

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

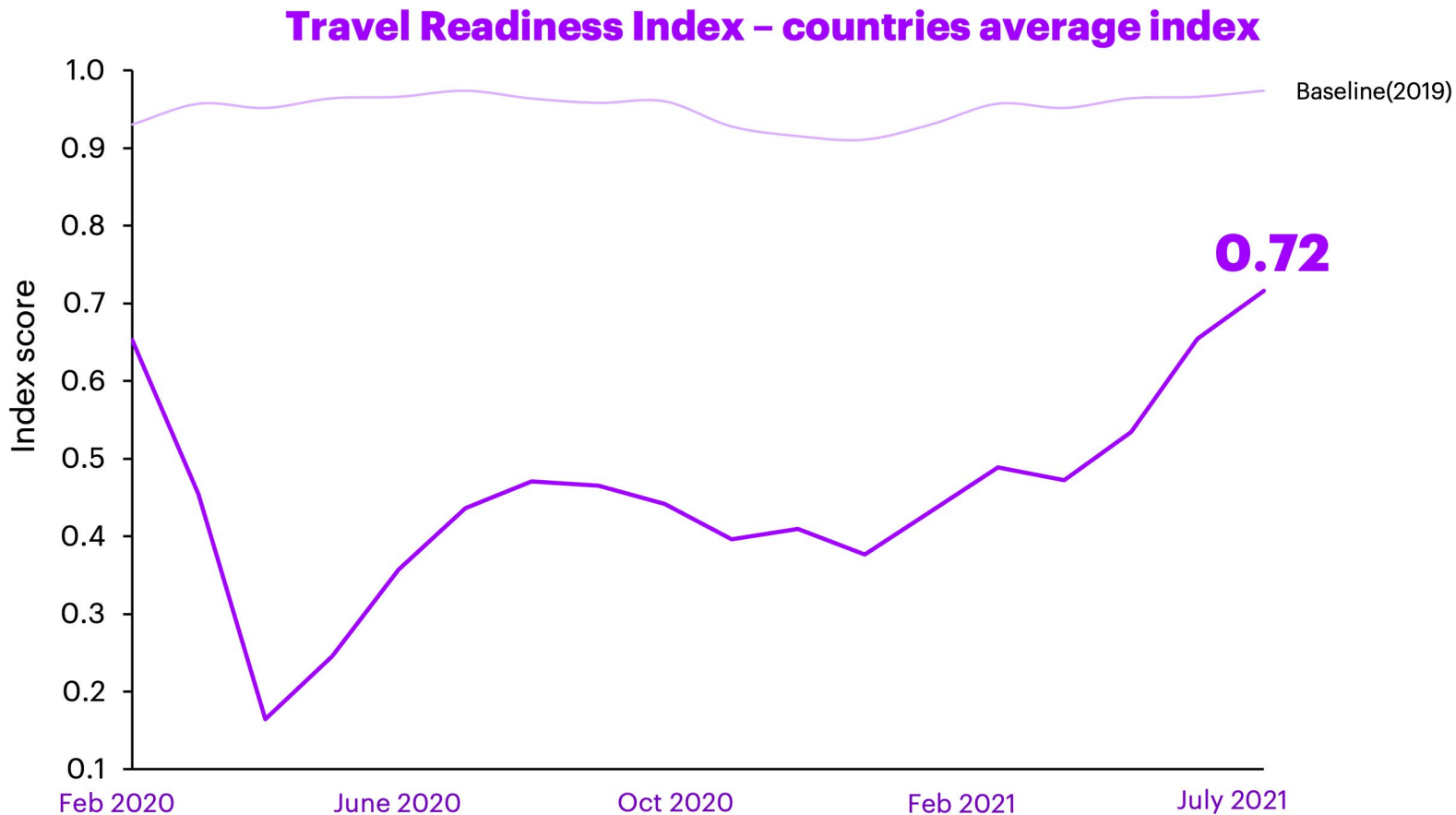


Overall mobility status

- Local retail and entertainment visits



In July, the industry was welcoming growing signs of recovery in 2021 as the Index rose by 9% from June.



Source: Travel Readiness Index, July 2021, Accenture Research

Current year average index

Index % growth
vs June 21

9%

Gap vs 2019
baseline

-26%

For some countries, July was a tumultuous month due to new outbreaks, while others thrived as restriction were eased.

European and North American countries have influenced this 9% increase this month. APAC region remains mostly under strict restrictions with pockets of increase in domestic travel.

“It’s clear that vaccinations are the only way to end the cycle of lockdowns and border closures”

Alan Joyce, Qantas Chief Executive ([Al Jazeera](#), 18 Aug 2021)

