How well do you know Amadeus' Media solutions? Hear what sets us apart, from our in-house expert Chris Vavrek, in this short video.

Download the Personalisation & Direct Bookings Playbook for strategies and tactics on how to increase conversion, both on your website and through booking engines.

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.

**UK & IRELAND OCCUPANCY**

- **Summer Months 2022**
  - United Kingdom: 78%
  - Spain: 28%
  - Greece: 6%
  - France: 5%
  - Germany: 4%
  - Ireland: 4%
  - United States: 4%
  - Portugal: 4%
  - Turkey: 2%

- **Summer Months 2023**
  - United Kingdom: 38%
  - Spain: 12%
  - United States: 10%
  - Germany: 7%
  - France: 5%
  - Portugal: 4%
  - Netherlands: 3%
  - Ethiopia: 2%
  - Poland: 2%

Source: Amadeus' Demand360® Data, as of 11 June, 2023

Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 13 June, 2023

**TOP SOURCE COUNTRY - TOTAL FLIGHTS**

- **UK - June & July 2023**
  - United Kingdom: 31%
  - United States: 17%
  - United Kingdom: 10%
  - Spain: 9%
  - France: 6%
  - Greece: 5%
  - Germany: 4%
  - Ireland: 4%
  - United States: 4%
  - Portugal: 3%

- **Ireland - June & July 2023**
  - United Kingdom: 15%
  - United States: 13%
  - Spain: 10%
  - United Kingdom: 8%
  - France: 7%
  - Germany: 4%
  - Ireland: 4%
  - United States: 4%
  - Portugal: 3%
  - Netherlands: 3%

Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 11 June, 2023

Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 12 June, 2023

**LEAD TIMES**

- **United Kingdom**: 0-7 days pre-stay
- **Spain**: 0-7 days pre-stay
- **United States**: 0-7 days pre-stay

**TOP SOURCE COUNTRY - TOTAL FLIGHTS**

- **United Kingdom**: 31%
- **United States**: 17%
- **United Kingdom**: 10%
- **Spain**: 9%
- **France**: 6%
- **Greece**: 5%
- **Germany**: 4%
- **Ireland**: 4%
- **United States**: 4%
- **Portugal**: 3%

Source: OAG, Innovata, Amadeus Airline Schedule Data, as of 13 June, 2023