

# 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

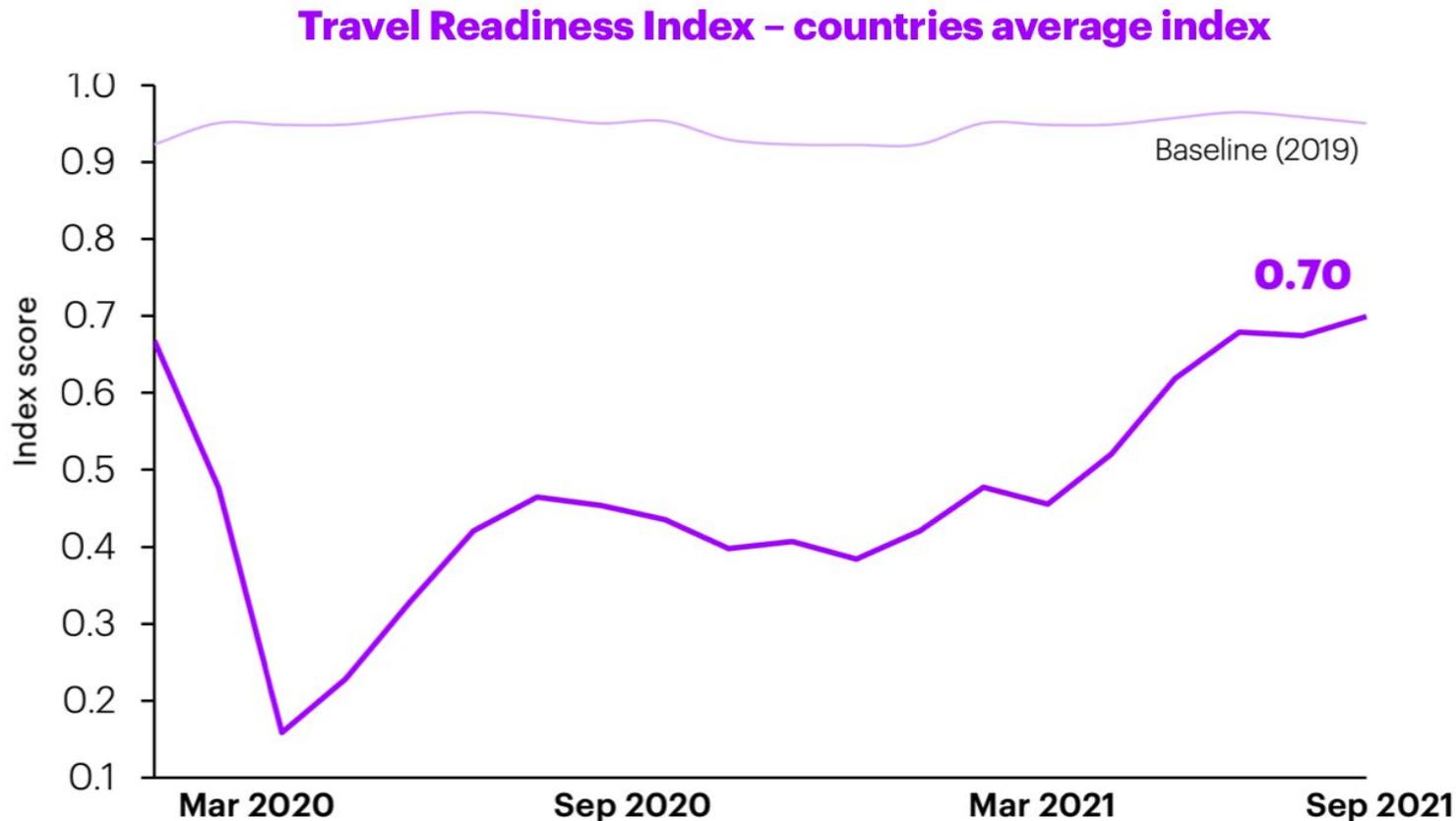


### Overall mobility status

- Local retail and entertainment visits



# With pent-up demand and countries ready to 'live' with the virus, September has seen an increase in index.



Source: Travel Readiness Index, September 2021, Accenture Research

## Current year average index

Index % growth vs August 21

5%

Gap vs 2019 baseline

-26%

European countries have significantly influenced this 5% increase this month. North America is slowly opening to travel as holiday season is arriving. Likewise, Middle East is slowly easing restrictions and is ramping up their vaccination campaigns to ensure safer travel. However, Asia-Pacific region remains mostly under strict restrictions with pockets of increase in domestic travel.

**“People want to travel. But what those who have traveled are telling us is that the rules are too complex and the paperwork too onerous. To secure the recovery governments need to simplify processes, restore the freedom to travel and adopt digital solutions to issue and manage travel health credentials.”**

**Willie Walsh**, Director-General of IATA ([IATA](https://www.iata.org)), 5 October 2021

