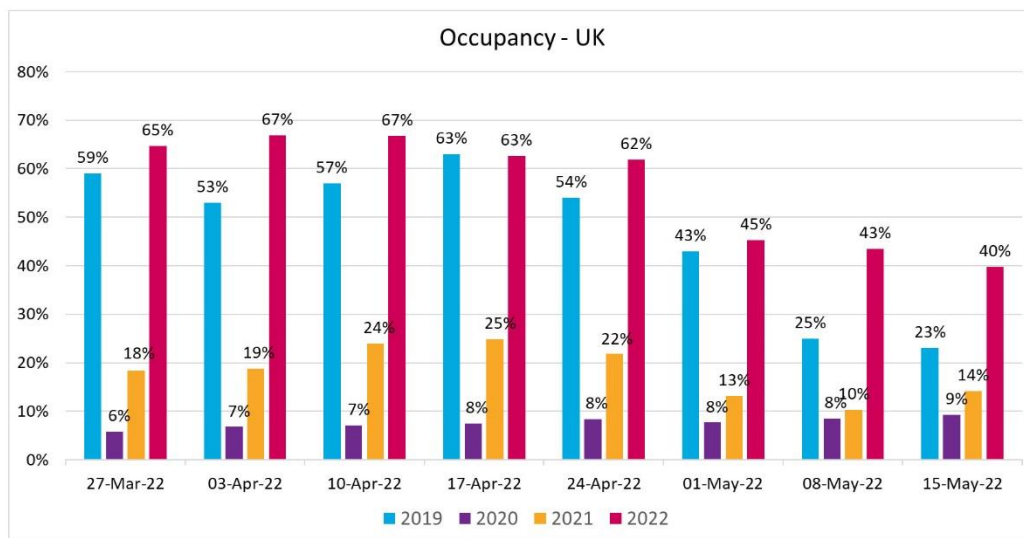


Who needs chocolate? The Easter Bunny delivered much more this year, with occupancy levels mostly higher this April, compared with 2019

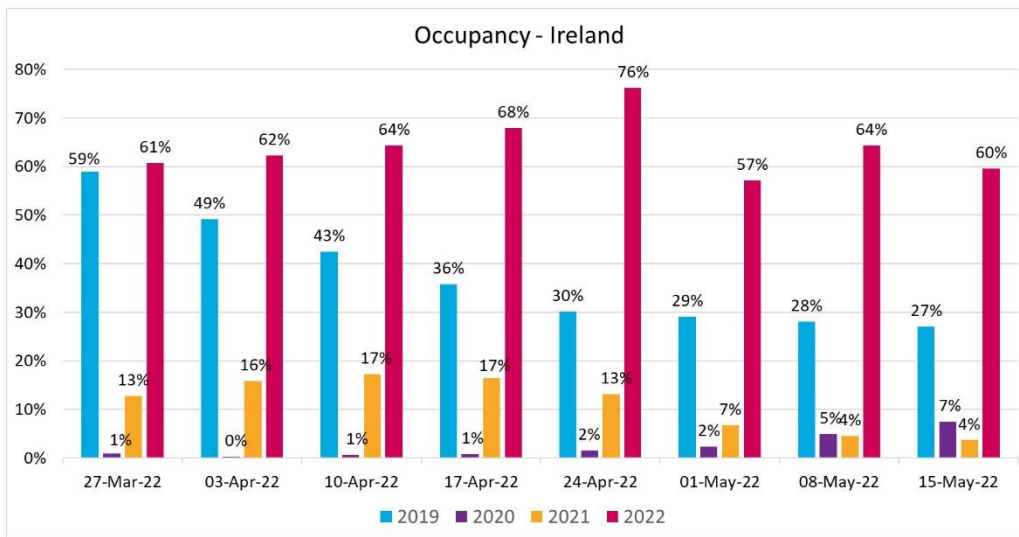
COVID-19 restrictions have been lifted across the UK & Ireland and a feeling of “normality” has started to return. After 2 years of lockdowns, adjusting to new rules, and missing time with friends and family, it’s no surprise that travellers took advantage of the Easter Bank Holiday weekend, and surrounding weeks, to enjoy a well-earned break. We explore what Amadeus’ flight and forward-looking on the books Demand360® data is showing this Spring, and into the early Summer months.

Occupancy is comfortably above pre-pandemic levels

While it’s no surprise to see low numbers for March-May in 2020 & 2021, due to varying stages of lockdowns and recovery, it is refreshing to see that occupancy is consistently higher in 2022, compared with 2019, across both the UK & Ireland. Looking at the UK, with the exception of the week starting 17th April, which matches the 63% recorded in 2019, occupancy is currently between 2-18% above pre-pandemic numbers. As for Ireland, there are no exceptions needed, as all weeks show an increase ranging between 2-46%. Occupancy levels for the UK peaked the week of 10th April at 67% and the week of 24th April stands out for Ireland at 76%.



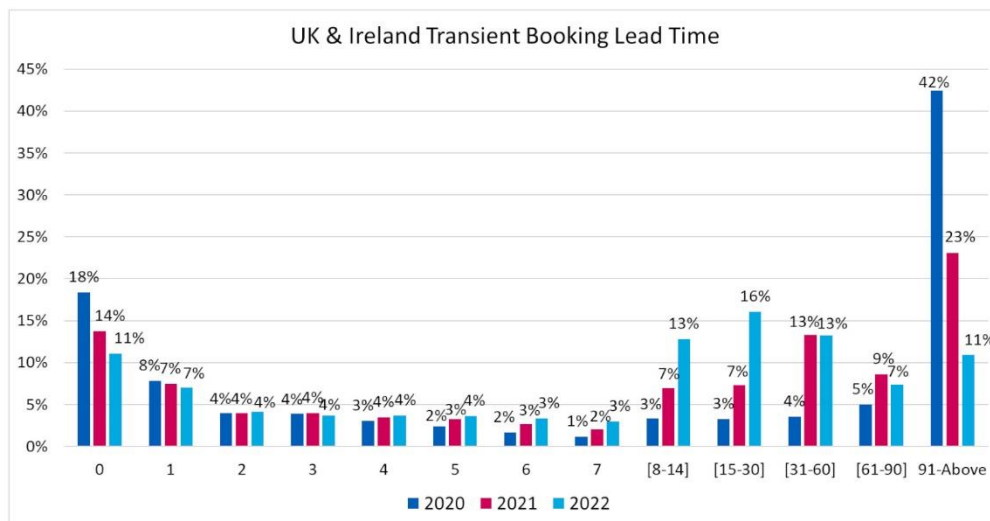
Amadeus' Demand360® Data, as of 21 April 2022



Amadeus' Demand360® Data, as of 21 April 2022

Booking lead times are shifting as travel demand grows

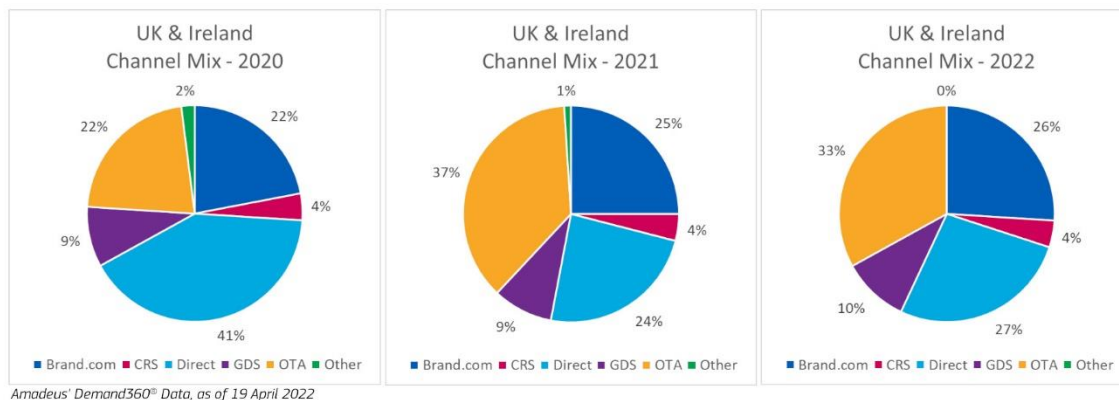
When comparing lead times from the past 3 years, it's clear to see the change in behaviour. While bookings made within 0-7 days pre-trip remain popular, there is now a rise in bookings made 8-30 days before stay, making up for 29%. Bookings made 31-60 days ahead of travel account for 13%, higher than in 2020 and the same level as seen in 2021. Bookings made further out, 61+ days ahead of stay, make up for 18%. Travellers are keen to get going, with 82% of bookings being made for within the next 60 days. Don't start thinking ahead to Summer just yet, instead, try focusing your media strategies on promoting last-minute deals, or May Bank Holiday offers to capture this increase in demand for the near future.



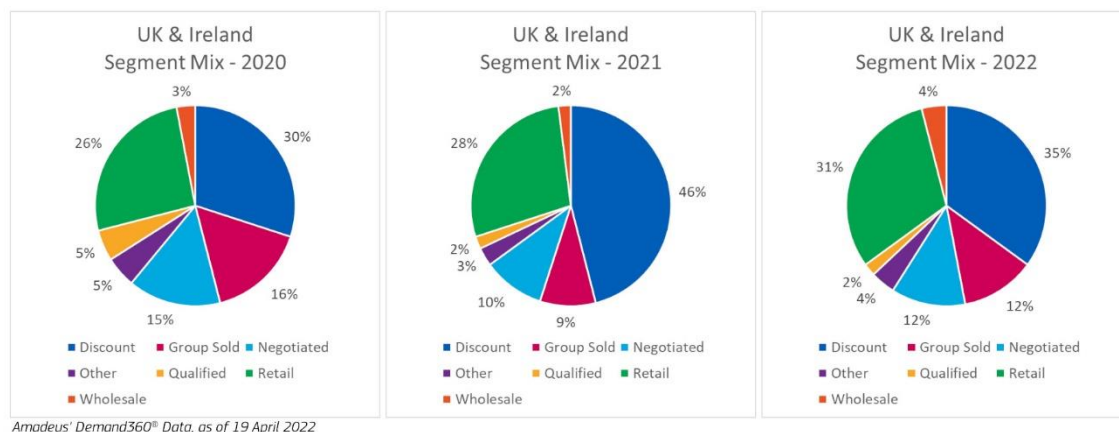
Amadeus' Demand360® Data, as of 19 April 2022

How are bookings being made?

When comparing the channel mix over the last 3 years, we can see that OTA bookings have decreased compared to 2021, but increased compared to 2020 and GDS bookings have increased slightly in 2022. While Direct bookings have increased in 2022, compared with 2021, they have decreased by 14% since 2020. Direct bookings are an important contributor to channel mix performance and overall revenue. Download the [Personalization and Direct Bookings Playbook](#) to see how personalization can bring direct bookings to new heights and discover additional strategies and tactics to make your website and booking engine a high-converting powerhouse.

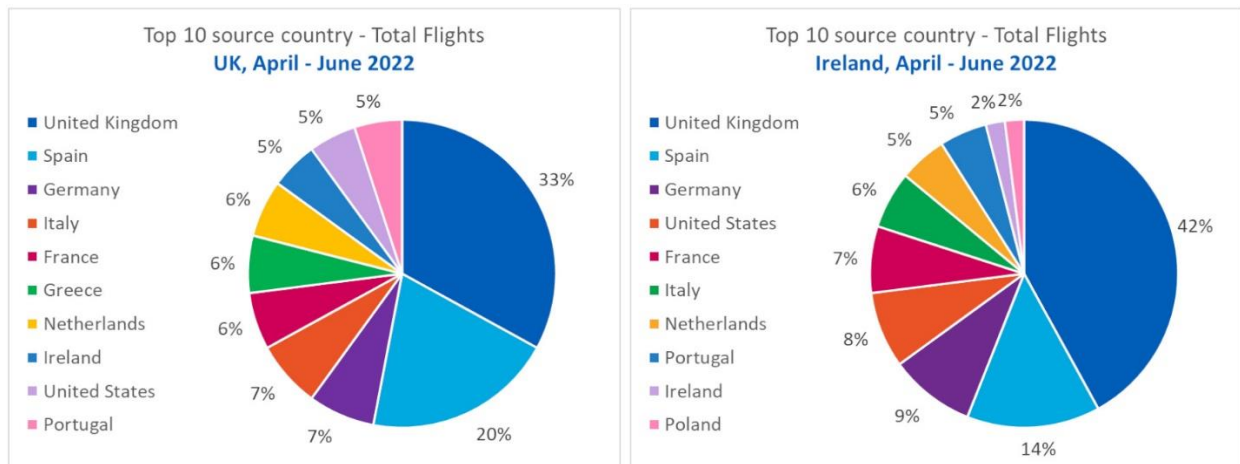


When looking at the segment mix, we can see an increase in discount bookings made in 2022, compared with 2019. Try to avoid dropping rates as part of your strategy, as it will be harder to increase them again in the long-term, instead, add value to your rooms with special offers on drinks or meals on site, or, to really stand out from the rest, try partnering with local restaurants & attractions to include a discount or tickets as part of the room rate.



Who's travelling to the UK & Ireland?

In both the UK & Ireland, the majority of flights in April-June 2022 are from within Europe, with Spain accounting for 14-20%. Outside of Europe, the United States makes up 5% of UK flights and 8% for Ireland. The majority of flights are from the UK, both domestically and to Ireland. Keep these top 10 countries in mind when developing targeted media strategies.



OAG, Innovata, Amadeus Airline Schedule Data, as of 18 April 2022

As we move further into 2022, travel demand continues to grow. Get the most out of your [media campaigns](#) by [leveraging forward-looking data](#) that helps you to better understand booking behaviours.

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.