

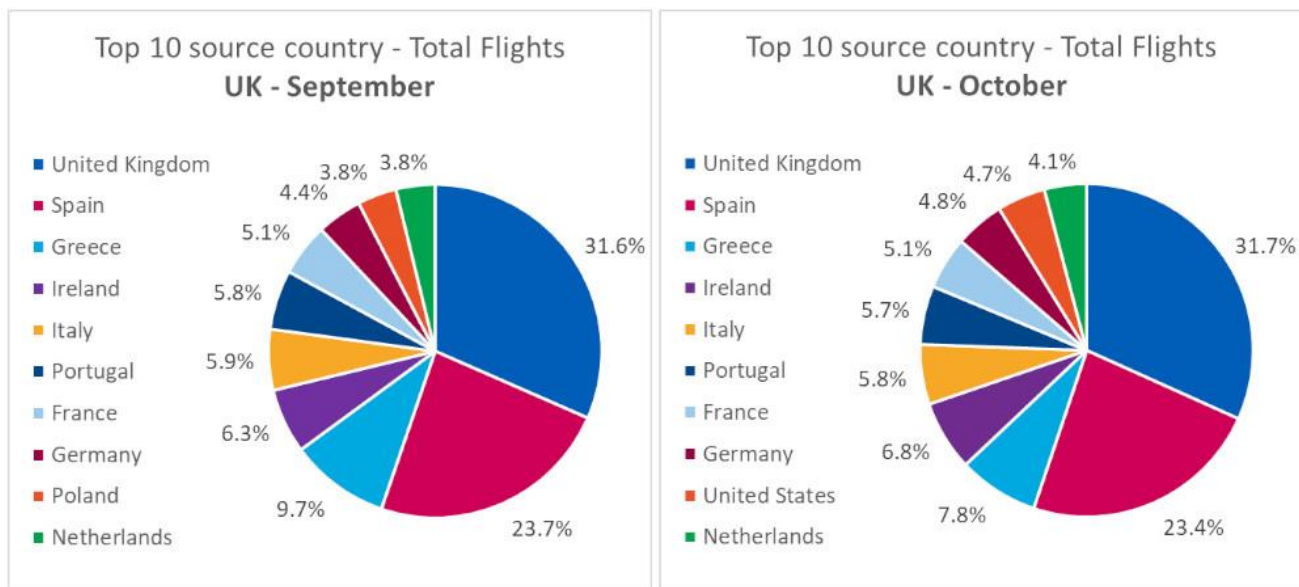
Changes for travel are on the horizon – what are the latest booking trends in the UK & Ireland?

Latest government announcements reveal that from 4th October, we'll see an end to the green and amber travel lists across England, Scotland and Northern Ireland. The red list will remain and fully-vaccinated travellers heading to all other countries will be able to replace day 2 PCR tests with cheaper lateral flow tests – from the end of October – and will no longer need to take pre-departure tests.

In addition to this, big news from the US has revealed plans to lift their COVID-19 travel ban for fully-vaccinated passengers travelling from the UK. So change is coming, but how has this news impacted the latest booking trends in the UK & Ireland? We explore what Amadeus' flight and forward-looking on the books Demand360® data is telling us.

A lift in restrictions from the US has already started to impact flights

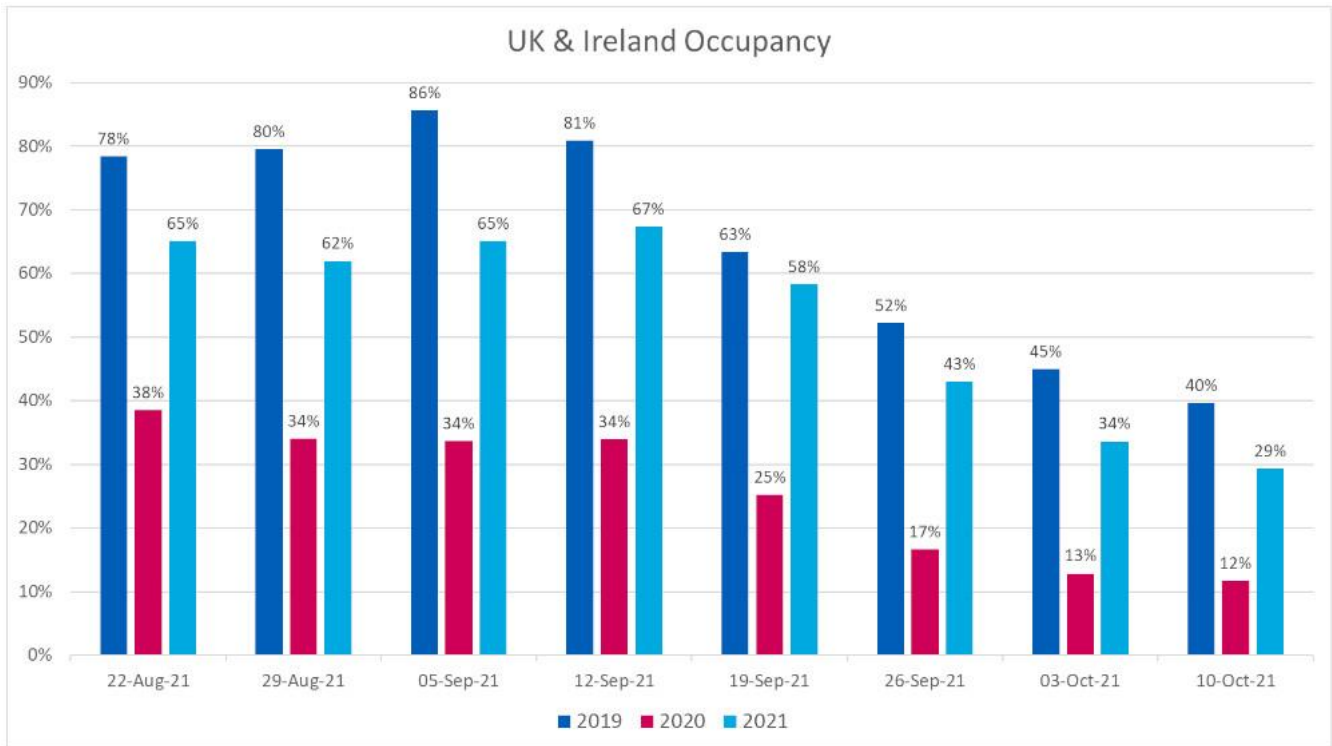
The US didn't make the list of top 10 countries with flights heading into the UK in September, but as we look ahead to October, we can see that currently, 4.7% of UK flights are coming from the US. As traveller confidence grows, it will be important to review data to see how bookings progress and use those insights to inform your media strategies. This will allow you to make data-driven decisions on where to focus your efforts, such as targeting contacts from top markets in your database with tailored promotional offers.



Amadeus' Demand360® Data, as of 19 September 2021

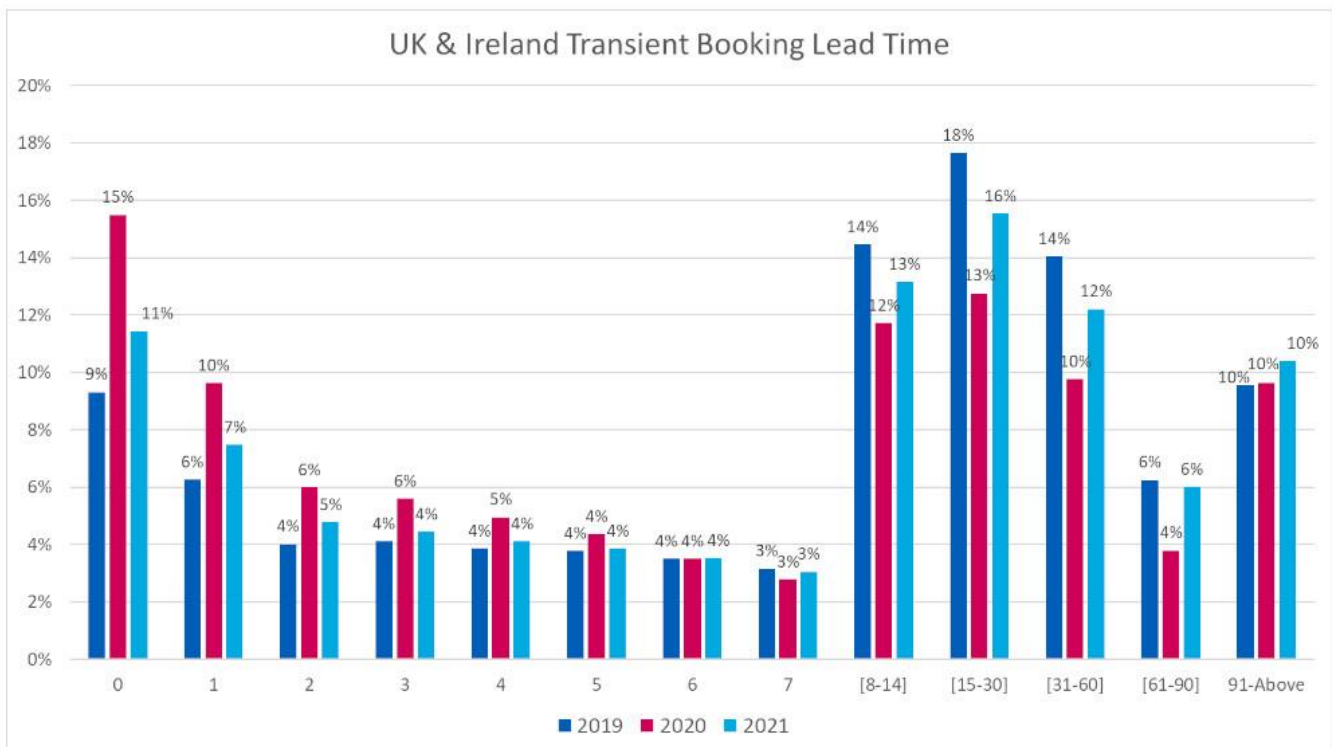
Occupancy is edging ever closer towards 2019 numbers

When comparing current booking trends in the UK & Ireland to 2019, we are continuing to see a positive turn. Occupancy across the UK & Ireland was only 5-21% lower in September 2021 than it was at the same time in 2019, peaking at 67% occupancy the week of September 12 and almost double 2020 numbers.



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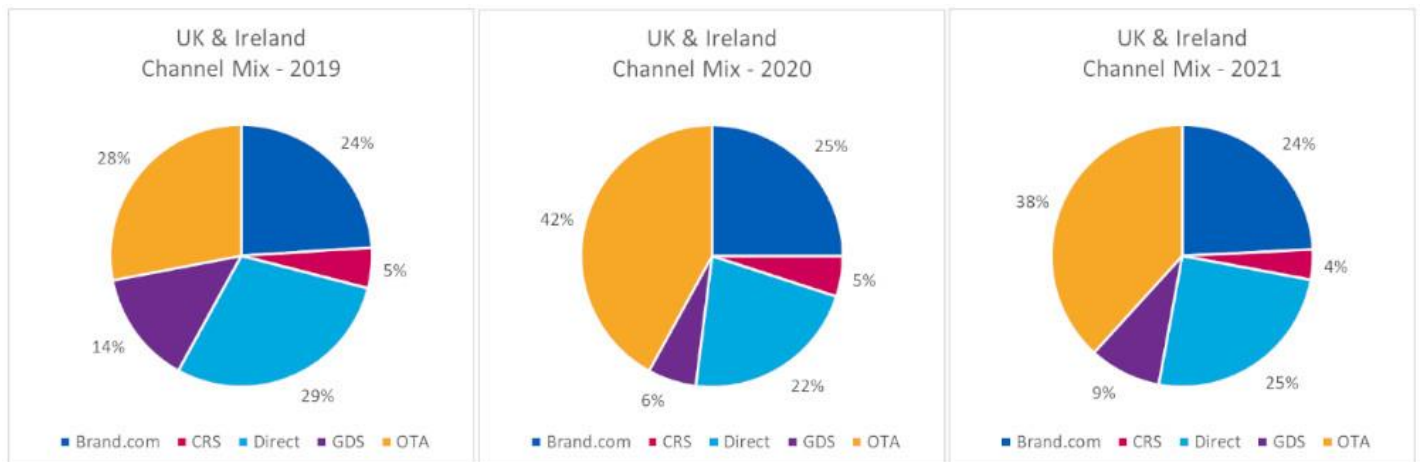
As we look ahead to October, occupancy numbers do dip, but keep in mind that 42% of bookings in the UK & Ireland are currently made within 0-7 days of travel. We are also seeing growth in bookings made further in advance, with bookings made 8-60 days ahead of travel on the rise, and those made 61-91+ days ahead of travel reflecting 2019 numbers. This could signify a heightened interest in travel for the festive season, so you may want to start thinking about building seasonal promotions.



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Where are bookings coming from?

When comparing the booking channel mix, we can identify noticeable changes in behaviour across each year. 2020 saw a 14% increase in Online Travel Agency (OTA) bookings and a decrease in Direct bookings, compared to 2019. While this shift in the booking channel mix remains, we are seeing a slight increase in Direct and a decrease in OTA bookings in 2021. GDS bookings are rising, after halving in 2020, so now might be the right time to invest in GDS media campaigns to drive more corporate business. Remember, maintaining a diverse channel mix helps to maximise your property's visibility and increase overall bookings. Download the [Personalization and Direct Bookings Playbook](#) for strategies and tactics on how to improve conversion on your website and booking engine.



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With these changes in travel ahead, now is the time to ensure your property is best positioned to capture a rise in demand. Leverage data to build targeted marketing strategies that reach the right audience at the right time and invest in technology to help you streamline processes across the traveller journey and deliver memorable experiences that will turn one-time bookers into lifelong customers.

Amadeus is here to help you recharge your business. Visit our [Rebuild Travel hub](#) for insights and guidance on what decisions to take in the areas of Operations, Sales, Marketing and Revenue Management. Or [contact our UK & Ireland team](#) arrange a complimentary, personalised analysis on what Amadeus' data is showing in your market.