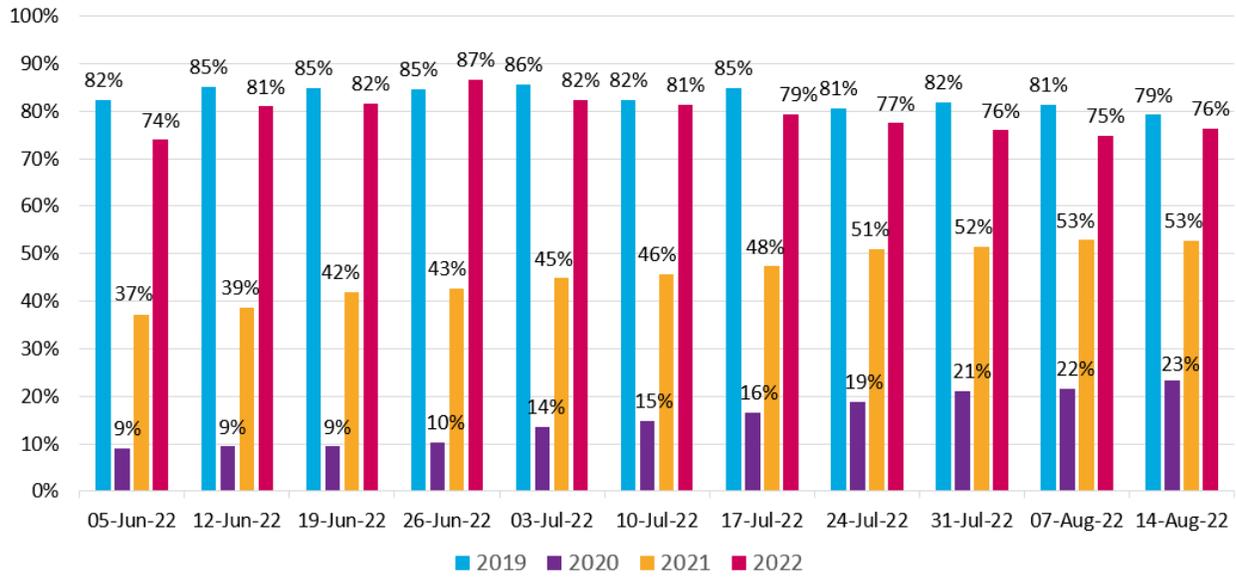


Source: Amadeus' Demand360® Data, as of 18 August, 2022

[Pride celebrations pushed London occupancy past 2019 levels for the second time this year](#)

June and July were busy months for London, with the city hosting Wimbledon from 27<sup>th</sup> June – 10<sup>th</sup> July and the Lionesses bringing it home in the Women's European Championship from 6<sup>th</sup>-31<sup>st</sup> July. Occupancy rates reflected this busy period, with levels just below those seen in 2019. One thing we can't ignore is that, for the second time this year, London has achieved higher occupancy levels than pre-pandemic. This happened the week of Pride, a huge event on 2<sup>nd</sup> July in the centre of the city, with a parade, performance stages and all-around fun happening all day. This no doubt impacted the spike in occupancy we can see that week, starting 26<sup>th</sup> June, peaking at 87%.

### Occupancy - London, UK

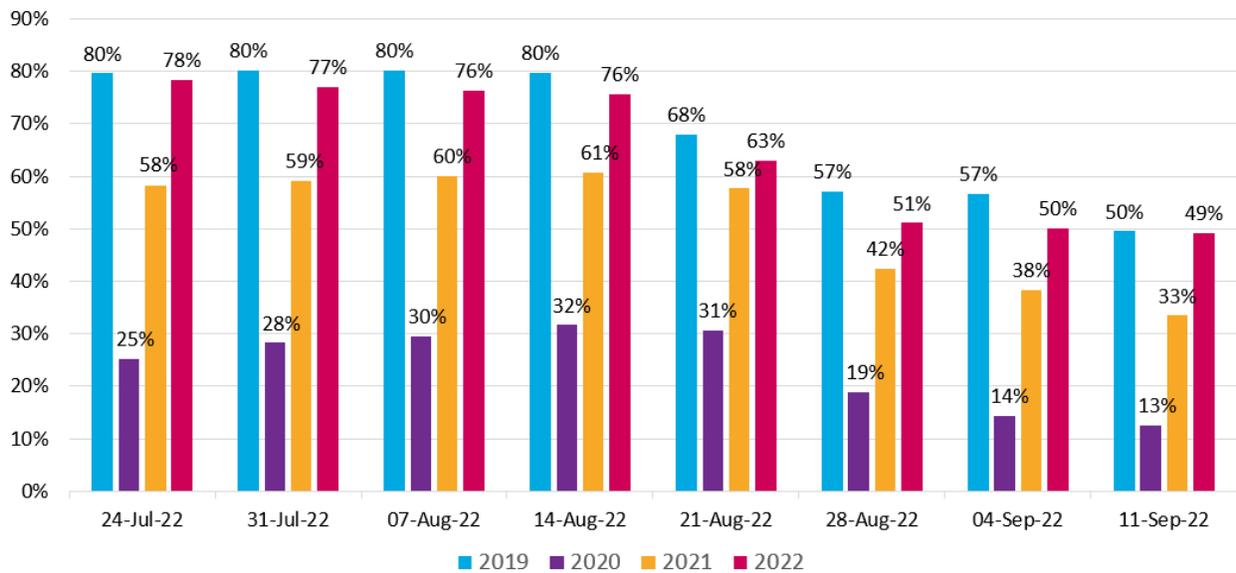


Source: Amadeus' Demand360® Data, as of 18 August, 2022

### Occupancy levels are closing in on pre-pandemic numbers

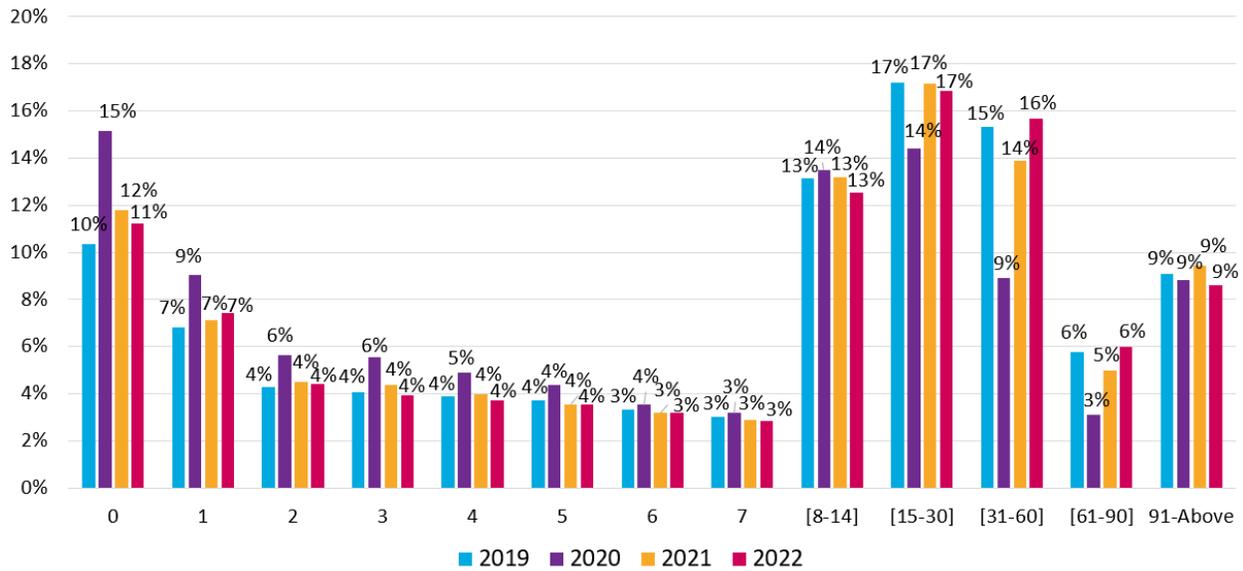
Zooming out across the whole of the UK & Ireland, occupancy is just shy of pre-pandemic levels for July and August. July ended with an average of 78% occupancy, and August is currently peaking at 76%. Numbers at the end of August and early September do dip a bit, but keep in mind that 40% of bookings are still being made within 0-7 days ahead of stay, so these numbers will likely increase.

### Occupancy - UK & Ireland



Source: Amadeus' Demand360® Data, as of 18 August, 2022

## UK & Ireland Transient Booking Lead Time

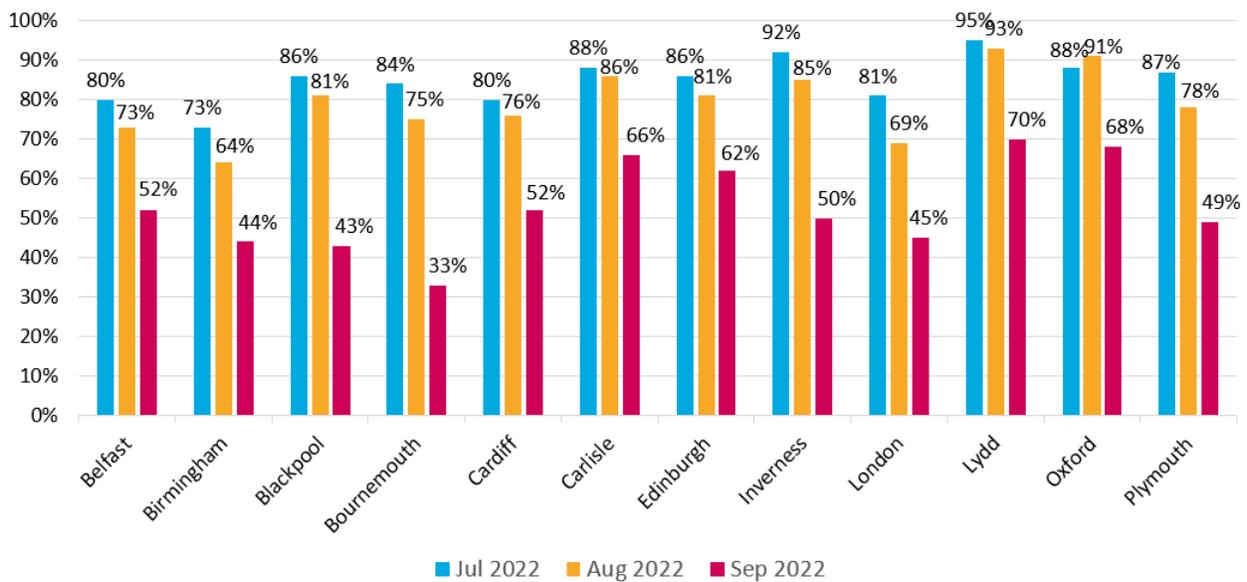


Source: Amadeus' Demand360® Data, as of 18 August, 2022

## Where are bookings the highest in the UK & Ireland?

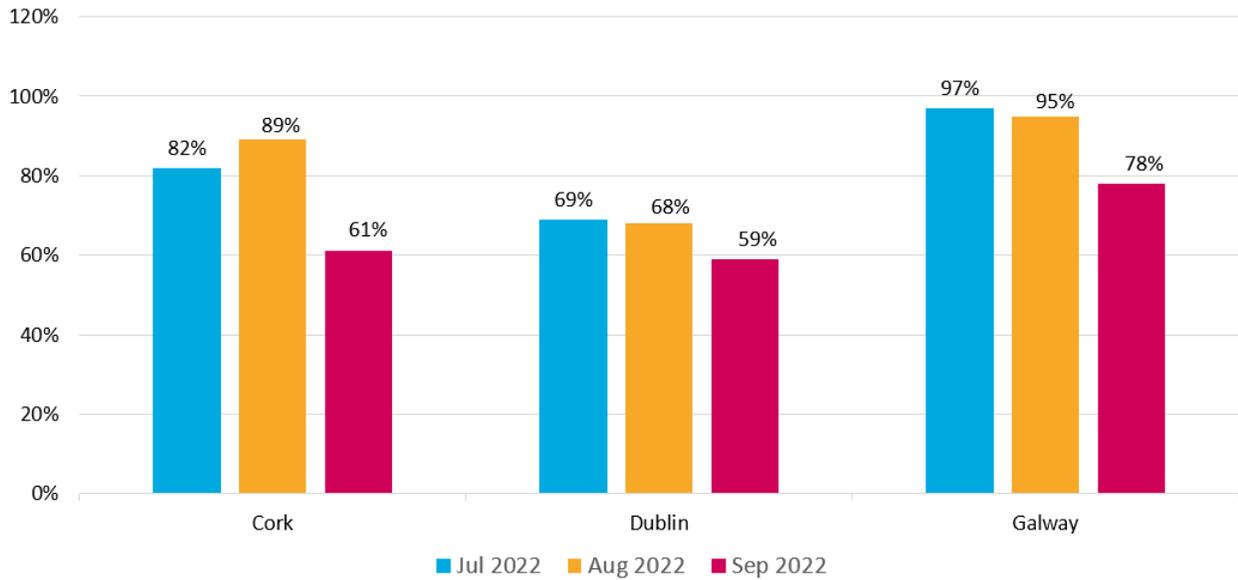
We share the destinations with highest occupancy rates in July, August & September so far. Keep in mind, this data is as of 18<sup>th</sup> August 2022, and 70% of bookings are being made within 30 days of stay, so August & September numbers are likely to increase.

## Highest Occupancy Rates - UK



Source: Amadeus' Demand360® Data, as of 18 August, 2022

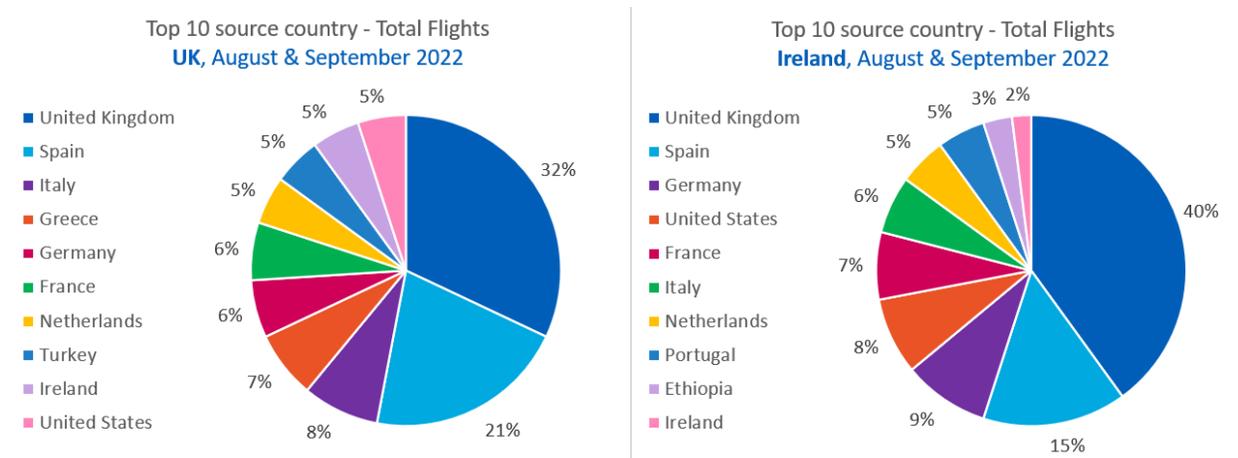
### Highest Occupancy Rates - Ireland



Source: Amadeus' Demand360® Data, as of 18 August, 2022

### Who is travelling to the UK & Ireland?

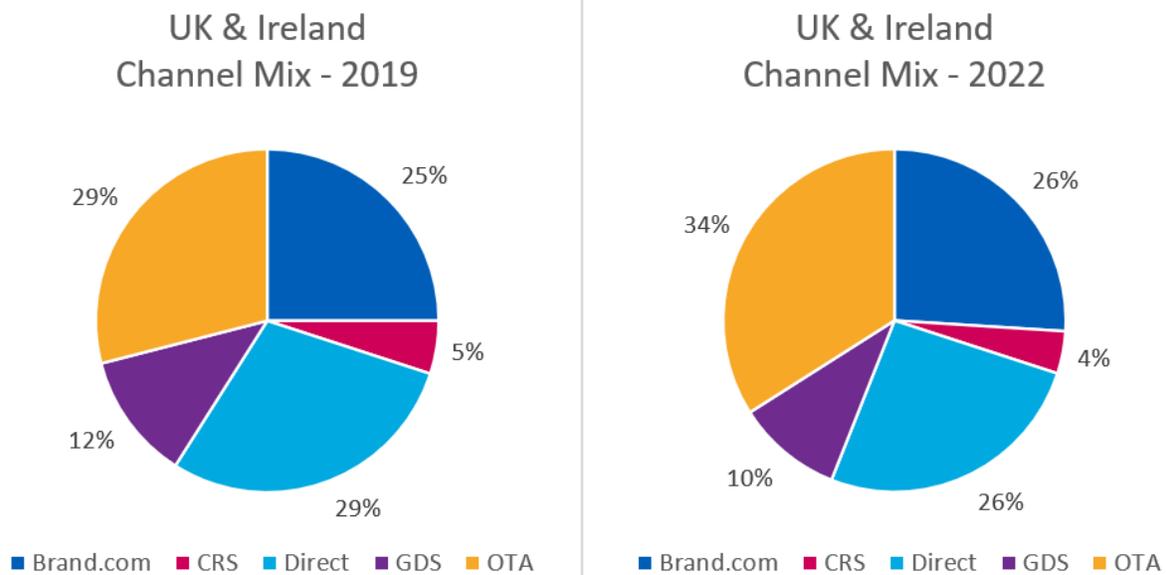
In both the UK & Ireland, the majority of flights in June - August 2022 are from within Europe. Outside of Europe, flights from the United States remain steadily at 5% for the UK and 8% for Ireland, and Ethiopia accounts for 3% of flights to Ireland. Keep these countries in mind when developing your marketing strategies.



Source: OAG, Innovata, Amadeus Airline Schedule Data, as of August 16, 2022

### How are bookings being made?

At 26%, direct bookings have decreased in 2022 compared with 2019, at 29%. GDS bookings have also decreased from 12% in 2019 to 10% in 2022. OTA bookings have increased from 29% in 2019 to 34% in 2022. To maximise your property's visibility and increase direct bookings, maintaining a diverse channel mix is important. If you'd like to learn strategies and tactics on how to increase conversion, both on your website and through booking engines, download the [Personalization and Direct Bookings Playbook](#).



Source: Amadeus' Demand360® Data, as of 18 August, 2022

Summer 2022 is nearing its end, but many will remember it fondly as a time when they could finally go to that concert, watch their friend say "I do", cheer on their country, or simply reconnect and spend time with loved ones. As the UK & Ireland continues to recover from the impacts of the pandemic, demand continues to return, so ensure you are well positioned to capture this business by [leveraging forward-looking data](#) to better understand your market and, importantly, using 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.