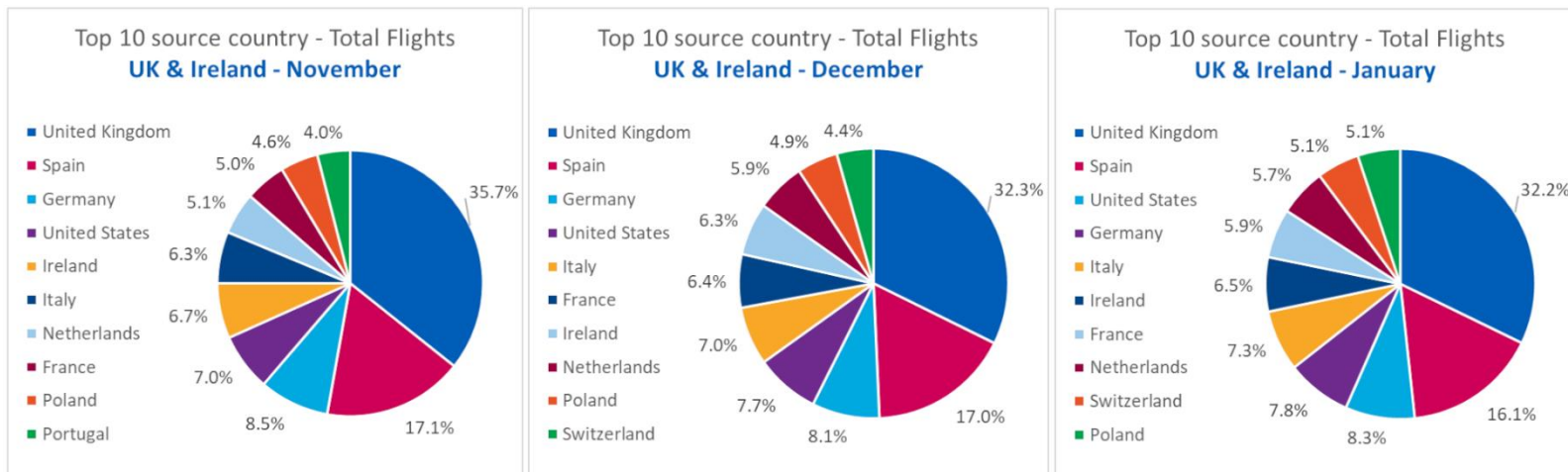


With the UK & Ireland ‘Red List’ free, what are the latest hotel and flight booking trends?

On 1st November, the UK removed all countries from their ‘Red List’, following suit from Ireland who made the same change in September. So, with more freedom to travel, how has this impacted booking trends across the UK & Ireland? We explore what Amadeus’ flight and forward-looking on the books Demand360® data is showing.

Bookings from outside the UK & Ireland are on the rise through the end of 2021 and beyond

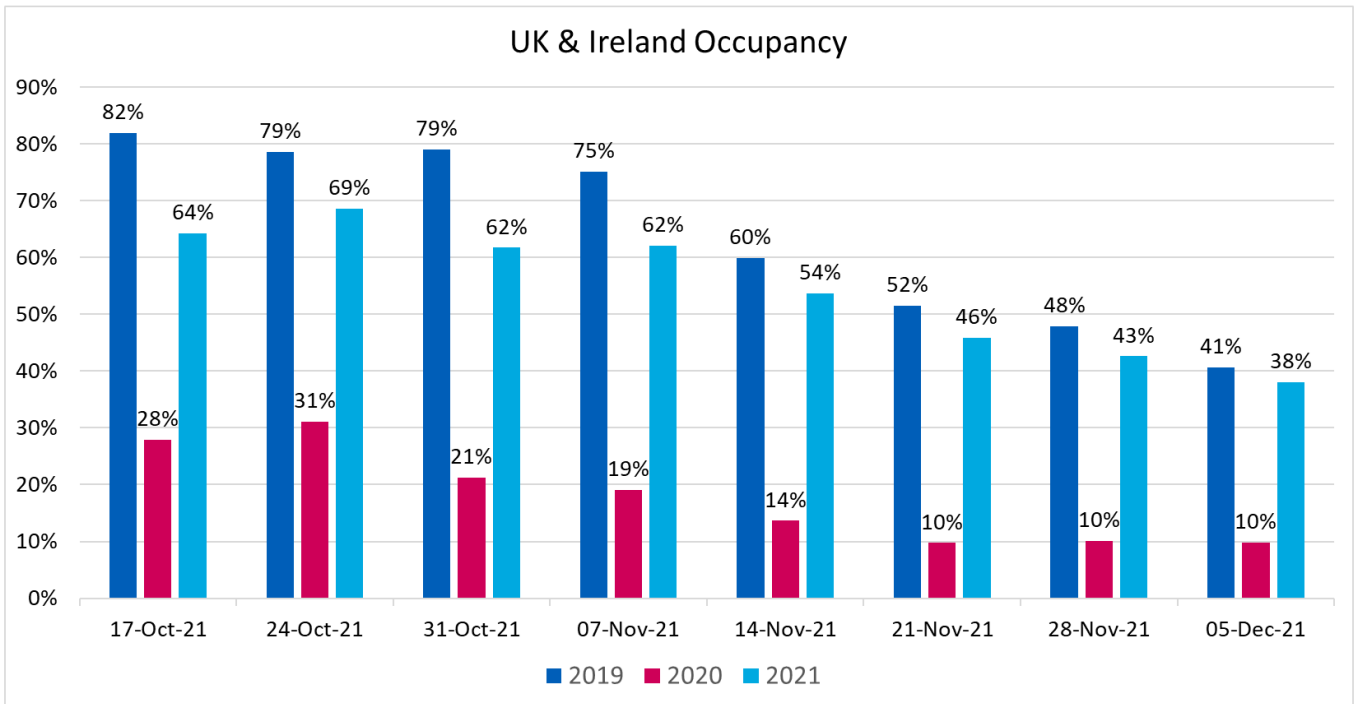
As we look at the top 10 source countries travelling to the UK & Ireland, we can see a steady decrease in domestic flights, with Spain maintaining a strong portion of bookings and the United States making a comeback with 7-8% of bookings between November 2021 – January 2022.



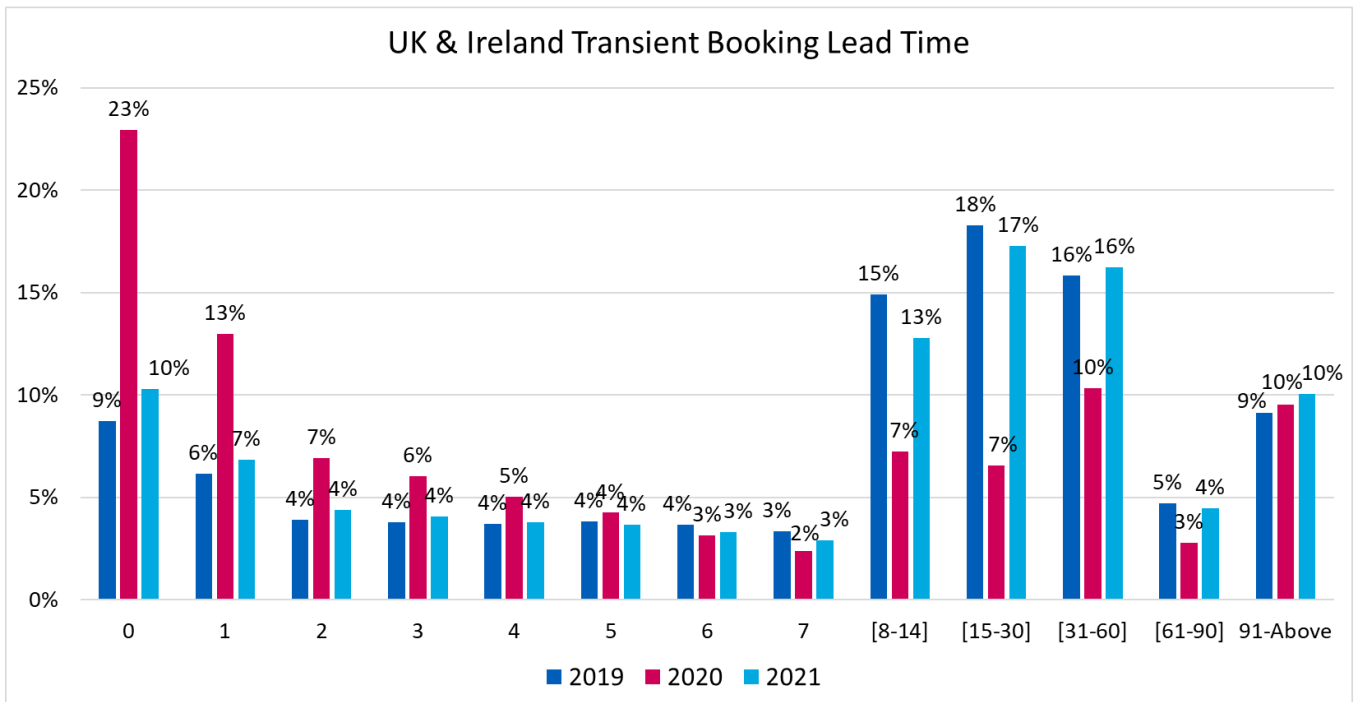
Amadeus' Demand360® Data, as of 9 November 2021

Occupancy for October and November are close behind those from 2019, ranging between just 3% to 18% lower, with occupancy peaking at 69% the week of 24th October. Booking trends are following the same pattern that we can see from 2019, with numbers reducing as we look further out into late Autumn. However, keep in mind that 35% of bookings are being made within 0-7 days of travel, so it is important to keep an eye on data and adapt your media strategies to align with current trends.

46% of bookings are being made 8 – 60 days pre travel, so there will likely be an increase in demand for the festive season and into the new year. Use this information to target contacts from the top 10 source countries with seasonal offers to help secure bookings for this highly competitive period.



Amadeus' Demand360® Data, as of 11 November 2021

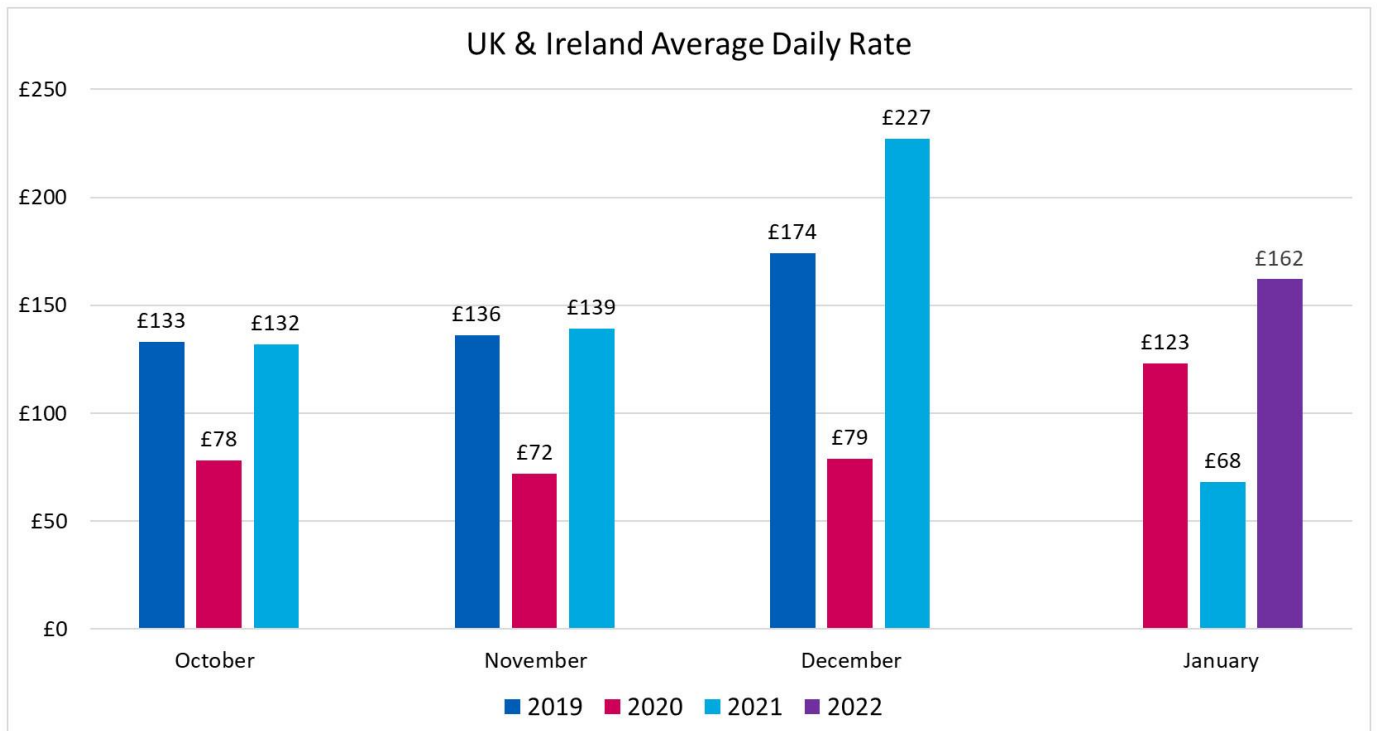


Amadeus' Demand360® Data, as of 11 November 2021

Rates are rising for the festive season

While October and November's ADRs (Average Daily Rates) were close to those in 2019, it's hard to miss the spike in December's rates this year, increasing by 30% compared to 2019. Rates do drop in January 2022 but remain higher than those in January 2020 by 32%. Maintaining competitive rates is important when looking to increase direct bookings and can help to significantly improve online visibility, click-through rates, conversion and return on ad spend. Interested in learning how to identify and resolve rate parity issues? Download the [Rate Parity Playbook](#).

Offering packages, such as tickets to local attractions or festive dining experiences, adds value to your rooms that will help your property to stand out from the competition.

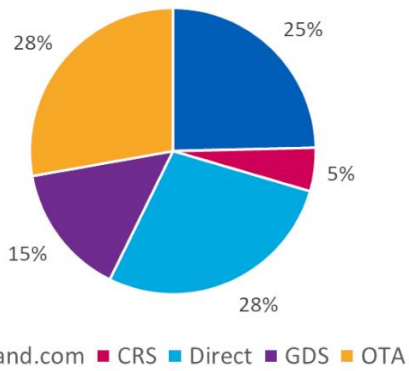


Amadeus' Demand360® Data, as of 11 November 2021

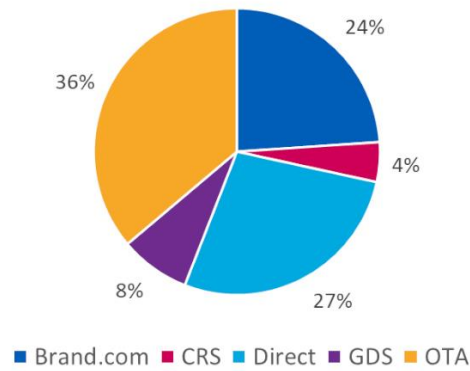
Where are bookings coming from?

When comparing the booking channel mix, we can see that GDS bookings are gradually moving closer to 2019 numbers and have increased by 2% in 2021, compared to 2020. Consider investing in GDS media campaigns to drive more corporate business. It's important to maintain a diverse channel mix in order to maximise your property's visibility and increase bookings. Download the [Personalization and Direct Bookings Playbook](#) for strategies and tactics on how to improve conversion on your website and booking engines.

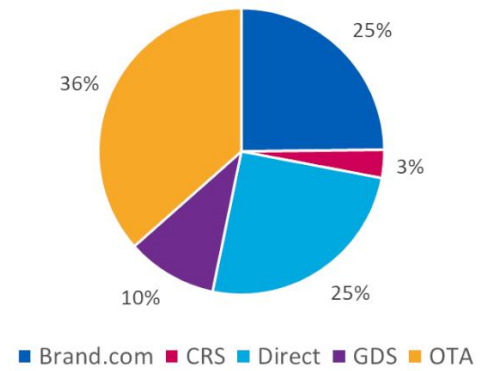
UK & Ireland
Channel Mix - 2019



UK & Ireland
Channel Mix - 2020



UK & Ireland
Channel Mix - 2021



Amadeus' Demand360® Data, as of 11 November 2021

With the UK & Ireland borders open to all and the festive season well on its way, a rise in demand from domestic and international travelers is expected. As demand increases, response times decrease, and with the labour shortages impacting the hospitality industry, hoteliers should look to invest in technology that helps you to [streamline operations](#). By implementing the right technology, you can provide a memorable stay for every guest that will keep them coming back in 2022 and beyond.

Amadeus is here to help you build back stronger for 2022. Now, more than ever, it is vital to leverage data in order to reach the right audience at the right time with targeted marketing campaigns. [Contact our UK & Ireland team](#) to arrange a complimentary, personalised analysis on what Amadeus' on-the-books, forward-looking data is showing in your market.