

A monthly industry context status point

What is it?

Consumer trust and confidence are key pillars, in rebuilding tomorrow's travel better. Various factors influence the evolution of travelers' confidence (health risk, ability to be mobile, economics, etc.).

The index reflects how these factors evolve on a monthly and country basis and hence impact overall travel readiness.

What do we learn from it?

The index provides with a multi-country view on travel readiness. It shows the overall level of volatility across individual countries and gives an opportunity to understand the traveler up-close and hence, compare and adapt the measures in place.

How is it built?

This composite index is based on four sets of sub-indicators gathered at country level: COVID-related health status, economic indicators, travel demand (potential and actual), mobility status.

Indicators are weighted to reflect on their respective impact size on travel readiness. Data are normalized so that we obtain a consistent score on a 0 to 1 scale.

Travel Readiness Composite Index



Country health status (COVID-related)

- Vaccinations per million
- Cases per million



Economics

- Short term economic signals



Travel demand & intent

- Hospitality, aviation KPIs
- Travel search data

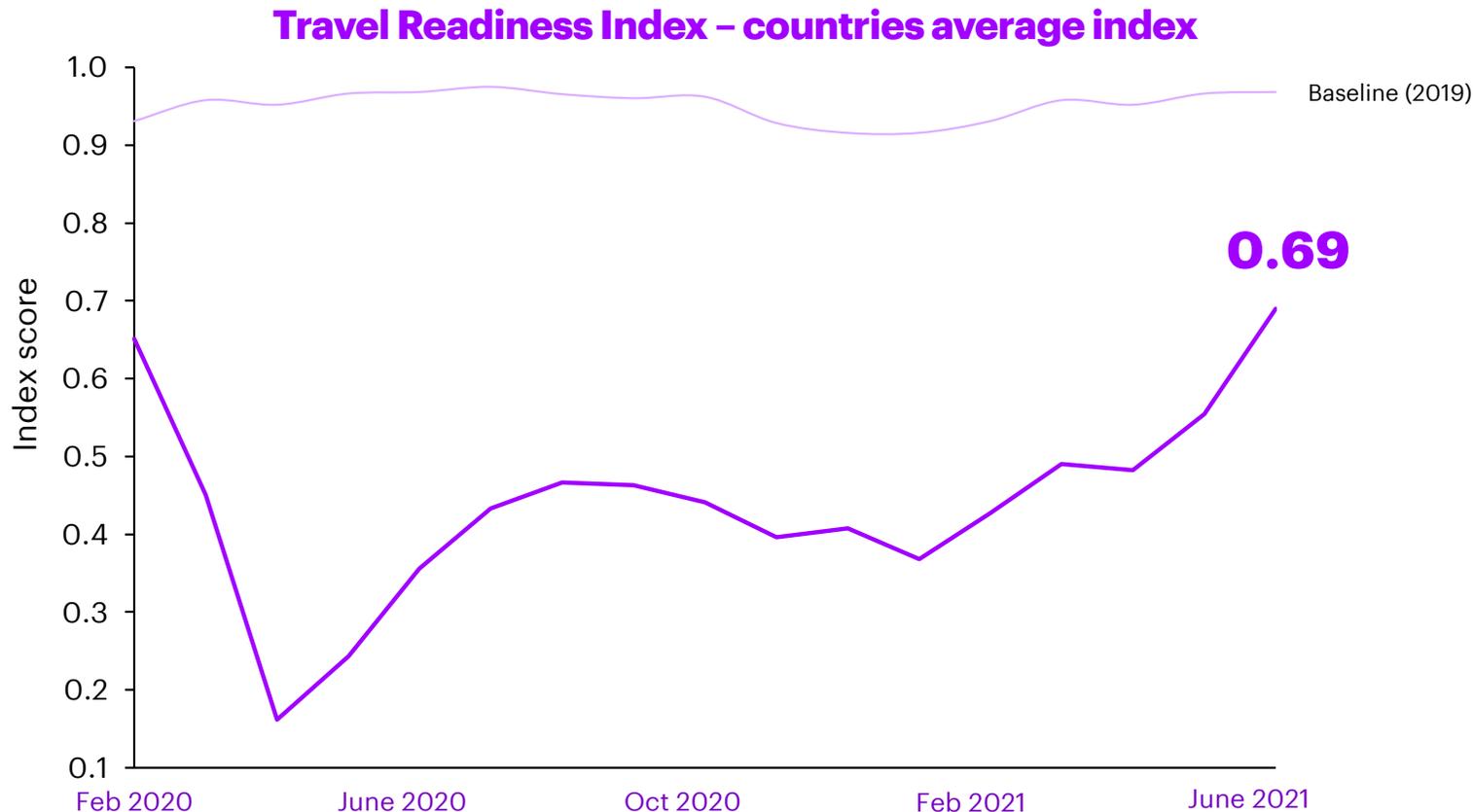


Overall mobility status

- Local retail and entertainment visits



Recovery phase which began in the beginning of 2021, is continuing with index rising by 25% from May inching closer towards 2019 levels



Source: Travel Readiness Index, June 2021, Accenture Research

Current year average index

Index % growth
vs May 21

25%

Gap vs 2019
baseline

-29%

In June, countries have eased up restrictions which has allowed significant recovery for most countries apart from Japan and India which are still battling COVID.

All index components are showing positive growth this month: health (+55%), economics (+2%), mobility (+26%) and travel demand (+21%). This growth is indicative of total travel health improving over time.

“We are starting to see positive developments, with some international markets opening to vaccinated travelers.”

Willie Walsh, Director General, IATA ([RT.com](https://www.rttom.com), 8 Jul 2021)

