



Following an adjustment to the Green List at the end of last week, with more countries added, lastminute.com has unsurprisingly observed certain trends in their customer booking habits, outlined below:

- **Package bookings have increased 285%** post announcement, compared to pre-announcement
- **Spain was the no.1 package holiday destination** for UK customers last week, holding a **62%** share of bookings (with Majorca accounting for 34% of all package bookings)
- Our top 3 destinations are all new additions to the 'Green List': **Majorca, Ibiza & Malta**
- 83% of bookings taken last Friday were booked from 5pm onwards, showing that once again people were unsurprisingly waiting for green list confirmation to book (usually we'd see about 50% of bookings to be post-5pm)
- The booking split last week was 81% Sun & Beach holidays vs 18% City Breaks, reflecting the fact that the Green List is weighted towards beach destinations.
- 50% of post-announcement bookings are departing within 2 weeks (compared to 27% pre-announcement).
- 16 of the top 20 searched destinations are Green List or in the Common Travel Area, with top 5 all on the list:
 - Malta searches +1044% post announcement
 - Majorca +853%
 - Ibiza +1000%
 - Palma +775%
 - Menorca +1722%

Key landing pages:

<https://www.lastminute.com/holidays/last-second-deals.html>

<https://www.lastminute.com/holidays/majorca.html>

<https://www.lastminute.com/holidays/ibiza.html>

<https://www.lastminute.com/holidays/balearics.html>

<https://www.lastminute.com/holidays/madeira.html>

<https://www.lastminute.com/promos/travel-again.html>

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