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

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With borders opening to welcome winter holidays and hopes of COVID settling as an endemic virus, has led to a 6% increase in index in October.

All index components except health is showing positive growth this month: health (+8%), economics (+1%), mobility (+4%) and travel demand (+9%). This growth is indicative of total travel health improving over time.

“We’re coming down from the surge and entering an endemic stage. It will persist at low but functional levels. There may be outbreaks, and we will see this become a seasonal respiratory virus.”

Henry Ting, Delta Air Lines chief health officer  
(Business Travel News, 17 November 2021)