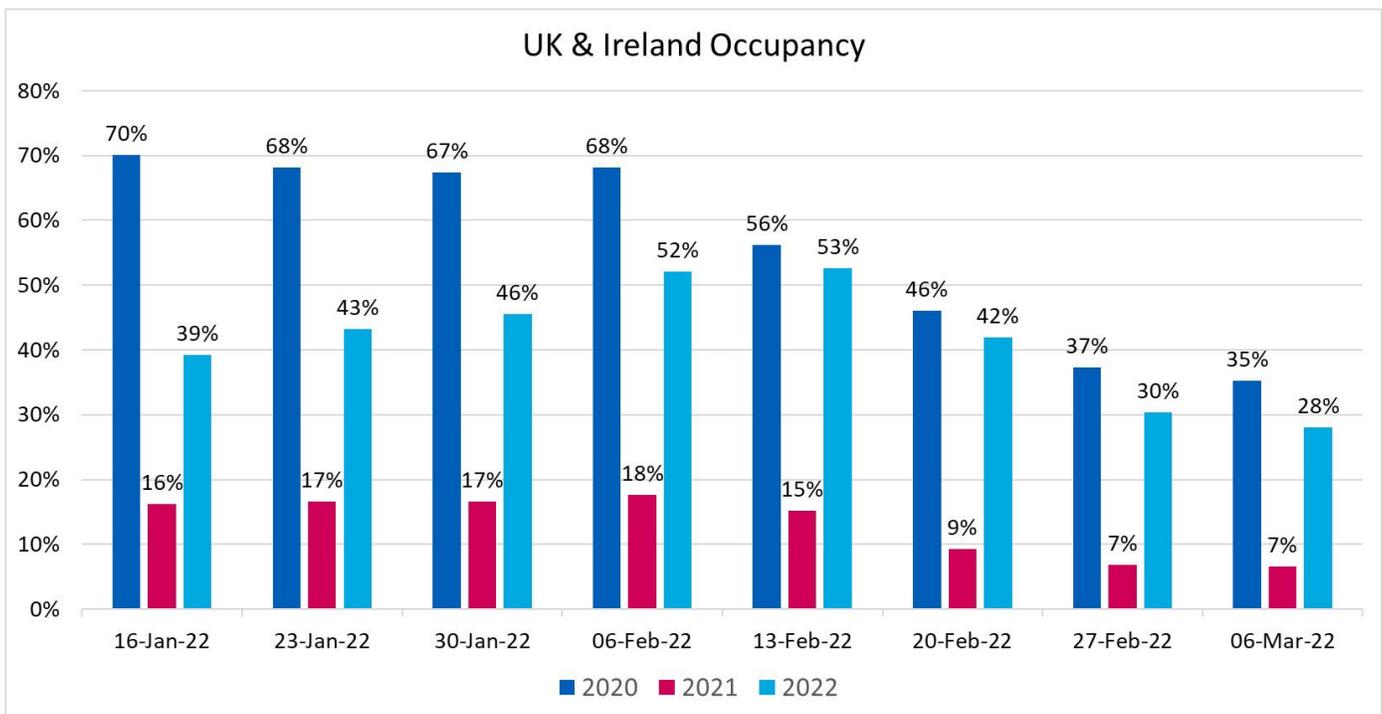


With restrictions lifting across the UK & Ireland, hotel booking trends are starting to look a bit familiar again

The first 2 months of 2022 have seen big changes taking place across many parts of the UK & Ireland. England & Northern Ireland have lifted all restrictions and Wales no longer requires a COVID pass to enter events and venues. So how has this impacted booking trends across the UK & Ireland? We explore what Amadeus' flight and forward-looking on the books Demand360® data is showing.

Occupancy is edging closer to 2020 numbers

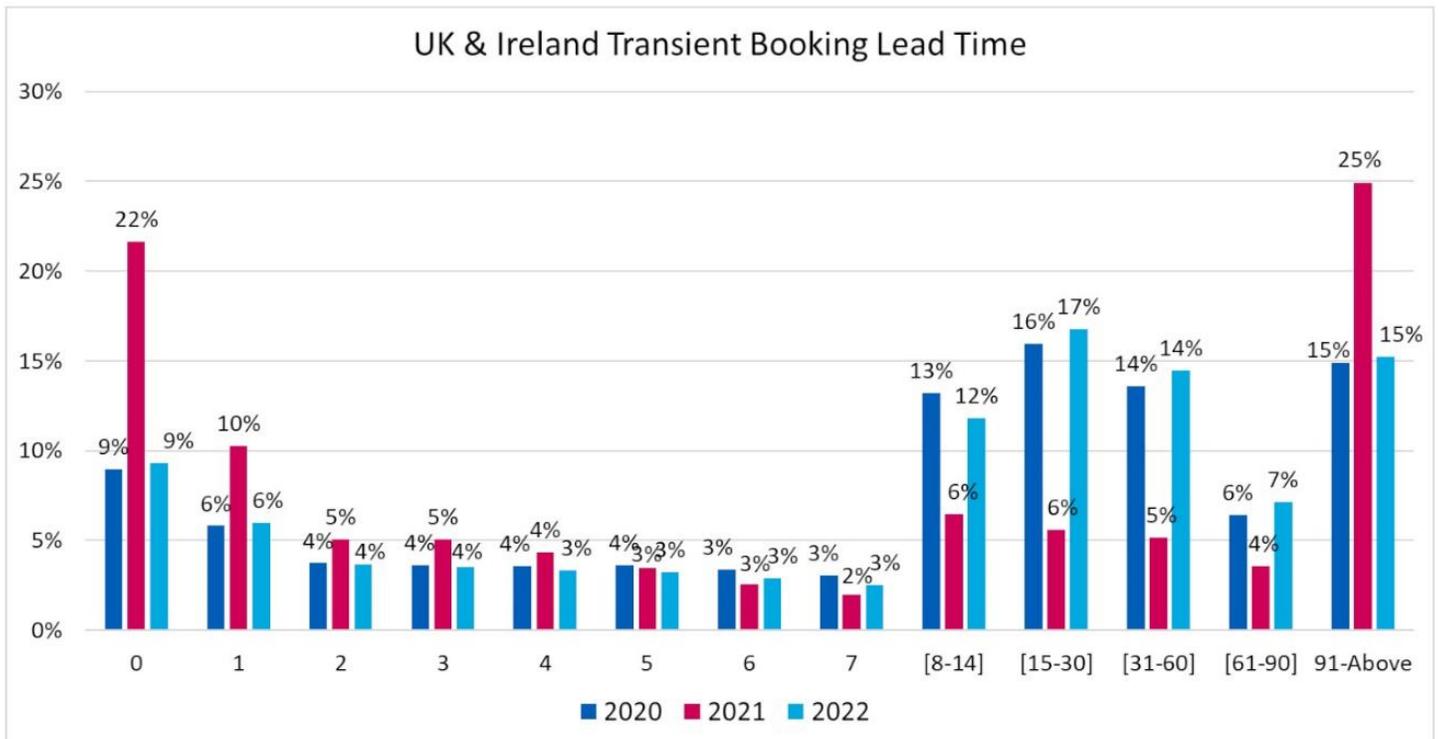
January ended with an average occupancy of 43%, this is lower than 2020 but more than double 2021 numbers. As we look through February, occupancy peaks at 53% for the week of 13th February, and the gap between 2020 and 2022 is much smaller through to the beginning of March. While occupancy does drop a bit after the week of 13th February, this is consistent with pre-pandemic activity, and we can see that 35% of bookings are being made within 0-7 days of travel. Keep this in mind for promotions where you can target last-minute travellers with special offers.



Amadeus' Demand360® Data, as of 13 February 2022

When we look at lead times in 2020, compared to those in 2022, the numbers are almost identical, and both are very different when compared with 2021. While bookings made within 0-7 days of travel accounted for 56% of bookings in 2021, in 2022 it accounts for 35% of bookings. Similarly, the bookings made further in advance, 90+ days ahead of stay, has decreased from 25% in 2021 to 15% in 2022.

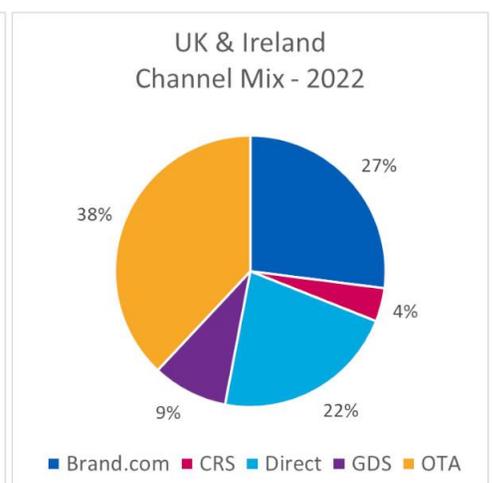
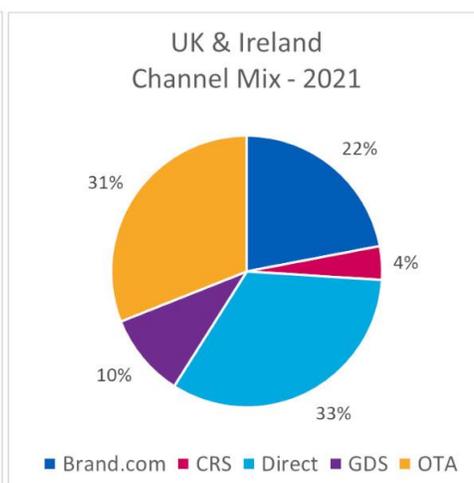
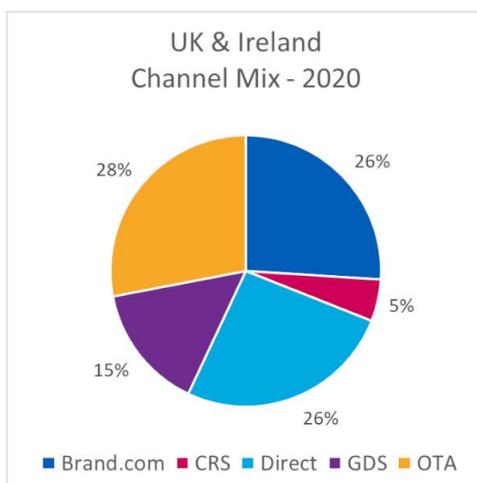
The rise in bookings for 2022 can be seen largely between 8-90 days ahead of stay, with numbers approximately double those seen in 2021, making up for 50% of travellers in 2022. This change in behaviour shows an increase in traveller confidence. Half of travellers aren't waiting until the very last minute to book or booking very far in advance to have something to look forward to in the future, they are booking and enjoying travel again at a more "normal", pre-pandemic pace.



Amadeus' Demand360® Data, as of 13 February 2022

Where are bookings coming from?

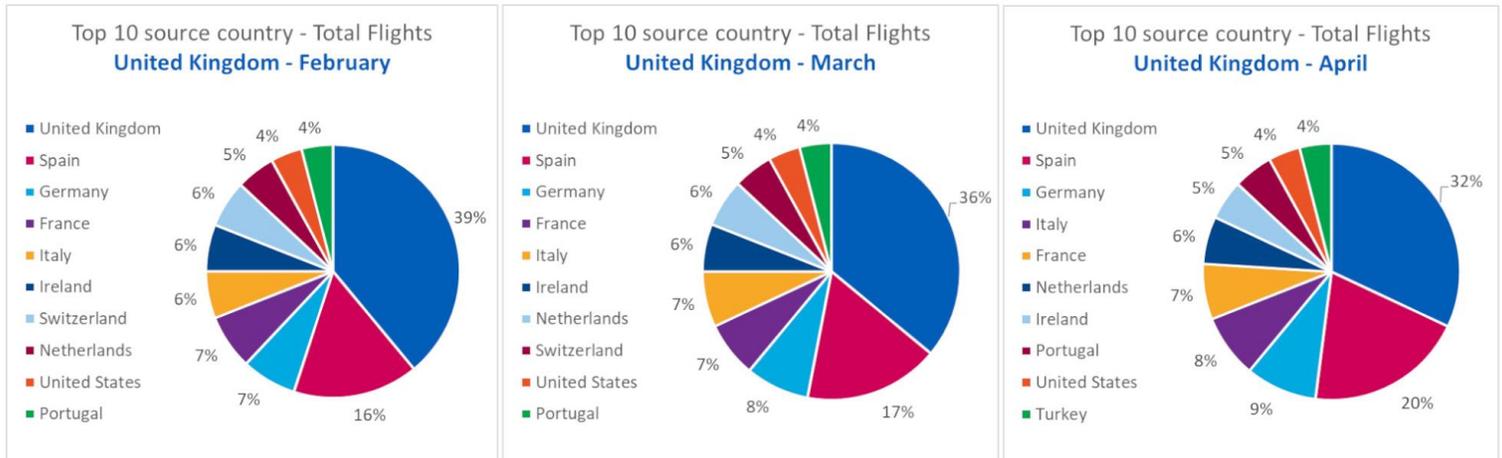
When comparing the booking channel mix this year with last year, the most noticeable shifts are from Brand.com and OTA bookings, which have increased, and Direct bookings which have decreased. In order to maximise your property's visibility and increase direct bookings, be sure to maintain a diverse channel mix. For tips on how to improve conversion, both on your website and through booking engines, download the [Personalization and Direct Bookings Playbook](#).



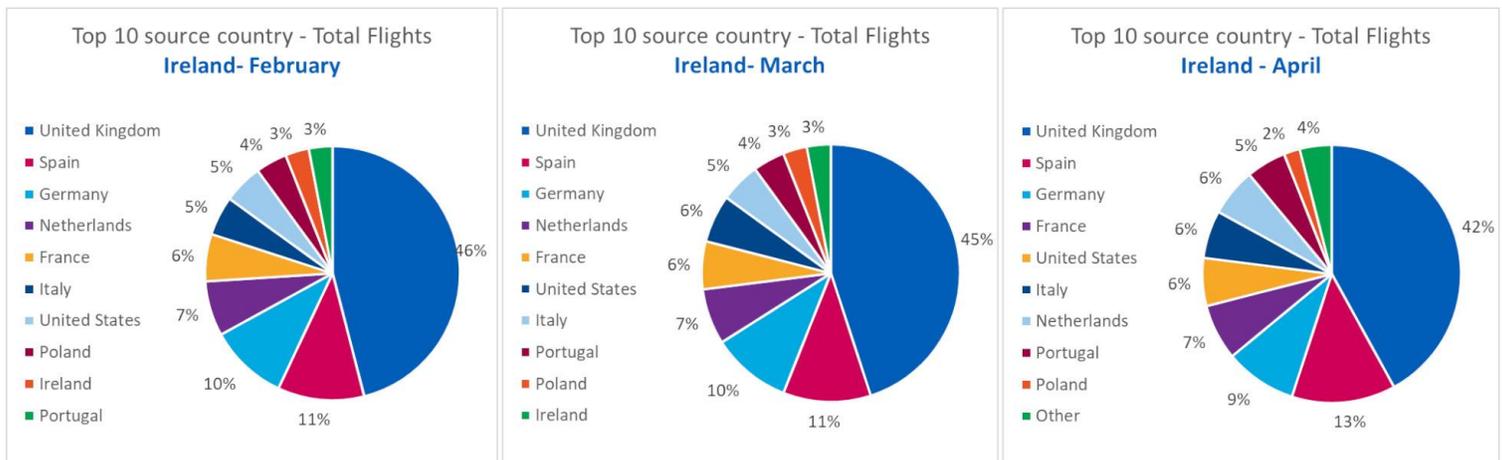
Amadeus' Demand360® Data, as of 13 February 2022

Who's travelling to the UK & Ireland?

As we look at flights from February – April 2022, domestic bookings in the UK & Ireland are decreasing each month, meaning international demand is returning steadily. The majority of international flights are from within Europe, with most European flights coming from Spain across the 3 months for both the UK & Ireland. The United States is responsible for 4% of flights to the UK and 5-6% of flights to Ireland across the 3 months. Be sure to use this information when developing your media strategy and target these top countries to capture the higher demand.



OAG, Innovata, Amadeus Airline Schedule Data, as of 16 February 2022



OAG, Innovata, Amadeus Airline Schedule Data, as of 16 February 2022

As restrictions ease across the UK & Ireland, demand is growing both domestically and internationally. Be sure to [leverage data](#) that will help you better understand potential customers and their booking behaviours, so you can [target the right audiences at the perfect time](#). And remember, once bookings are secured, it's important to ensure your guests feel comfortable and safe in your property. [Watch this video](#) to find out how the New HotSOS Experience can help you to streamline operations, even with limited resources. [Contact the UK & Ireland team](#) to find out more.