

# 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

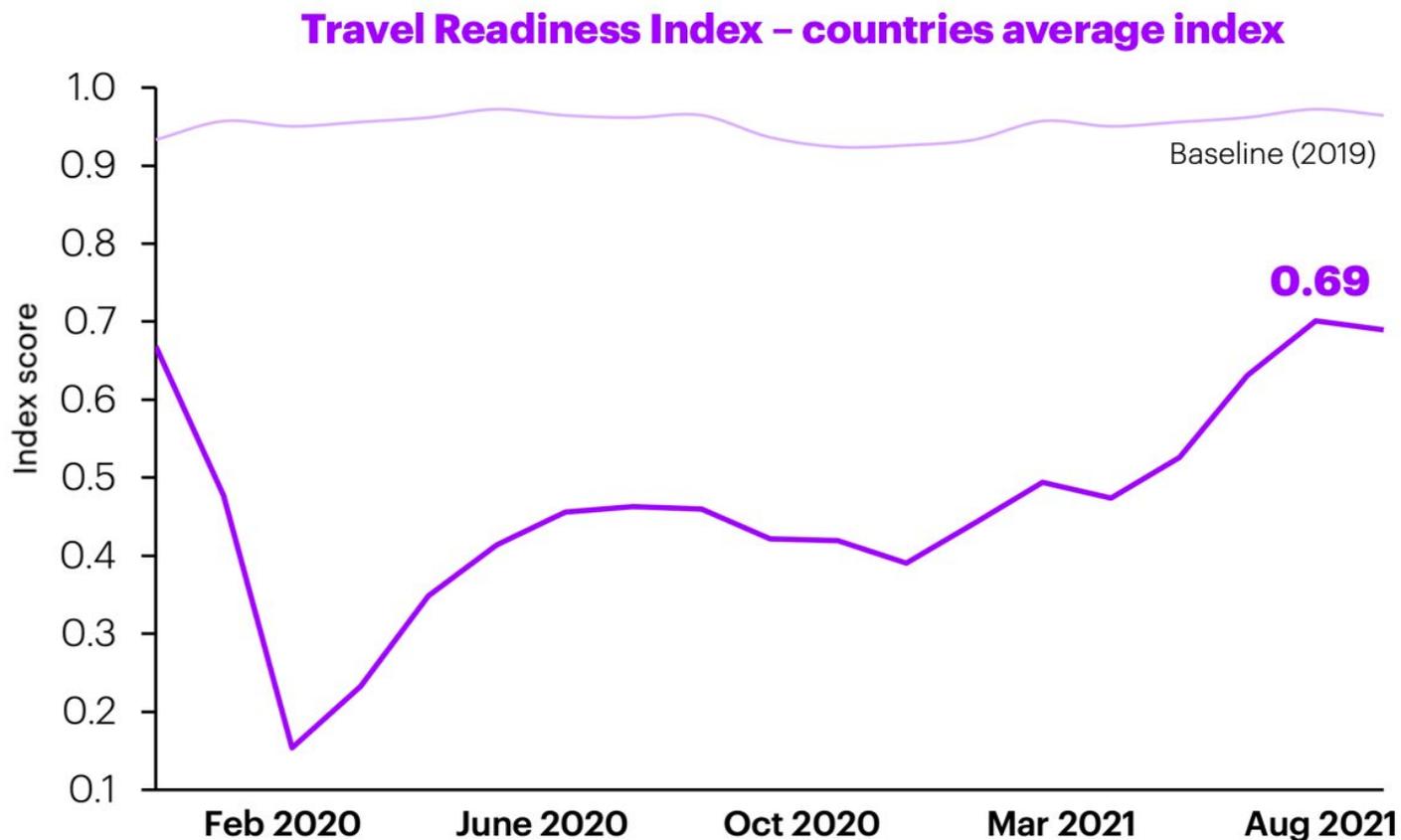


### Overall mobility status

- Local retail and entertainment visits



# August saw a slight decline in the Index due to recent outbreaks and new restrictions imposed across geographies.



Source: Travel Readiness Index, August 2021, Accenture Research

## Current year average index

Index % growth  
vs July 21

**-0.02%**

Gap vs 2019  
baseline

**-29%**

All index components except health is showing positive growth this month: health (-2%), economics (+1%), mobility (+2%) and travel demand (+1%). This is indicative of total travel health which has been affected by the recent outbreaks and also on how confidence of travelers is slowly increasing due to vaccinations.

**“As governments rightly urge their populations to be vaccinated, governments need to be confident in the benefits they bring—including the freedom to travel. At a minimum, those who are fully vaccinated should be free to move without restriction.”**

**Willie Walsh**, Director-General of IATA

([SchengenVisaInfo](#), 1 September 2021)

