

# 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

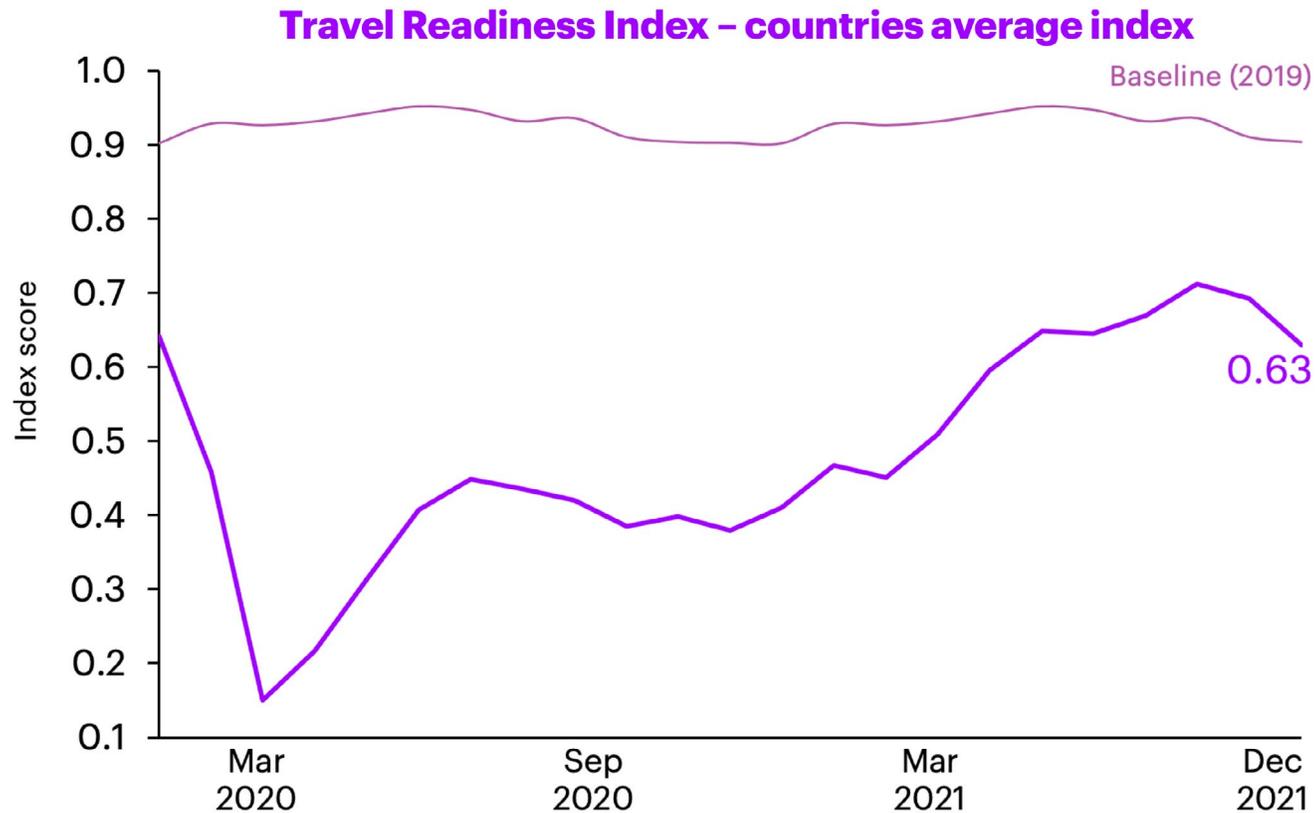


### Overall mobility status

- Local retail and entertainment visits



# In December, Index stands at 0.63, a significant dip from improvement made over 2021 owing to emergence of Omicron



Source: Travel Readiness Index, December 2021, Accenture Research

## Current year average index

Index % growth vs November 21

**-9%**

Gap vs 2019 baseline

**-30%**

December saw a downward trend in the index which is indicative of the low confidence in people due to fear of getting infected with the new variant, stricter testing and quarantine norms by various countries. Rising vaccination rates and the loosening of travel restrictions allowed for a minor recovery in the second half of 2021, however, the spread of the Omicron variant hampered the upward trajectory.

As we look towards 2022, optimism within the industry persists.

**“We look forward to 2022 with great hope but also with great care. The most important thing is that our clients continue to have the desire to travel. Together, we all have to learn to live with the virus and, as far as possible, gradually adopt a certain normality that I believe will become more evident throughout this year.”**

**Gabriel Escarrer**, CEO, Meliá Hotels International ([Majorca Daily Bulletin](#), 20 Jan 2022)

