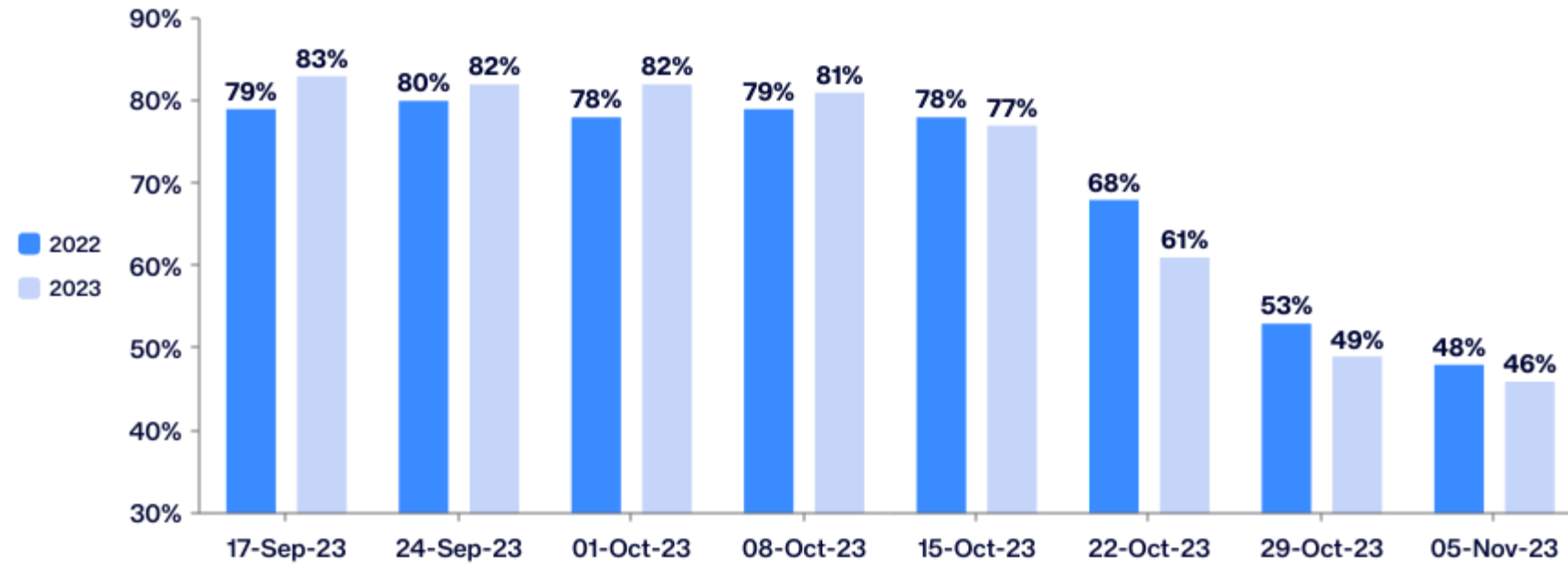


UK & Ireland Data Insights

October 2023

Amadeus. It's how travel works.

Occupancy - UK & Ireland



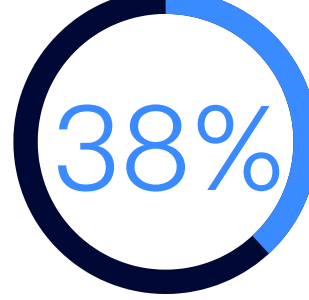
Source: Amadeus' Demand360@ Data, as of 16 October, 2023



Occupancy peaked at

83%

in September 2023



of bookings are being made within
0-7 days pre-stay

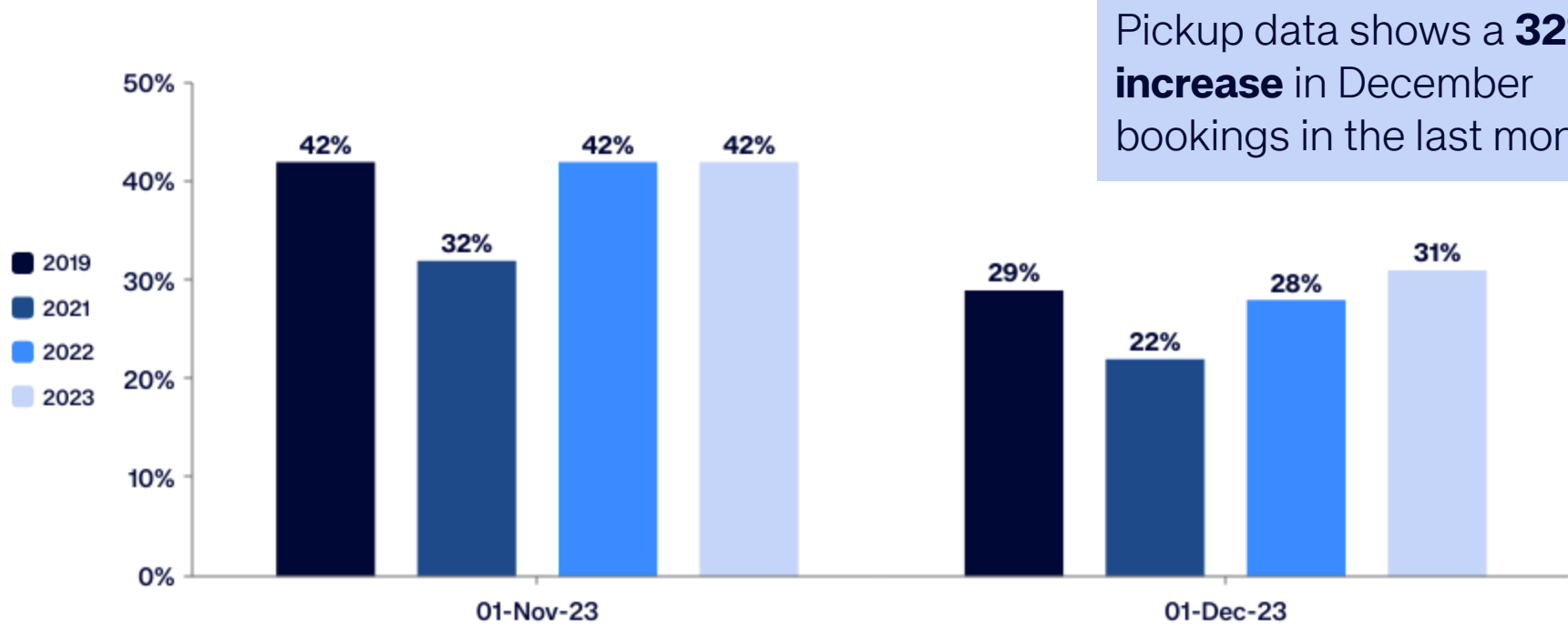
Lead Times



Source: Amadeus' Demand360@ Data, as of 16 October, 2023



Festive Season Occupancy - UK & Ireland

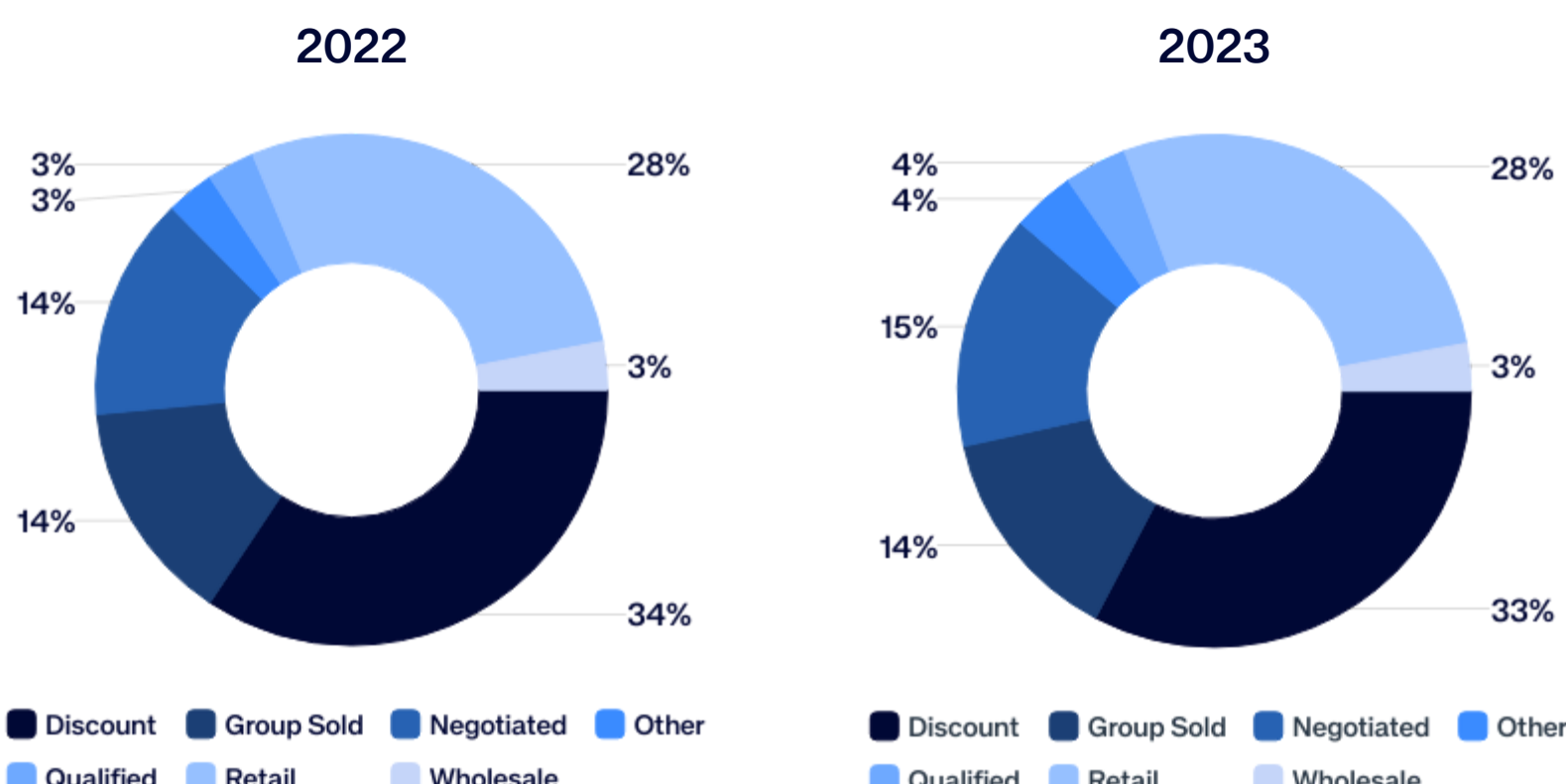


Pickup data shows a **32% increase** in December bookings in the last month.

Source: Amadeus' Demand360@ Data, as of 16 October, 2023

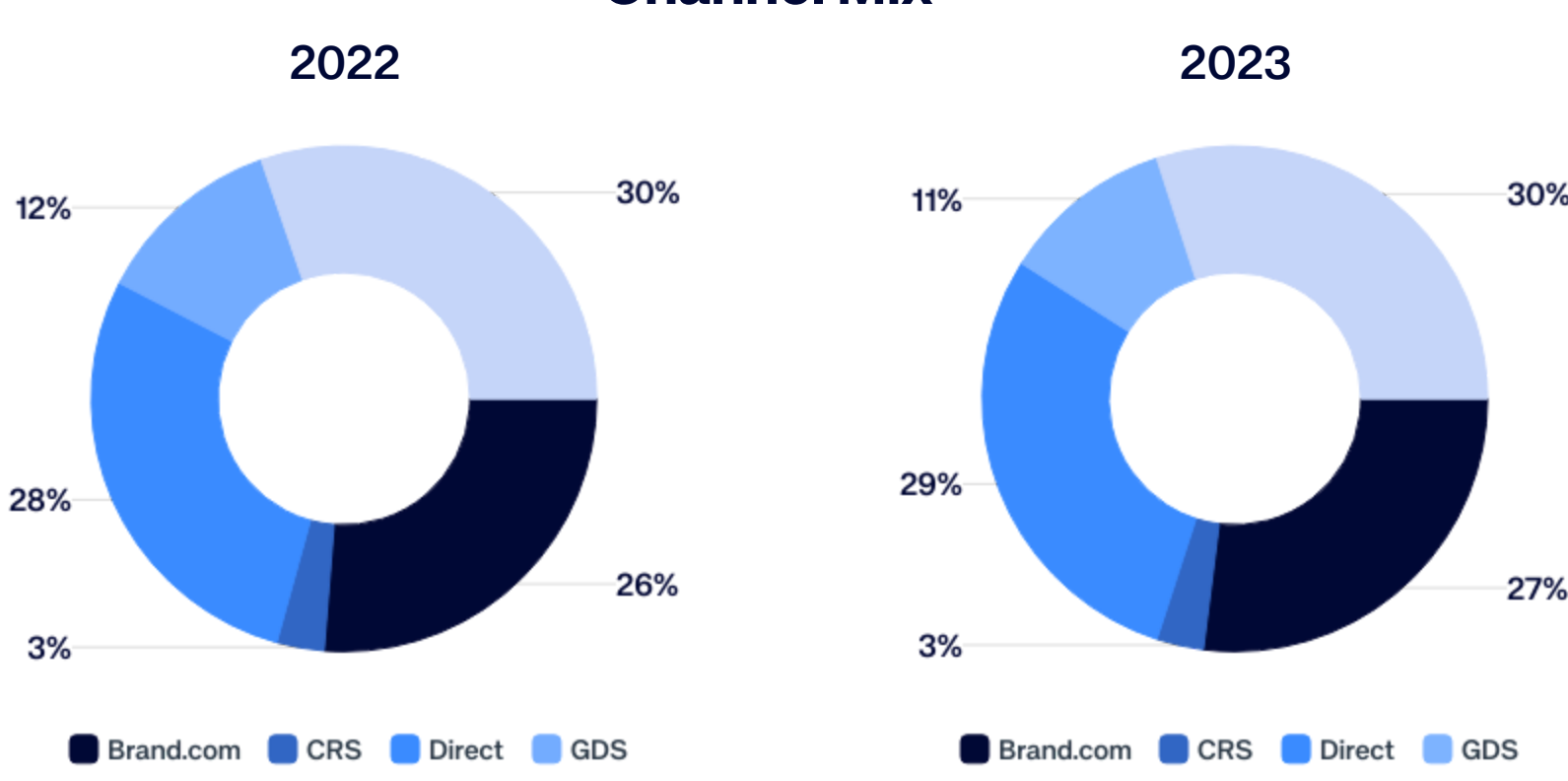
Access the [Hotel Revenue & Sales Success Toolkit](#) for a bundle of guides and checklists to help take your strategies to the next level in time for the festive season.

Segment Mix



Source: Amadeus' Demand360@ Data, as of 16 October, 2023

Channel Mix



Source: Amadeus' Demand360@ Data, as of 16 October, 2023

Get more for less: discover the [limited-time Travel Seller Media special offer](#) and advertise directly to travel agents across GDSs.

Top Source Country - Total Flights

October & November 2023



Source: OAG, Innovata, Amadeus Airline Schedule data, as of 24 Oct 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.