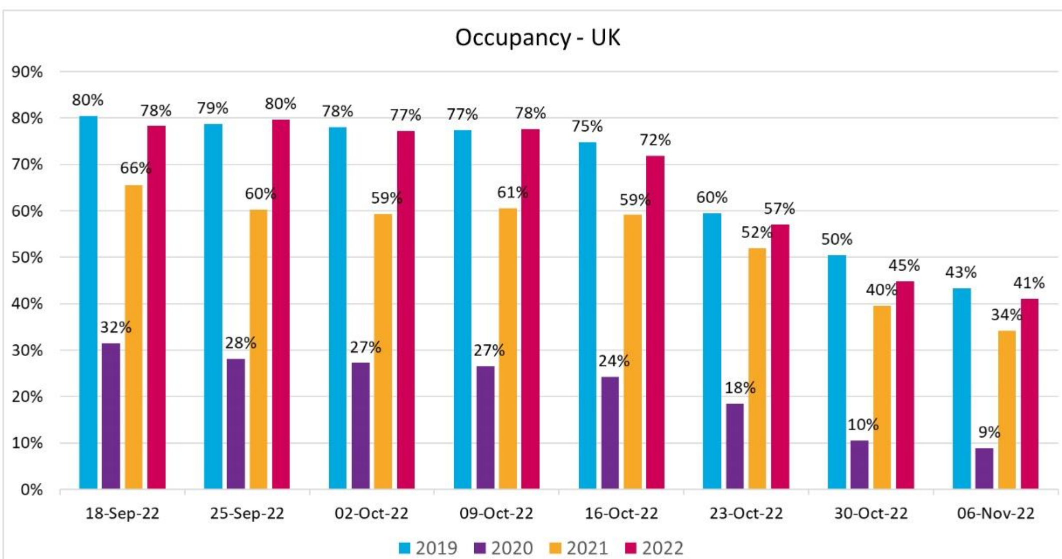
For the first time since the pandemic, occupancy rates across the UK have surpassed those seen in 2019

As we approach the end of 2022, we explore what Amadeus' Demand360® and flight data is showing us about the current state of the market and trends for the coming months.

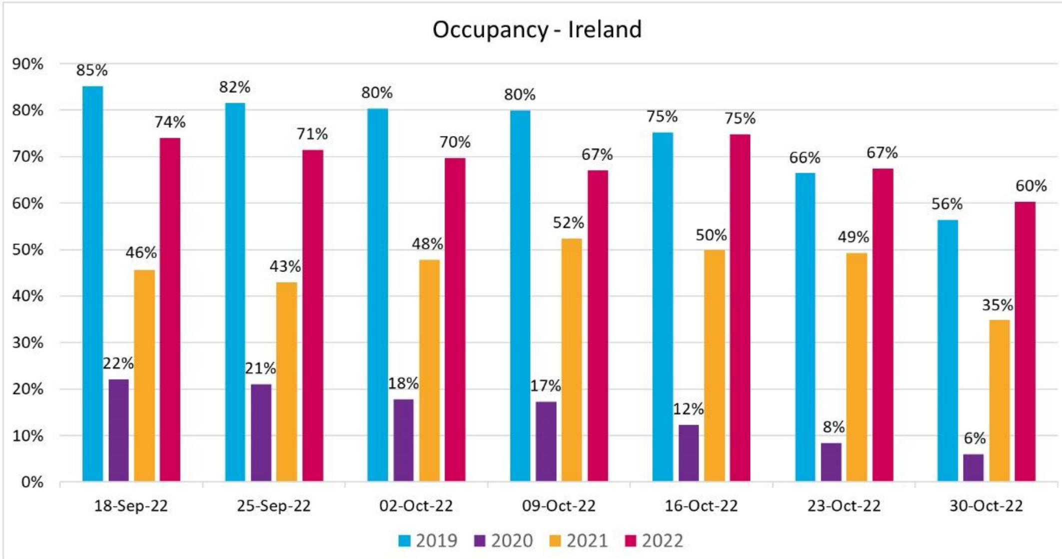
Occupancy in the UK has surpassed 2019 numbers for the first time, and Ireland is currently above pre-pandemic levels in the coming weeks

While some locations across the UK have surpassed 2019 levels this year, overall occupancy has been steadily slightly behind pre-pandemic levels. But now, the UK has surpassed 2019 levels on the weeks of 25th September & 9th October, and the rest of the weeks shown in the snapshot for the UK are only slightly behind 2019 numbers.

Looking at Ireland, we can see numbers for previous weeks remaining closely behind, or matching 2019 levels, but looking ahead, occupancy is currently higher than pre-pandemic levels. Keep in mind that 37% of bookings for Ireland are being made within 14 days ahead of stay, so these numbers will shift over the coming weeks.



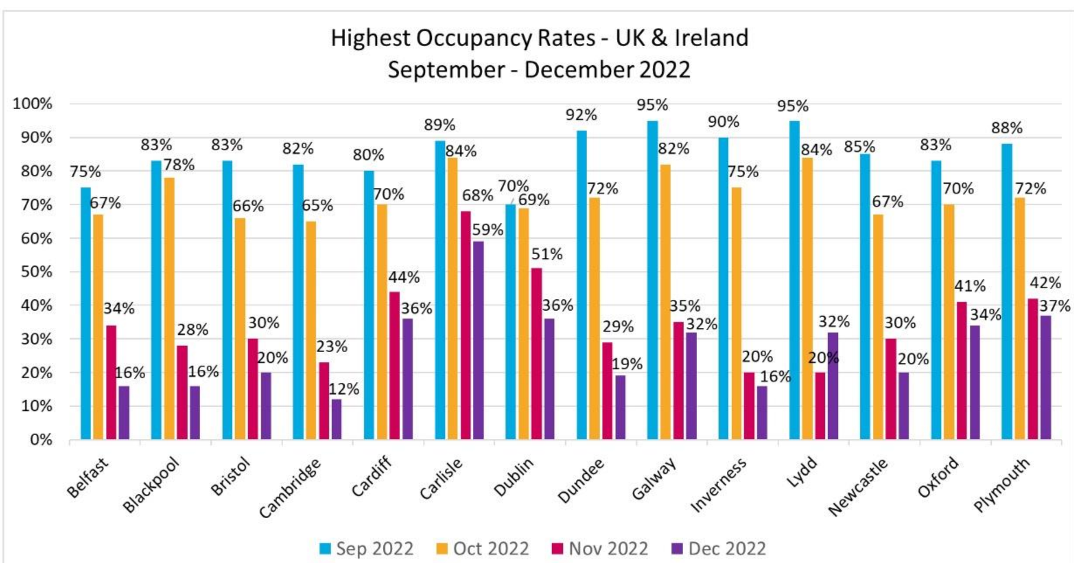
Source: Amadeus' Demand360® Data, as of 16 October, 2022



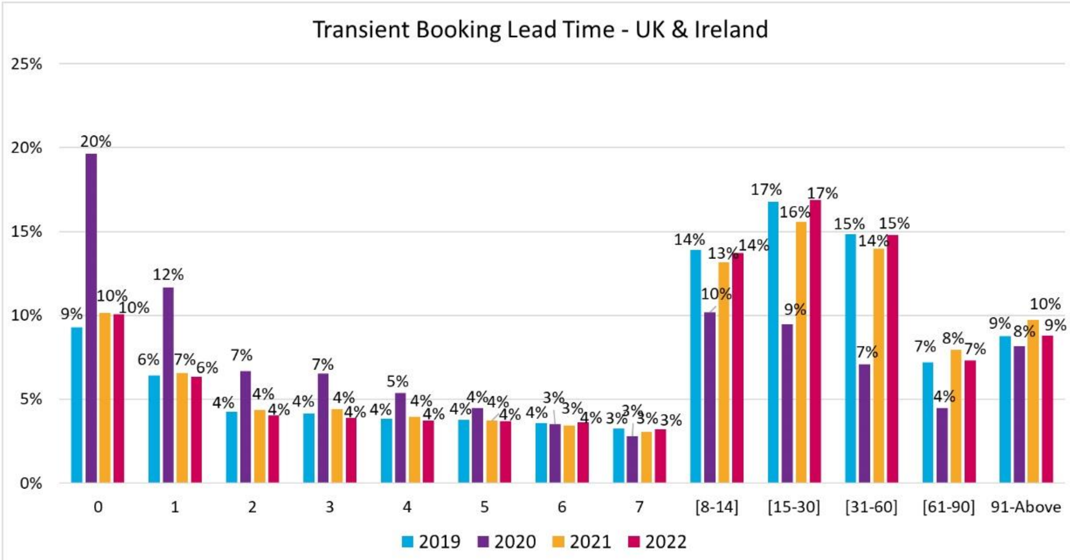
Source: Amadeus' Demand360® Data, as of 16 October, 2022

Where have we seen the highest bookings in the UK & Ireland?

We share the destinations with highest occupancy rates in September, October, November & December so far. Keep in mind, this data is as of 16th October 2022, and 85% of bookings are being made within 60 days of stay, so October, November & December numbers are likely to increase.



Source: Amadeus' Demand360® Data, as of 16 October, 2022

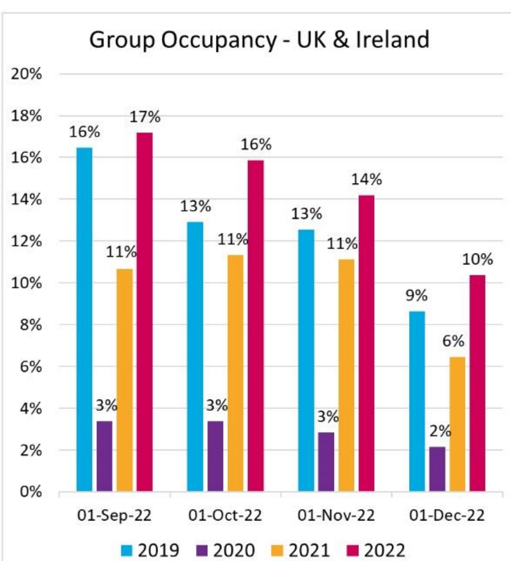


Source: Amadeus' Demand360® Data, as of 16 October, 2022

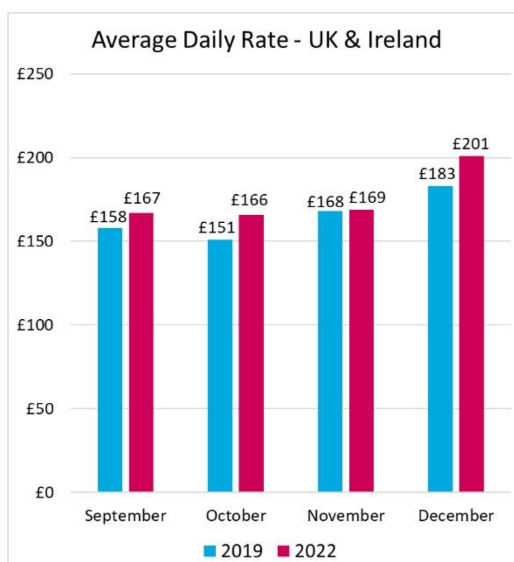
Looking ahead to the festive season – what trends can we identify already?

While the majority of bookings for December are yet to come, we can already identify some key trends for the coming festive season. Group bookings are on the rise this year, compared with previous years, and this trend continues into December, so it is important that you [understand how group business has changed] over the last two years, and how you can adapt to market demands and anticipate the needs of customers. Use the information found in this report to create tailored offers for groups to capture that rise in demand.

Average Daily Rate (ADR) is also on the rise in the UK & Ireland. Looking ahead to December, ADRs are almost 10% higher in 2022, compared with 2019, and are a little over 20% higher compared with September 2022. Maintaining competitive rates is important when looking to increase direct bookings and can help to significantly improve online visibility, click-through rates, conversion and return on ad spend. Download the [Rate Parity Playbook] to learn how to identify and resolve rate parity issues.



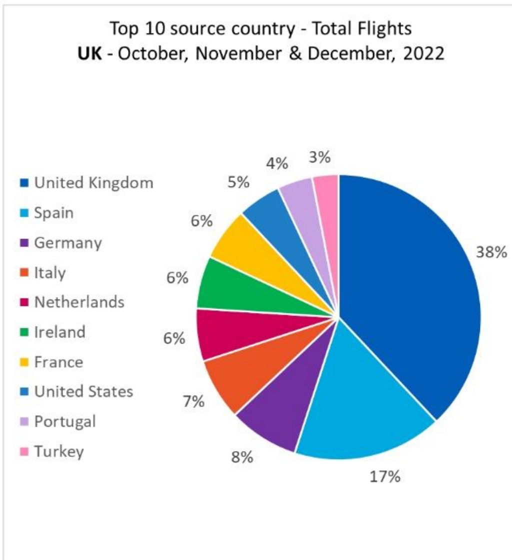
Source: Amadeus' Demand360® Data, as of 16 October, 2022



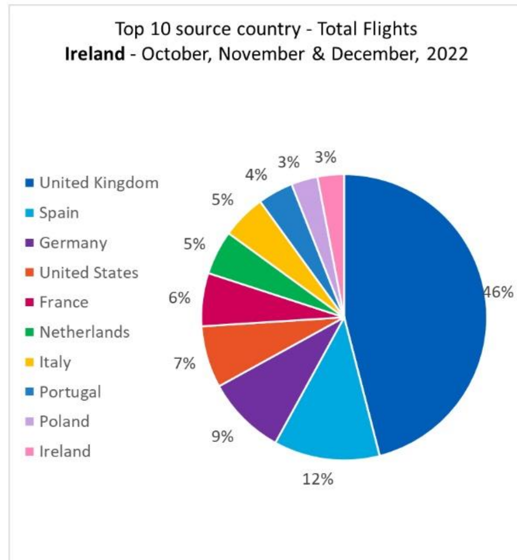
Source: Amadeus' Demand360® Data, as of 16 October, 2022

Who is travelling to the UK & Ireland?

In both the UK & Ireland, the majority of flights in October - December 2022 are from within Europe, with the UK taking the top spot for both. Flights from the United States remain steadily at 5% for the UK and 7% for Ireland. Keep these countries in mind when developing your marketing strategies.



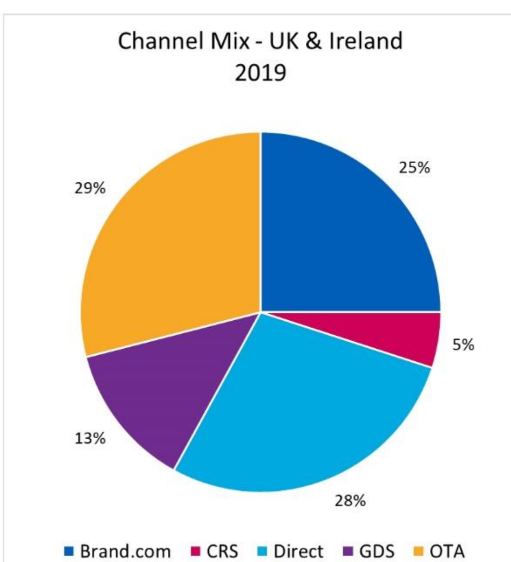
Source: OAG, Innovata, Amadeus Airline Schedule Data, as of October 4, 2022



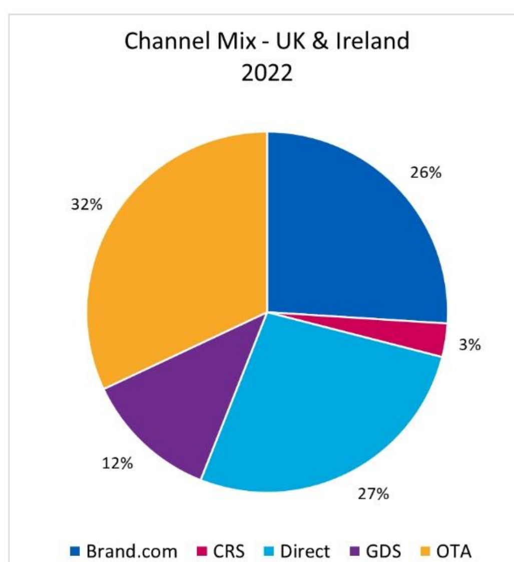
Source: OAG, Innovata, Amadeus Airline Schedule Data, as of October 4, 2022

How are bookings being made?

While the Channel Mix for the UK & Ireland is looking very similar in 2022 to 2019, there have been some small shifts. Direct bookings have slightly decreased from 28% in 2019, to 27% in 2022, as have GDS bookings which are now at 12%, compared with 13% in 2019. OTA bookings have increased to 32%, compared with 29% in 2019. Maintaining a diverse channel mix is important. Download our [eCommerce Checklists] for advice on how to maximise 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 16 October, 2022



Source: Amadeus' Demand360® Data, as of 16 October, 2022

As we move towards the end of 2022, demand continues to return. Ensure you are well positioned to capture this business 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.