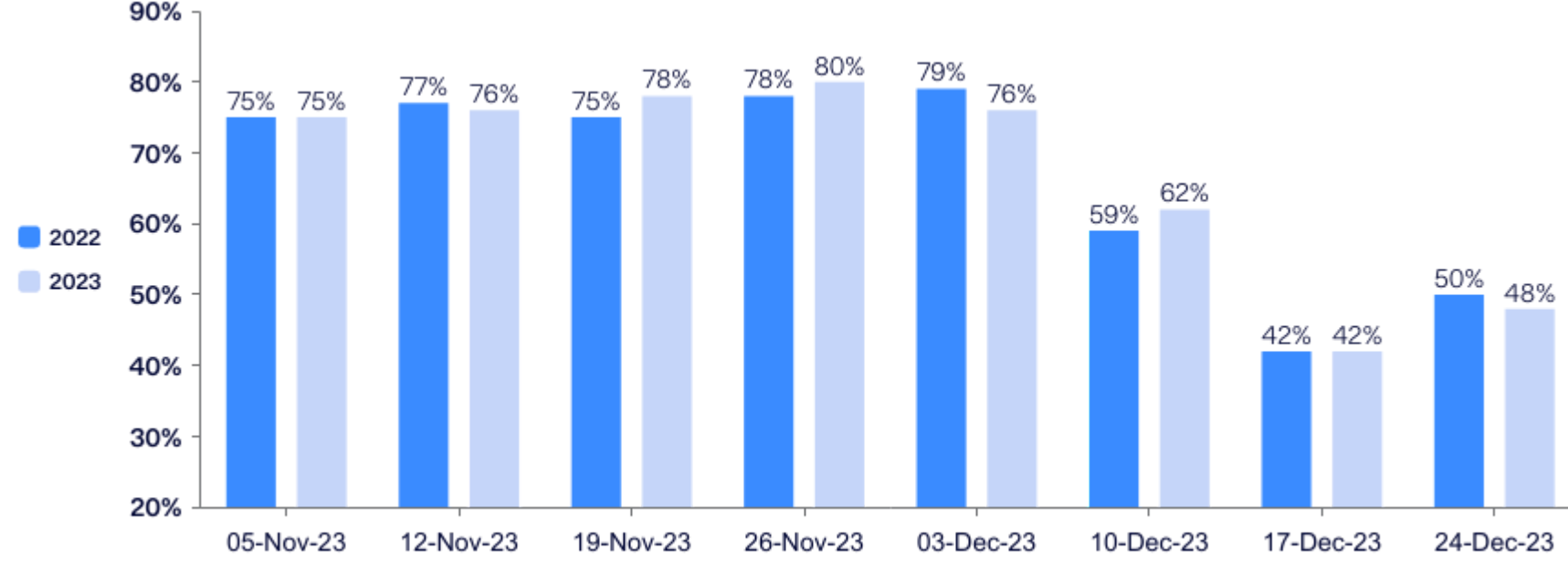


UK & Ireland Data Insights

December 2023

Amadeus. It's how travel works.

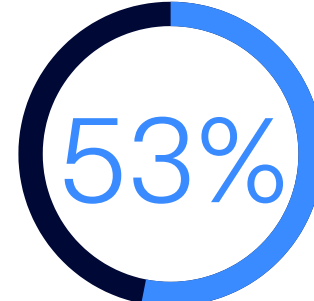
Occupancy - UK & Ireland



Source: Amadeus' Demand360@ Data, as of 1 December, 2023



Occupancy peaked at **80%** in November 2023



53% of bookings are being made within **0-14 days pre-stay**

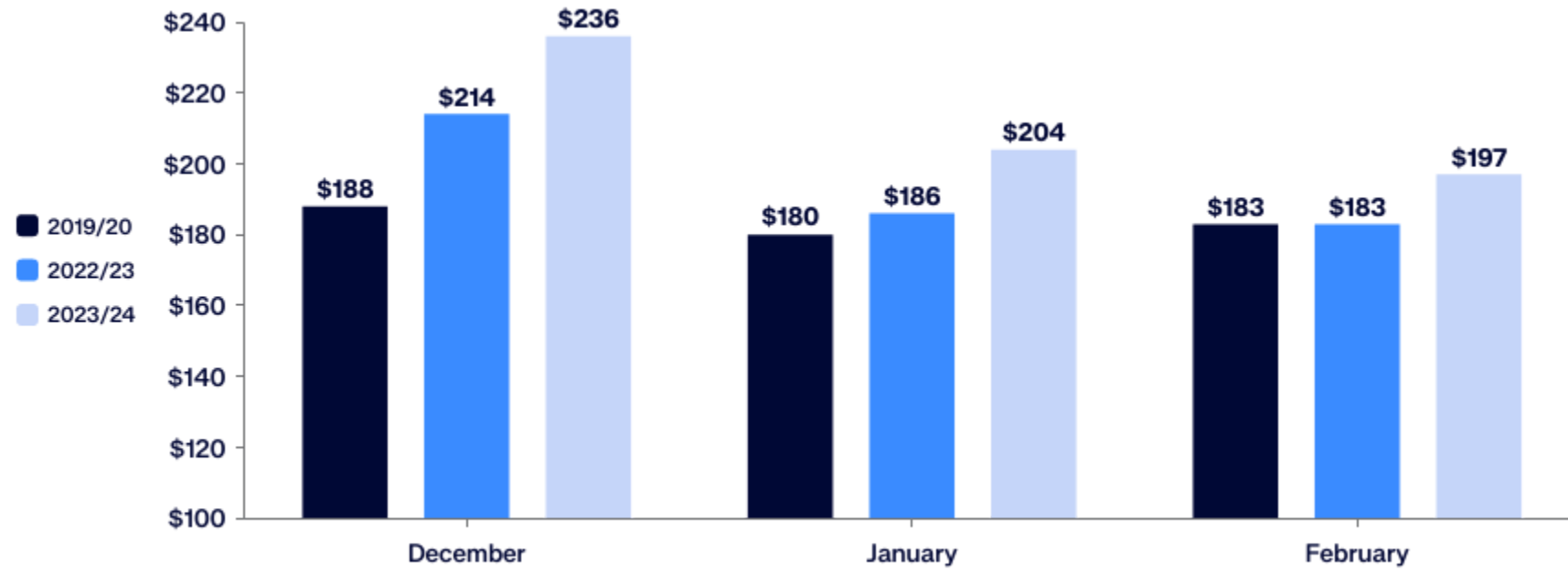
Discover how Flemings Hotels delivered a successful "Black Week" pre-holiday campaign and experienced a 109% increase in revenue over summer season campaigns.

Lead Times



Source: Amadeus' Demand360@ Data, as of 1 December, 2023

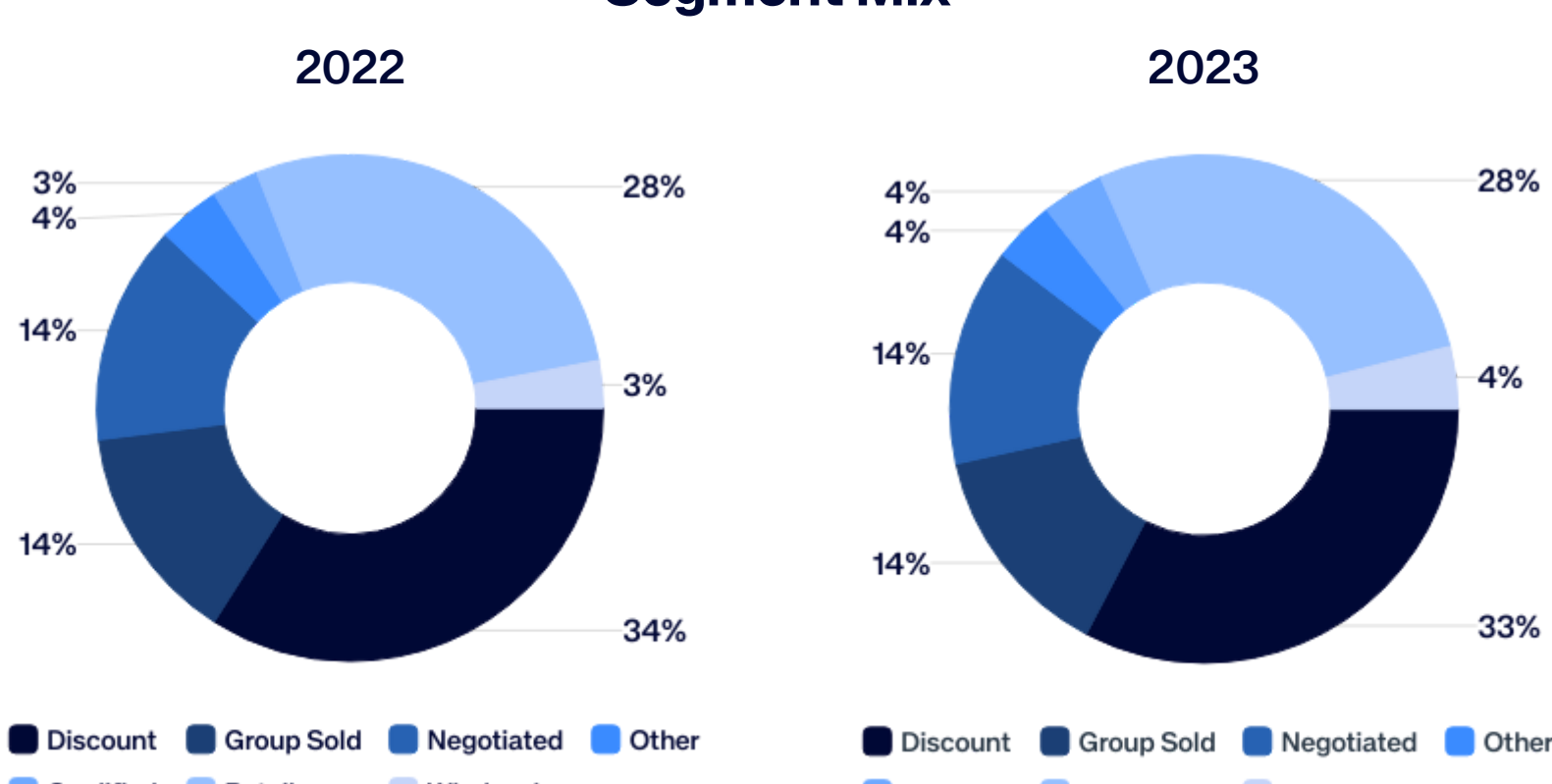
Festive Season & New Year ADR - UK & Ireland



Source: Amadeus' Demand360@ Data, as of 1 December, 2023

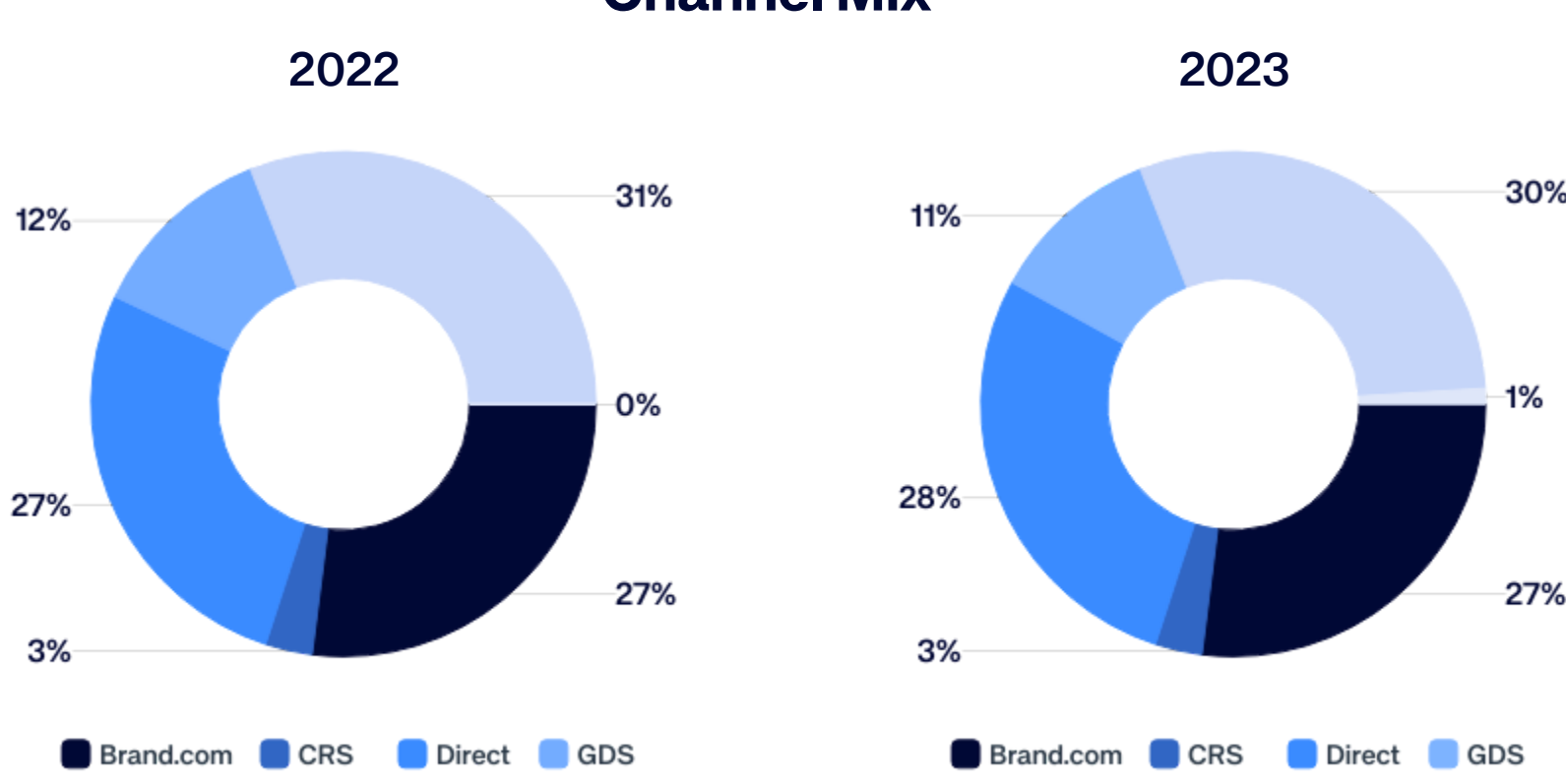
Ready to boost your direct bookings this festive season? [Download our new checklist](#), designed to help you achieve revenue success!

Segment Mix



Source: Amadeus' Demand360@ Data, as of 1 December, 2023

Channel Mix



Source: Amadeus' Demand360@ Data, as of 1 December, 2023

Access the [Hotel Revenue & Sales Success Toolkit](#) for a bundle of guides and checklists to help take your strategies to the next level in time for the festive season.

Top Source Country - Total Flights

November & December 2023



Source: OAG, Innovata, Amadeus Airline Schedule data, as of 6 December, 2023

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.