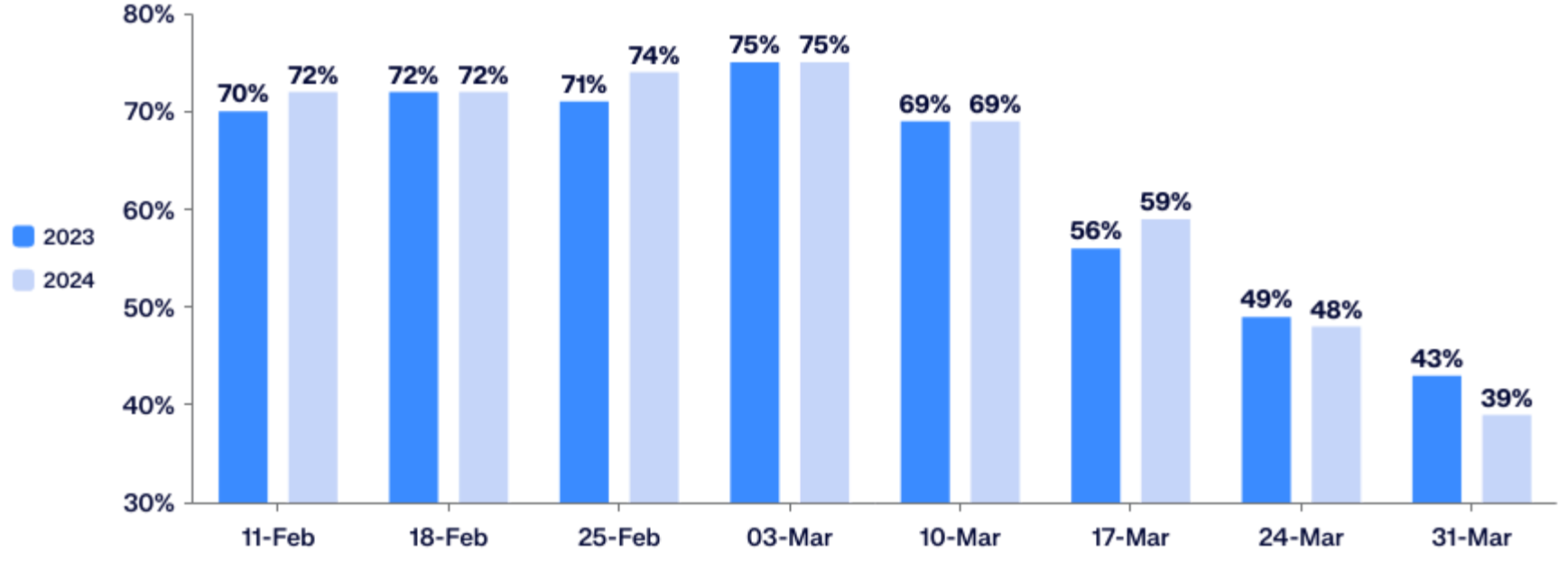


# UK & Ireland Data Insights

March 2024

Amadeus. It's how travel works.

## Occupancy - UK & Ireland



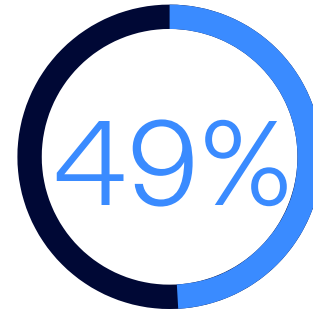
Source: Amadeus' Demand360+® Data, as of 8th March 2024



Occupancy peaked at

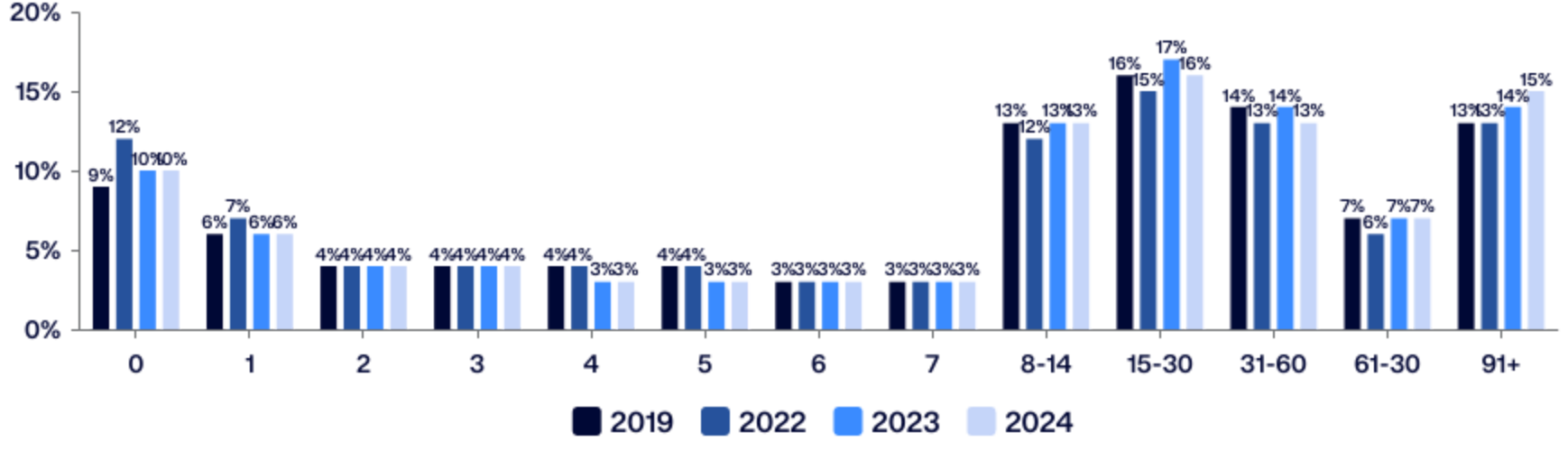
**75%**

in March 2024



of bookings are being made within  
**0-14 days pre-stay**

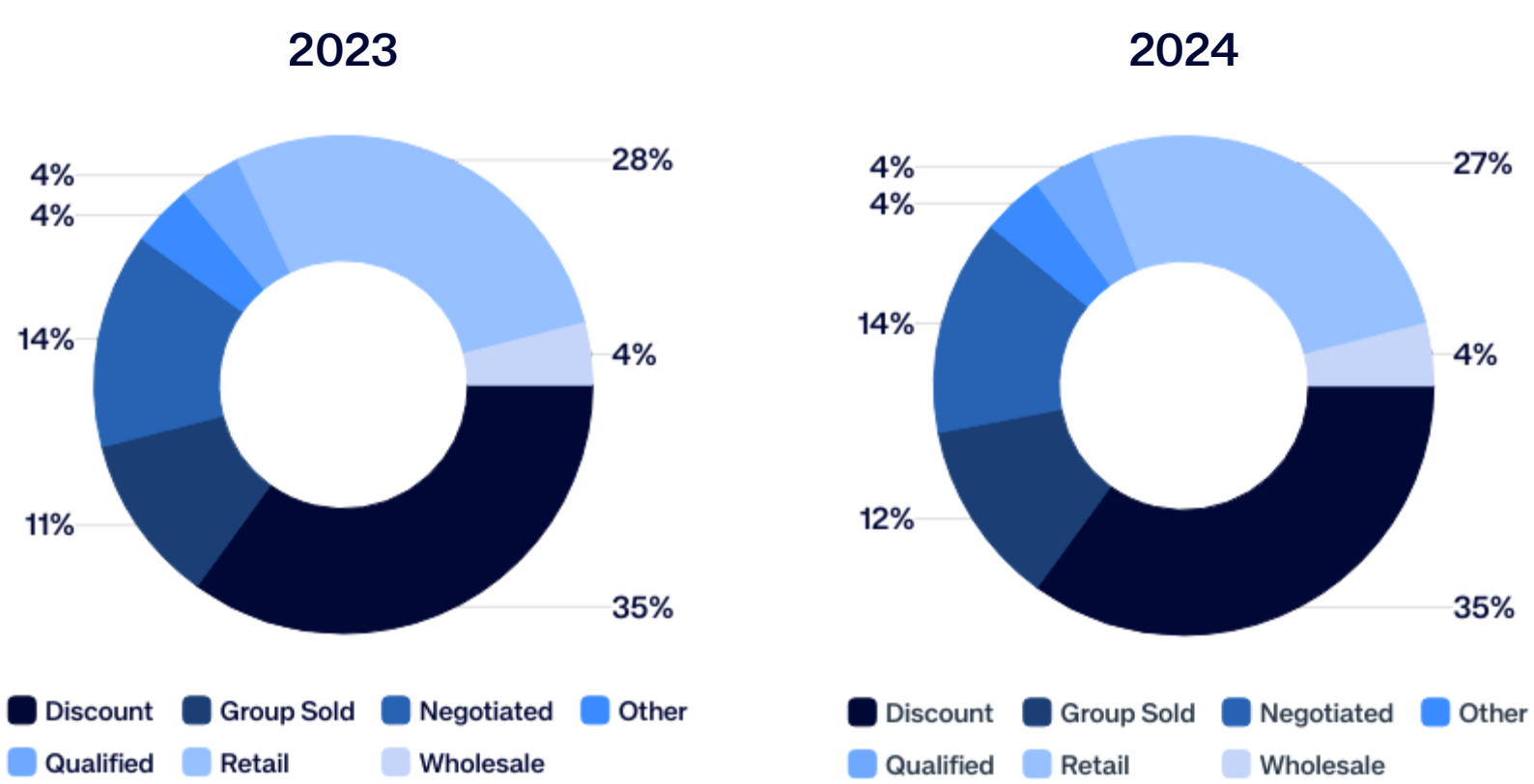
## Lead Times



Source: Amadeus' Demand360+® Data, as of 8th March 2024

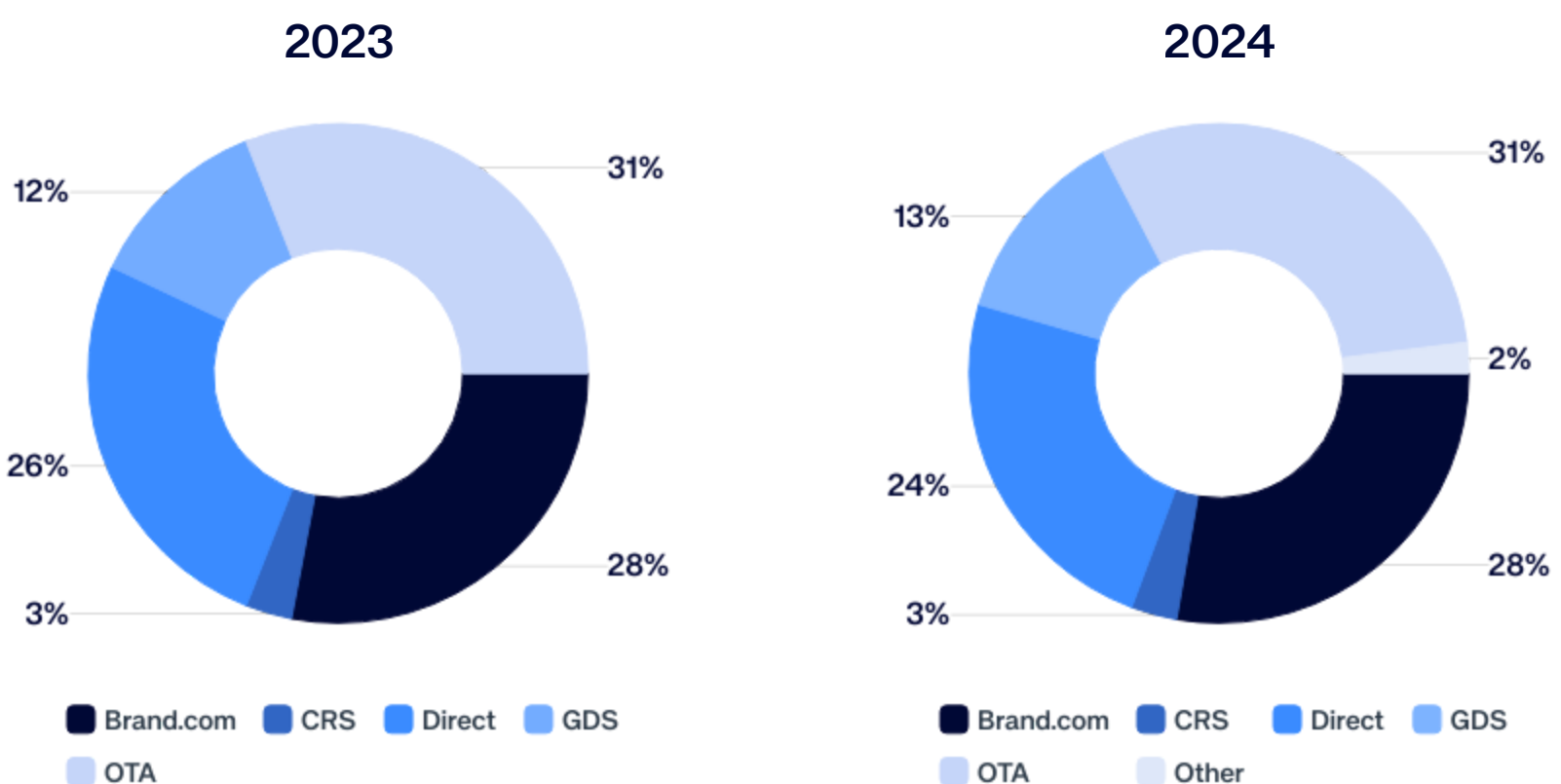
Ready to increase your direct bookings? [Replay the webinar from Amadeus and Google](#) to hear insights into the latest innovations and strategies for success in an evolving metasearch landscape.

## Segment Mix



Source: Amadeus' Demand360+® Data, as of 8th March 2024

## Channel Mix



Source: Amadeus' Demand360+® Data, as of 8th March 2024

Download [The Personalization & Direct Bookings Playbook](#) for strategies and tactics on how to increase conversion, both on your website and through booking engines.

## Top Source Country - Total Flights

March & April 2024



Source: Leg level data from Reconciled Airline Schedules, as of 14th March, 2024

Want to learn more about what Amadeus' Business Intelligence data is showing in your market? [Contact us today](#) to arrange a complimentary, personalised analysis with one of our UK & Ireland experts.