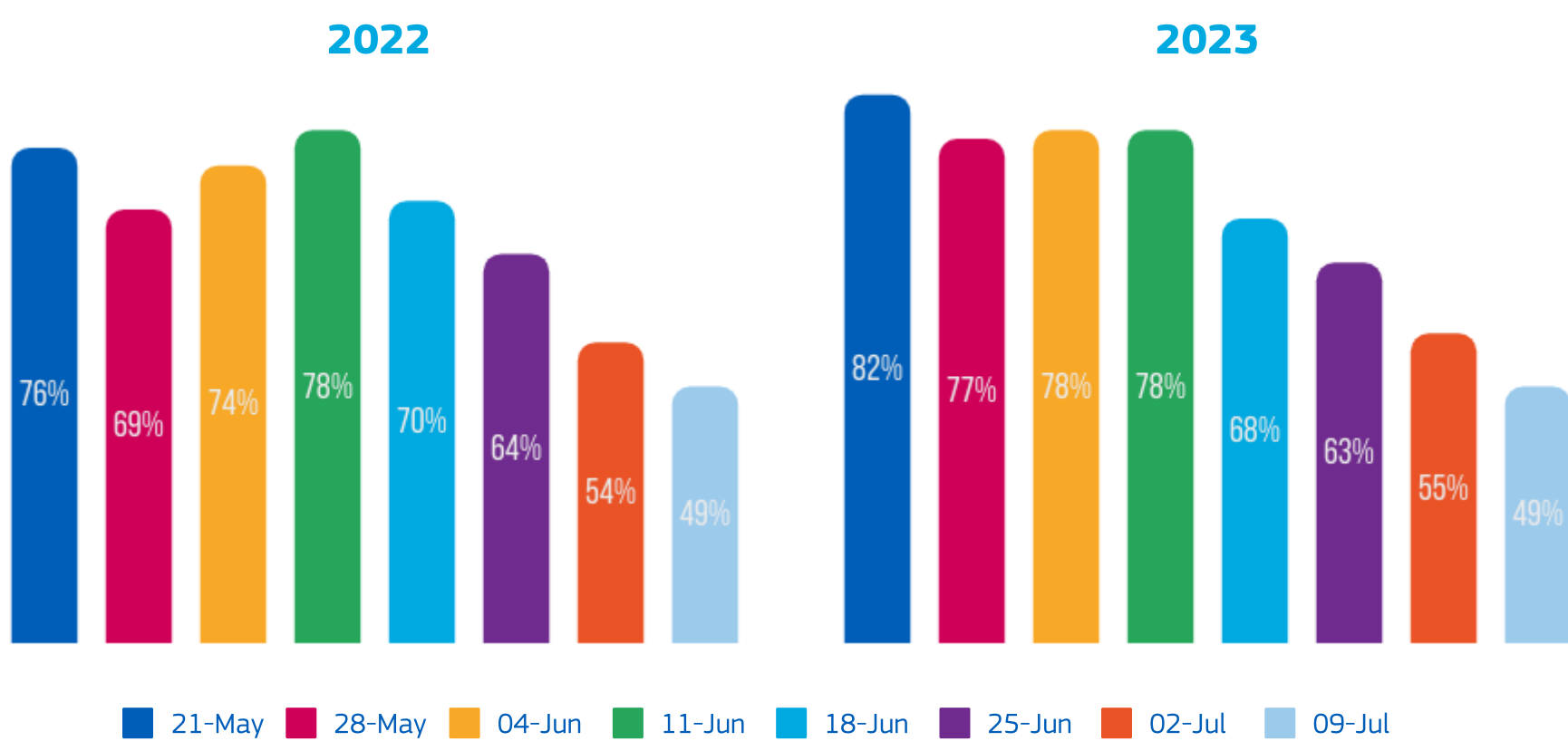


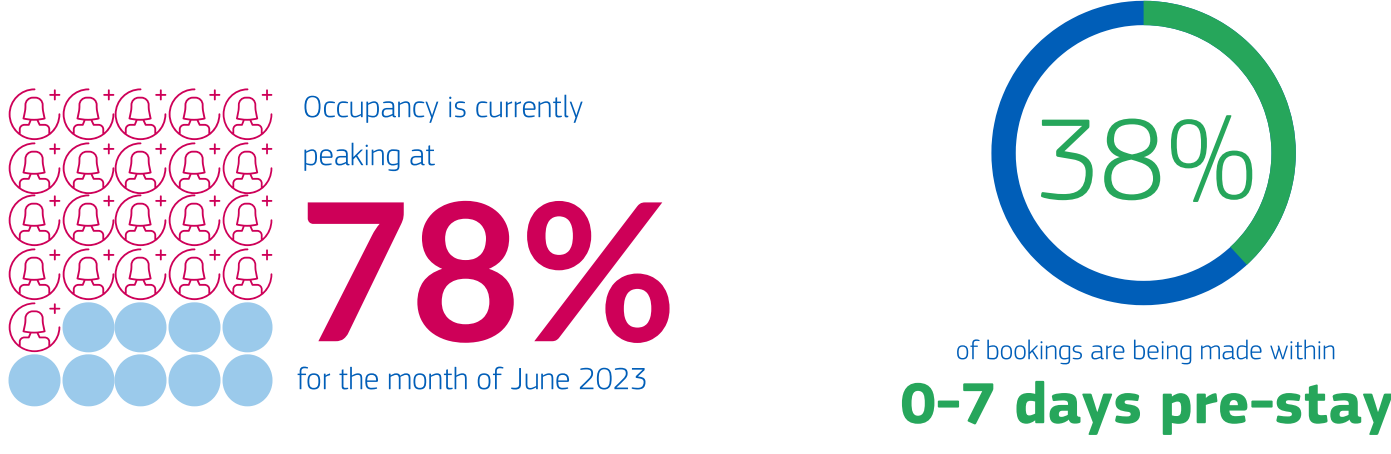
# UK & IRELAND DATA INSIGHTS

## JUNE 2023

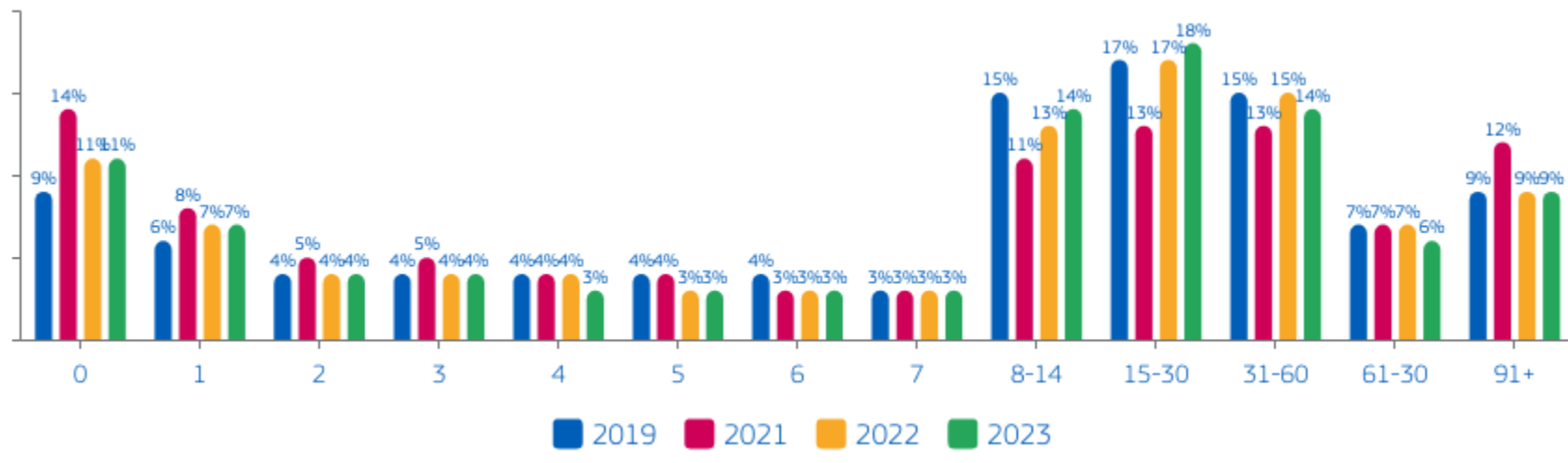
### OCCUPANCY - UK & IRELAND



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



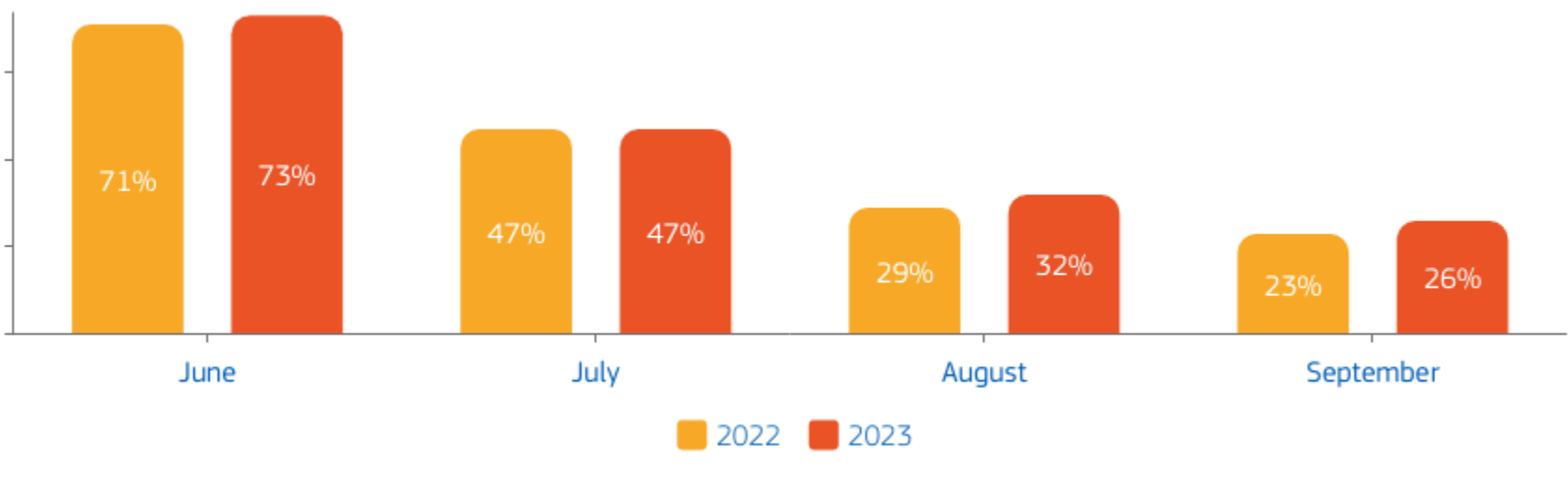
### LEAD TIMES



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

### UK & IRELAND OCCUPANCY SUMMER MONTHS

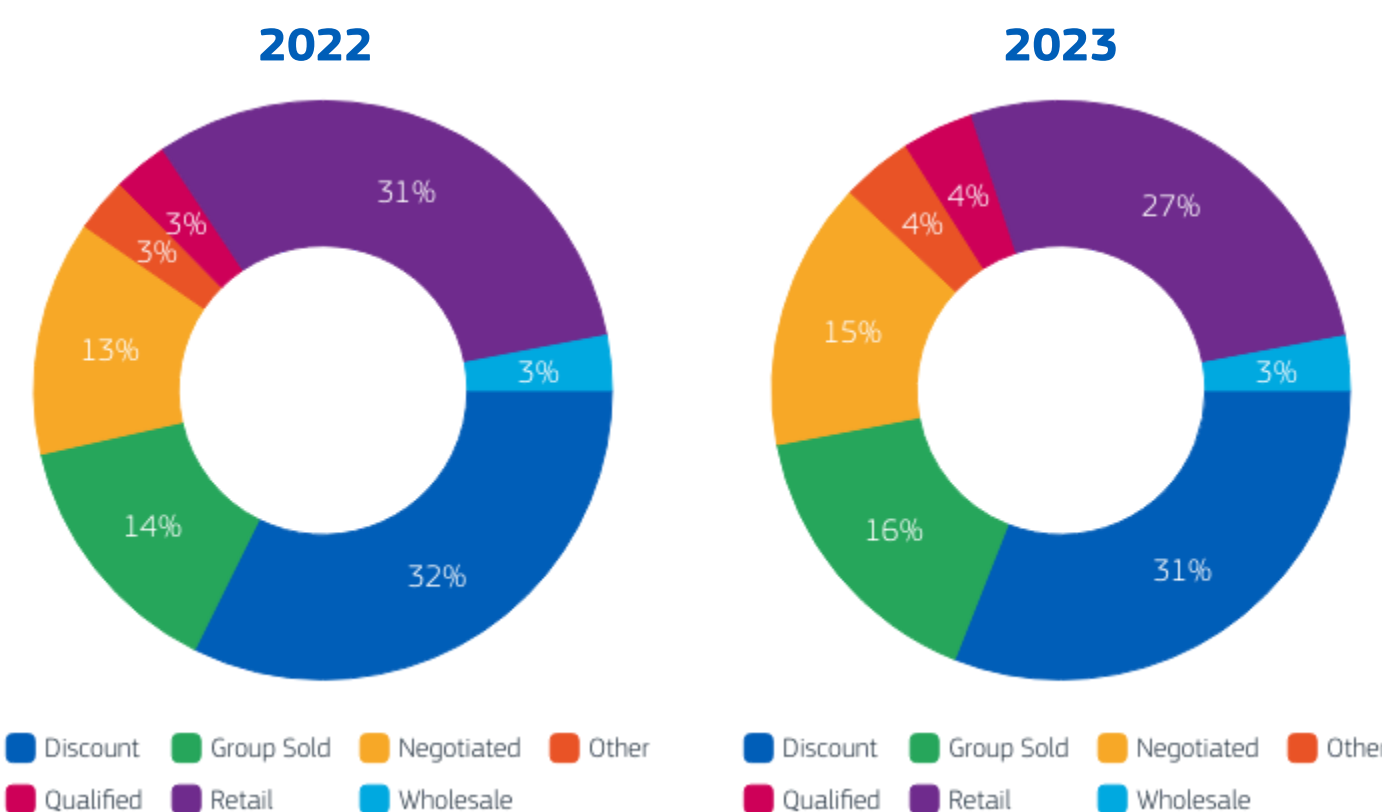
Current UK & Ireland Occupancy for the summer months is mostly higher in 2023 than what was recorded at this time in 2022.



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

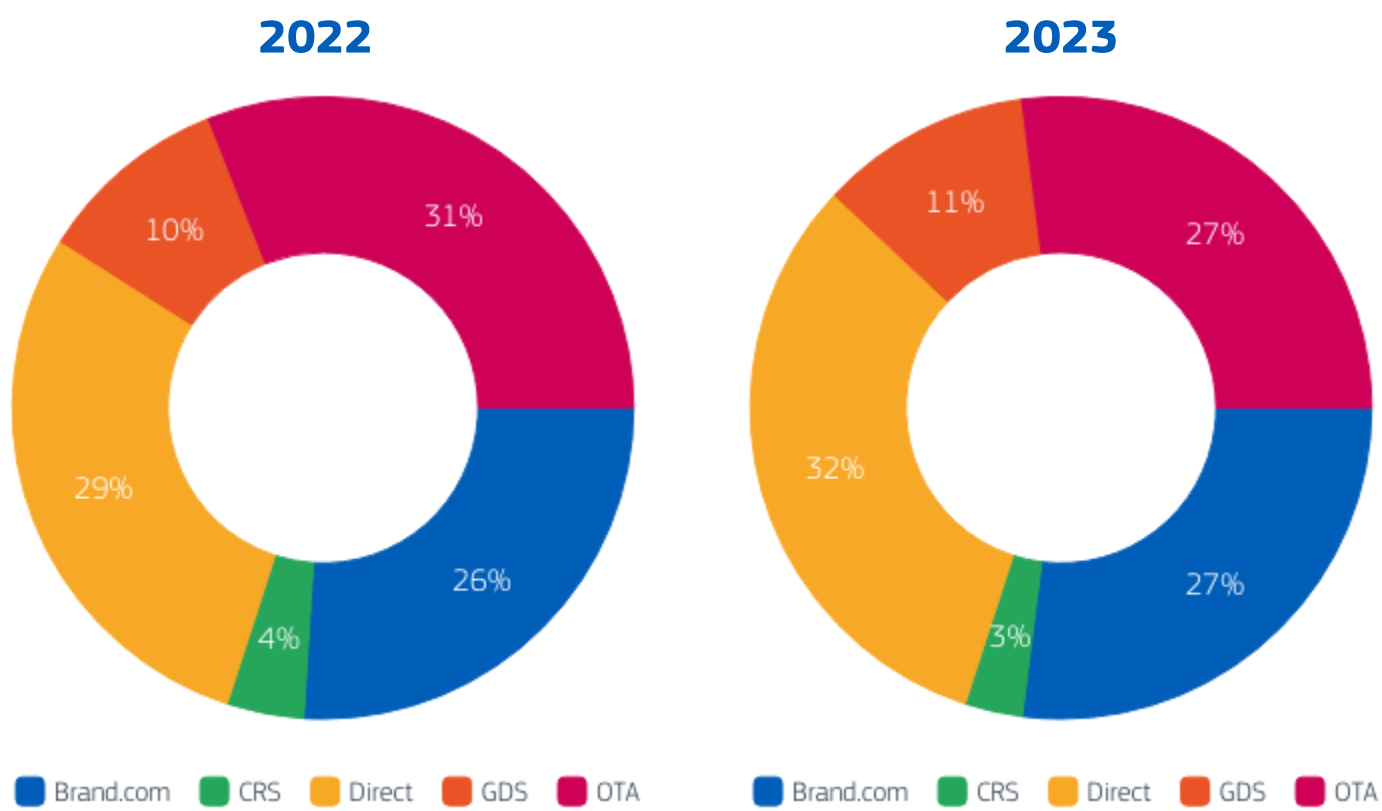
How well do you know Amadeus' Media solutions? Hear what sets us apart, from our in-house expert Chris Vavrek, [in this short video](#).

### SEGMENT MIX



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

### CHANNEL MIX



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

[Download the Personalisation & 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

- |   |   |
|---|---|
| <p><b>UK - June &amp; July 2023</b></p> <ul style="list-style-type: none"> <li>22% United Kingdom</li> <li>16% Spain</li> <li>6% Greece</li> <li>5% France</li> <li>5% Italy</li> <li>5% Germany</li> <li>4% Ireland</li> <li>4% United States</li> <li>4% Portugal</li> <li>4% Turkey</li> </ul> | <p><b>Ireland - June &amp; July 2023</b></p> <ul style="list-style-type: none"> <li>33% United Kingdom</li> <li>12% Spain</li> <li>10% United States</li> <li>7% Germany</li> <li>5% France</li> <li>4% Italy</li> <li>4% Portugal</li> <li>3% Netherlands</li> <li>3% Ethiopia</li> <li>2% Poland</li> </ul> |
|---|---|

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