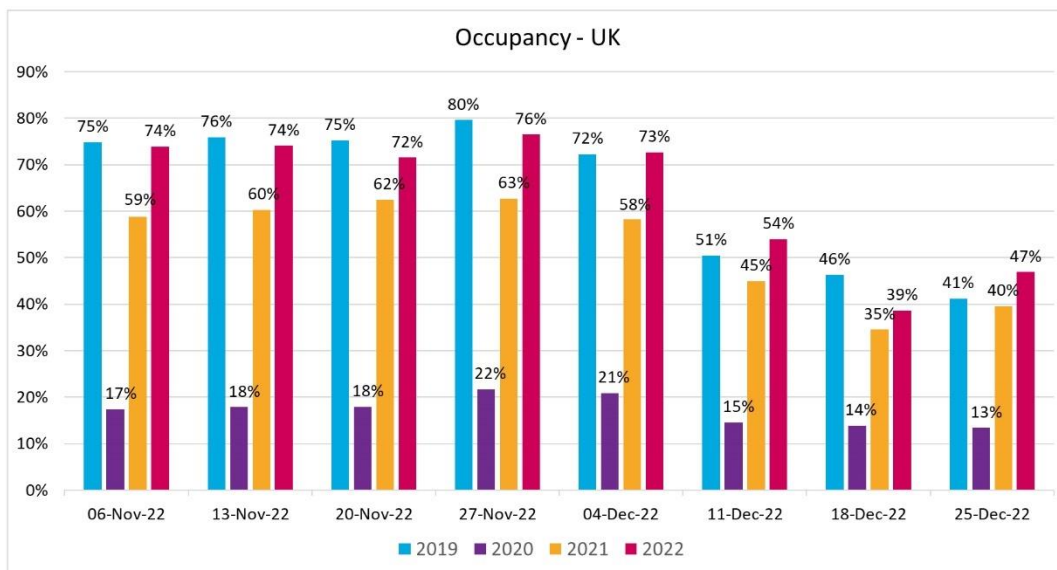


As we near the end of 2022, UK & Ireland booking trends are giving us reasons to be jolly this festive season

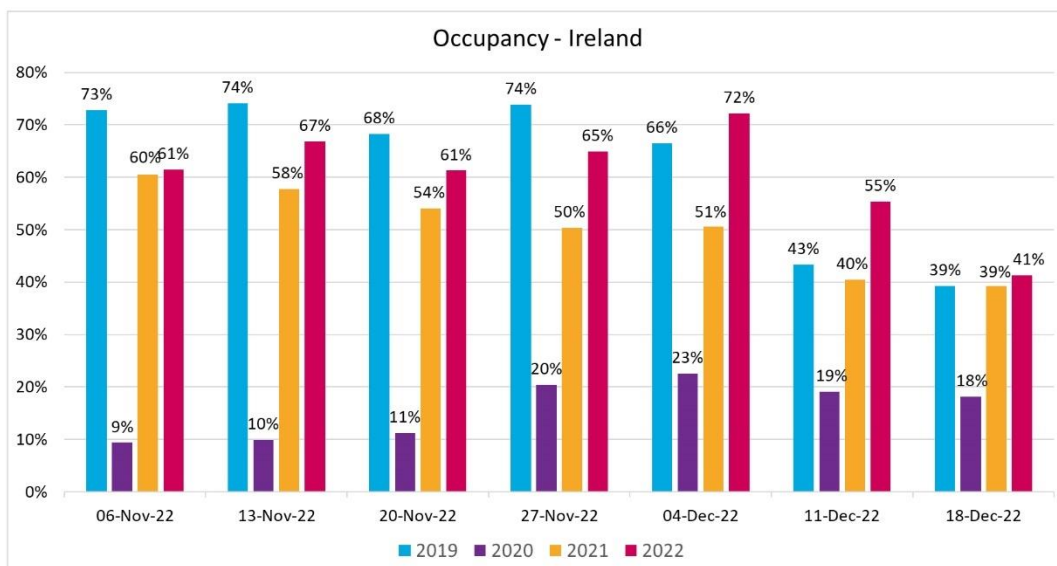
The festive season is upon us, and with it brings an increased focus on spending time with loved ones, near and far. So how is the season of togetherness impacting booking trends? We explore what Amadeus' Demand360® and flight data are telling us.

Occupancy is mostly surpassing pre-pandemic levels in December

Occupancy in the UK & Ireland has been steadily around 2019 levels, and this trend will continue into December. With the exception of the week of the 18th of December in the UK, occupancy is higher than seen pre-pandemic for our last month of 2022. While occupancy does seem to dip a bit after 4th December, keep in mind that 53% of bookings are being made within 14 days of travel, meaning there is still plenty of demand to be captured in-year.



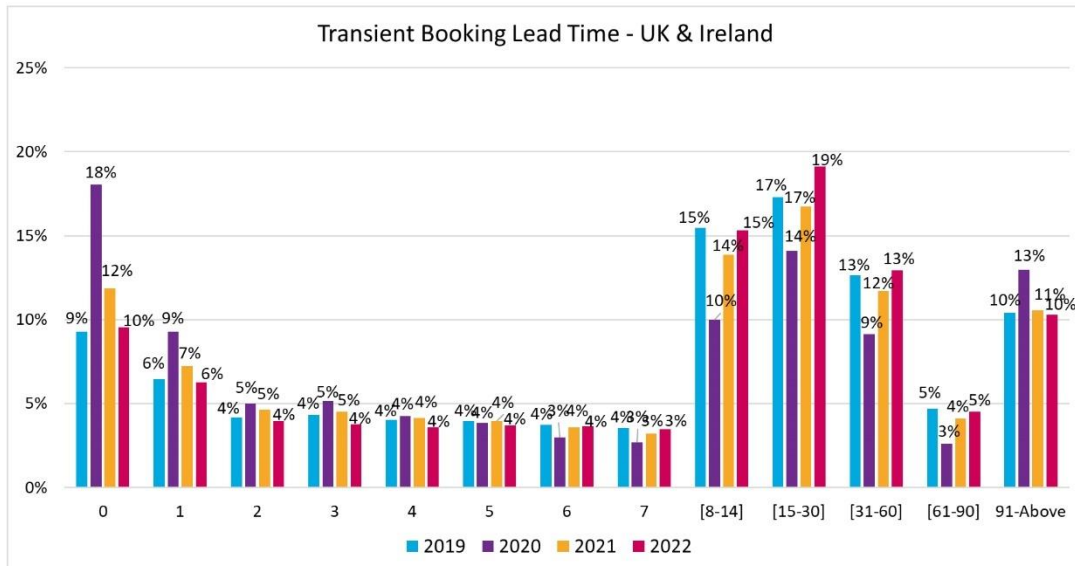
Source: Amadeus' Demand360® Data, as of 1 December, 2022



Source: Amadeus' Demand360® Data, as of 1 December, 2022

It's not over for 2022 just yet

As travel confidence has returned to the UK & Ireland, booking lead times are closely mirroring pre-pandemic patterns, and while 47% of bookings are being made for 2023 and beyond, more than half are being made within 14 days of travel. This means 2022 still has more to give, so don't shift your focus completely over to 2023 just yet, be sure to target last-minute festive bookings, to make the most out of this busy season.

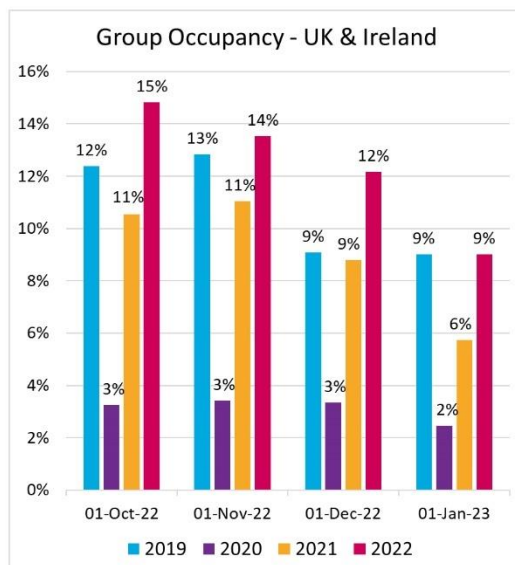


Source: Amadeus' Demand360® Data, as of 1 December, 2022

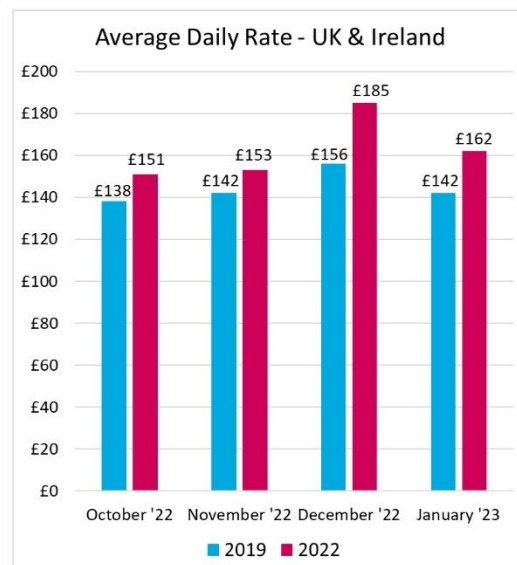
Group bookings are up, and so are ADR's

It's no surprise that group bookings in the UK & Ireland are mostly higher than in 2019. After time spent apart over the last few years, people are keen to get together to celebrate this festive season. Ensure you [understand how group business has changed](#) over the last two years, so you can anticipate the needs of your customers, and provide special offers for groups, to capture this rise in demand.

Looking at Average Daily Rates (ADR's) in the UK & Ireland, we can see a rise towards the end of 2022, followed by a drop in January 2023, like trends seen in 2019/2020. Be sure to maintain competitive rates when looking to increase direct bookings, and download the [Rate Parity Playbook](#) for detailed tactics that many hotels are using to raise Brand.com booking rates by double digits.



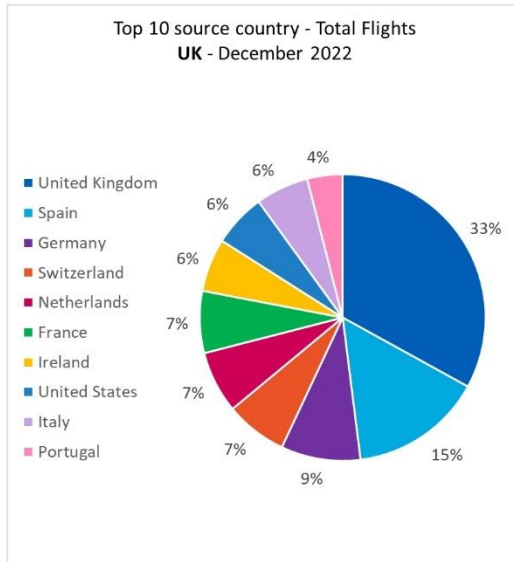
Source: Amadeus' Demand360® Data, as of 1 December, 2022



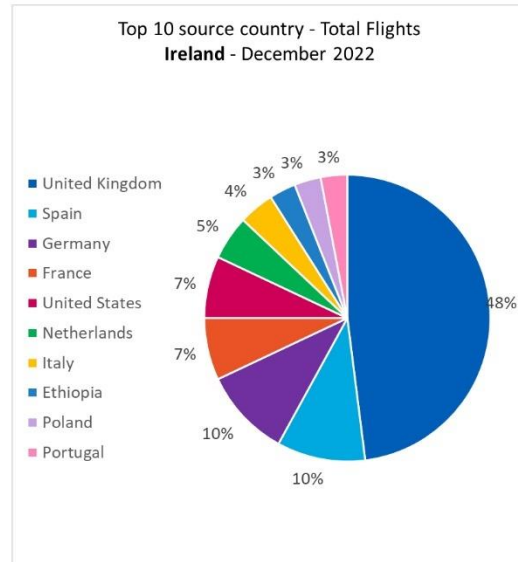
Source: Amadeus' Demand360® Data, as of 1 December, 2022

Who is travelling to the UK & Ireland?

Europe continues to be the main source of flights for both the UK & Ireland in December, with flights from the UK accounting for the majority of flights in both regions. Flights from outside of Europe are mostly coming from the USA, which accounts for 6% in the UK and 7% in Ireland, with Ethiopia also making the top 10 for Ireland, at 3%.



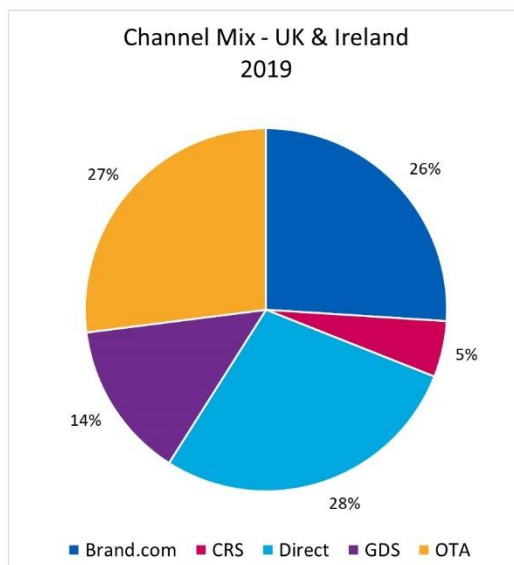
Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 2 December, 2022



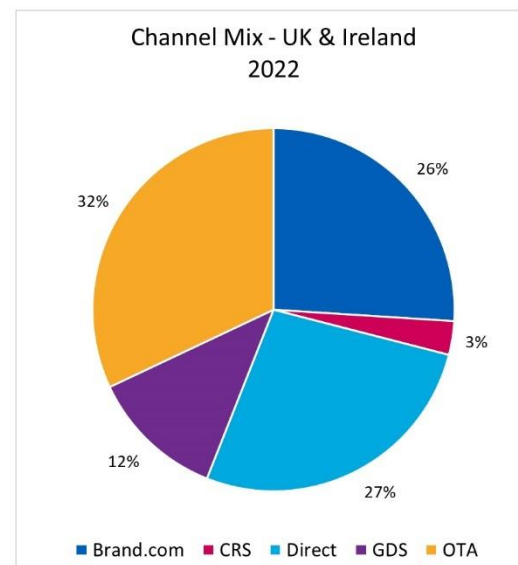
Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 2 December, 2022

How are bookings being made?

The Channel Mix for the UK & Ireland is similar to 2019 trends, with a few shifts. It is important to have access to forward-looking business intelligence insight so you can effectively maintain a diverse channel mix to maximise your property's visibility. Download our [eCommerce Checklists](#) for advice on how to get the most out of your direct booking revenue, and access our [2022 Global Travel Agents Report](#) for ways to capture greater travel agent demand on global distribution systems (GDSs).



Source: Amadeus' Demand360® Data, as of 1 December, 2022



Source: Amadeus' Demand360® Data, as of 1 December, 2022

The UK & Ireland has shown positive signs of recovery in 2022, with booking trends closely mirroring pre-pandemic patterns. As we move into another new year, ensure you are well positioned to capture the continued return in demand by [leveraging forward-looking data](#) to better understand your market and, importantly, use 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.

From everyone here at Amadeus, we wish you a very merry festive season, and a happy new year!