SKIFT RECOVERY INDEX

MAY 2021 HIGHLIGHTS

SKIFT RESEARCH TAKE

by + Skift Team
Published June 2021

skift.com

REPORT OVERVIEW

This report highlights the latest insights from the Skift Recovery Index. The index covers travel's performance since January 2020, up to and including May 2021.

The Skift Recovery Index is a real-time measure of where the travel industry at large — and the core verticals within it — stands in recovering from the COVID-19 pandemic. It provides the travel industry with a powerful tool for strategic planning, of utmost importance in this uncertain business climate.

We work with Amadeus, Aviasales, Cendyn, Collinson, Criteo, Duetto, ForwardKeys, Hotelbeds, Key Data Dashboard, OAG, Onyx CenterSource, RateGain, Shiji Group, SimilarWeb, Skyscanner, Sojern, Transparent, and TrustYou as data partners to provide you with a monthly update of travel performance in 22 countries around the world.

EUROPE TURNS THE CORNER

The Skift Recovery Index continued its upward journey in May 2021, with the global average score hitting the 60% mark. This number indicates that the overall travel performance of May 2021 stands at 60% of the pre-pandemic performance in May 2019.

Exhibit 1: Skift Recovery Index hits 60 points, continuing its steady climb up

Global Weighted Average Score
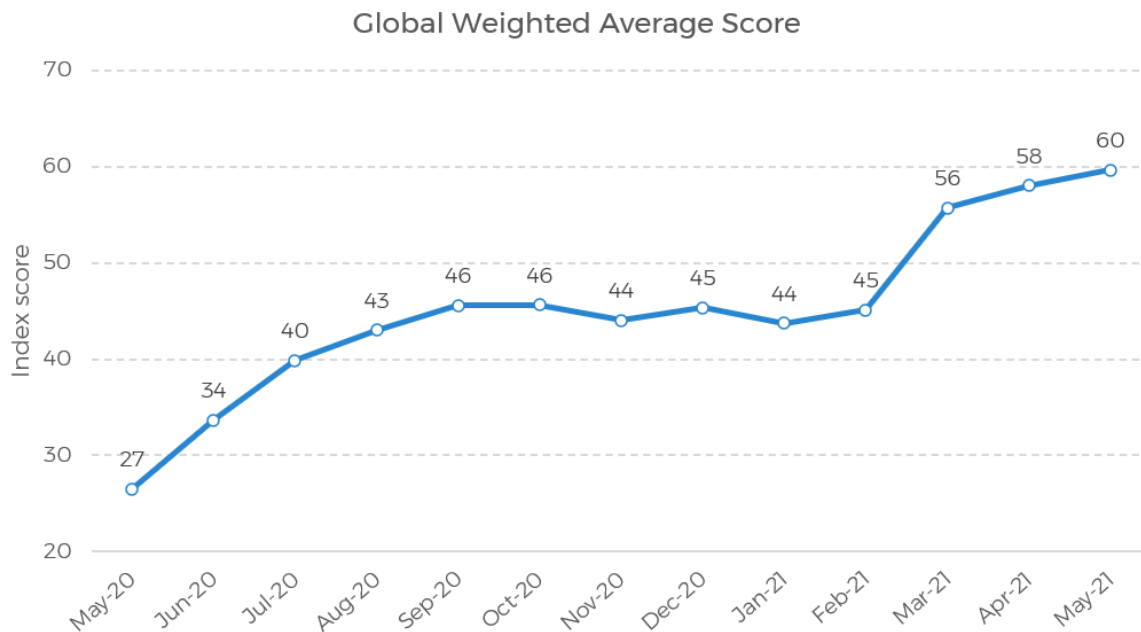
Source: Skift Research

May 2021 was especially a turning point for Europe, which since the end of the summer season last year has been at the bottom of the pile in terms of recovery. Many European Union countries reopened their borders to visitors from within the block, and on May 19, the EU also announced an easing of travel restrictions for non-EU visitors. With case numbers declining rapidly in most EU countries, major European destinations hope they can attract U.S. travelers, although the booking window for the summer holidays is closing rapidly, and destinations might start to market to U.S. travelers for the fall and Christmas seasons soon.

Exhibit 2: Europe is still the weakest performer but performance rose considerably

Regional Weighted Scores
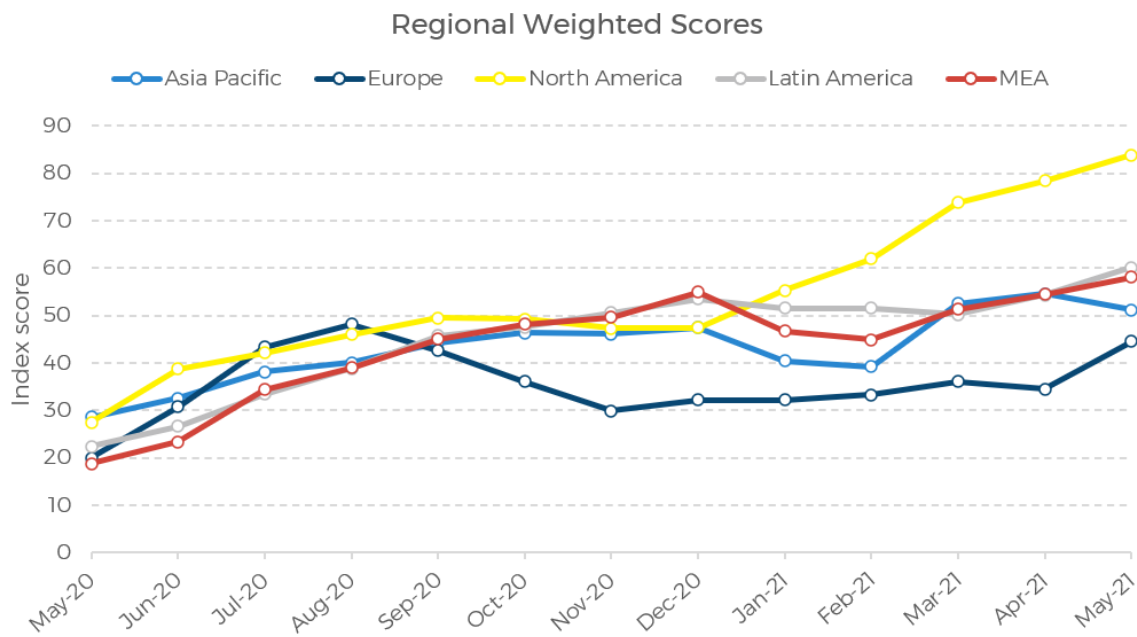
Source: Skift Research

The U.S. continued to power through and added another 6 percentage points to its score, now standing at 86%. Mexico also increased performance and is now close to 95% of pre-pandemic levels, which is extraordinary when considering that 15 of the 22 countries we cover in the Index are still below the 50% mark.

Asia Pacific, meanwhile, saw its performance drop, mostly tempered by India and Thailand, which have high new caseloads and strained vaccination rollouts. China also saw a decline in performance as small local flare-ups of new cases have a strong effect on travel behavior.

South Africa also saw its new case numbers increase in May with talk of a third wave and the country implementing stricter lockdown regulations at the end of May, showing an immediate effect on travel's performance.

Exhibit 3: County performances in May 2021

|	April	May	Growth (abs)	Growth %
Italy	25.5	38.9	13.4	52.5%
France	29.3	43.1	13.8	47.1%
Germany	26	36.7	10.7	41.2%
Spain	32.9	45.5	12.6	38.3%
United Kingdom	37.8	45.7	7.9	20.9%
Brazil	45.8	55.2	9.4	20.5%
United Arab Emirates	53.9	64.8	10.9	20.2%
Turkey	40.6	44.7	4.1	10.1%
Canada	33.1	36.3	3.2	9.7%
Hong Kong, China	24.4	26.7	2.3	9.4%
Argentina	28.6	31	2.4	8.4%
U.S.	80.8	86.3	5.5	6.8%
Mexico	92.1	94.7	2.6	2.8%
Russia	72.1	72.3	0.2	0.3%
Indonesia	34.6	34.3	-0.3	-0.9%
Australia	67	66.1	-0.9	-1.3%
Japan	31.5	31	-0.5	-1.6%
China	71.2	68.9	-2.3	-3.2%
Singapore	28.2	27.2	-1.0	-3.5%
Thailand	24.7	22.6	-2.1	-8.5%
South Africa	55.2	47.9	-7.3	-13.2%
India	37.4	27	-10.4	-27.8%

Source: Skift Research

DOMESTIC CONTINUES TO TRUMP INTERNATIONAL

Although borders are reopening in different parts of the world, domestic is still the name of the game. The latest Skift Research Travel Tracker survey data shows that U.S. travel remains heavily focused on domestic destinations, although the mode of transport is shifting slightly towards the airplane and away from the car.

Exhibit 4: U.S. residents look to vacation in own country

Expected Trip Type in 2021 Amongst Respondents That Will
Definitely or Likely Travel

■ Jan-21 ■ Feb-21 ■ Apr-21 ■ Jun-21
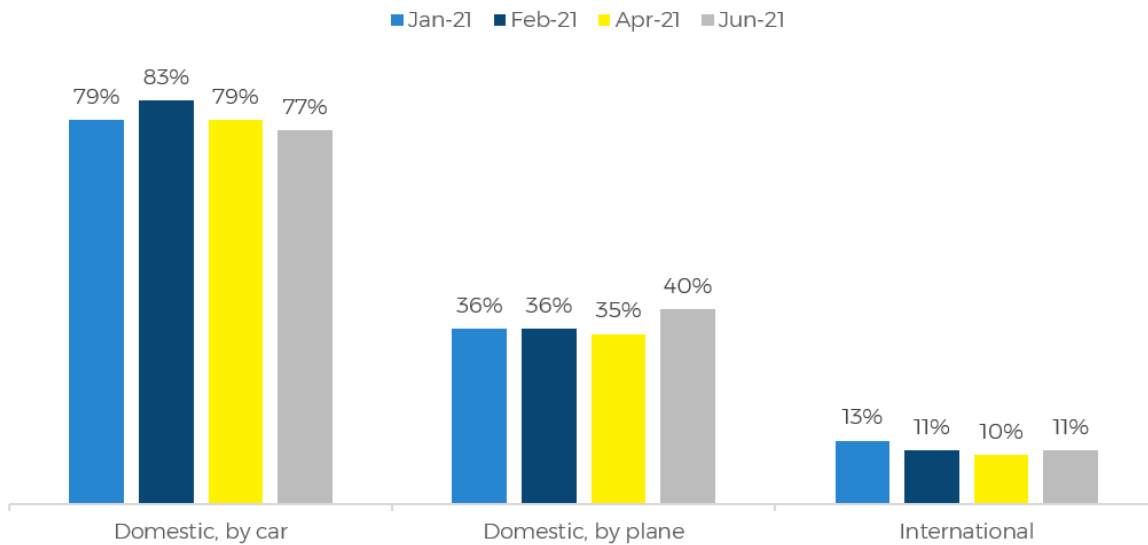
Source: Skift Research, n = 1000. Multiple answers possible.

Flight search data from Skyscanner also shows a trend for more domestic flights. In the Americas, domestic flight searches have increased to over 80% of all flight searches, up from around 50% pre-pandemic.

But especially in Asia Pacific, domestic flight searches increased drastically from around 30% before the pandemic, to over 80% at the beginning of 2021. Since then, international searches have increased slightly, but as the region is still challenged with fluctuating performances, we expect international travel to take beyond this year to get back to any semblance of normalcy.

Exhibit 5: Searches for domestic flights have increased everywhere

Searches for Domestic Flights as % of Total

○ Americas   ○ Asia Pacific   ○ EMEA
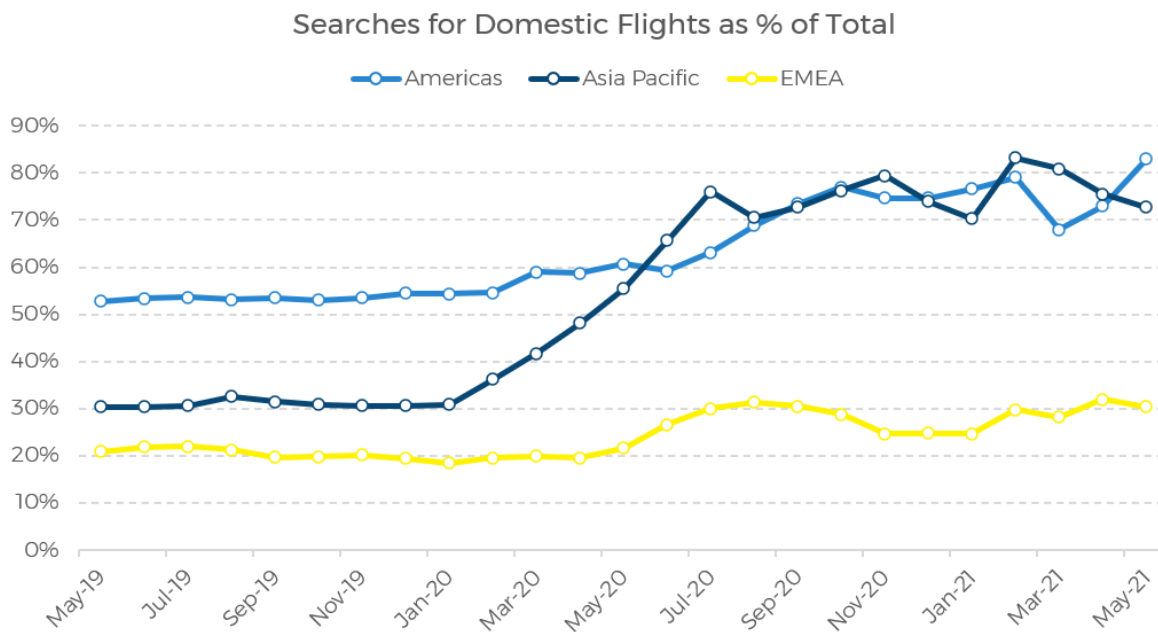
Source: Skyscanner

A DEEPER DIVE INTO THE LINK BETWEEN LOCAL COVID RESPONSES AND TRAVEL'S RECOVERY

With travel being more domestic, there is a clear link between whether and how people travel, and the local situation. At the beginning of this year we hypothesized that vaccine rates would have an impact on travel performance, but since then we have seen only limited correlation between the two. This has led us to instigate a wider analysis of the relationship between travel's performance and vaccination rates, as well as new case counts, and local mobility.

Rather than just understanding the link between the current Covid situation and travel's recovery, there is a bigger opportunity here. With 17 months worth of data on the pandemic's impact on travel, we are able to analyze and possibly forecast whether recovery will continue or stall in each country. From the continuing volatility we know we are unable to forecast far into the future, but having an insight into where a country stands today can provide some indication of how healthy a country's recovery is likely to be over the coming weeks and months.

We are working with three datasets here which we compare with the total country scores from the Recovery Index:

1. We have taken data from Our World in Data on new Covid cases and calculated a monthly average, and compared fluctuations in case counts with changes in the travel

score.

2. We also took the number of vaccinations per 100 inhabitants from Our World in Data for the last day of each month, and compared if the vaccination rate correlates with travel performance.

3. We used Google Mobility data on traffic at transit stations, which includes subway, bus, and train stations, and compared month-over-month changes in traffic levels at these places with travel performance.

Correlating the month-over-month changes of each variable with the month-over-month percentage point changes in Recovery Index scores shows how Google Mobility data has the closest correlation with the travel scores overall. New daily cases also provide a strong negative correlation, and when taking out a few outliers, vaccination rates actually provide a strong indicator for many countries too. There clearly is some nuance to all of this, so we will discuss each correlation in more detail below.

Exhibit 6: Correlation between travel scores and other variables

Correlation Between Skift Recovery Index Score and Other COVID Indicators

	Traffic at transit stations (Google)	New Covid cases	Vaccination rate
Argentina	0.94	-0.35	-0.71
Australia	0.94	-0.58	0.87
Brazil	0.93	-0.67	0.00
Canada	0.96	-0.71	0.65
China		-0.58	0.71
France	0.90	-0.71	0.60
Germany	0.88	-0.71	0.85
Hong Kong, China	0.27	0.01	0.87
India	0.87	-0.54	-0.90
Indonesia	0.87	-0.60	0.84
Italy	0.89	-0.86	0.83
Japan	0.73	-0.44	0.40
Mexico	0.91	-0.73	0.86
Russia	0.77	-0.73	0.61
Singapore	0.66	-0.72	0.81
South Africa	0.88	-0.23	0.57
Spain	0.89	-0.74	0.94
Thailand	0.88	-0.60	-0.06
Turkey	0.80	-0.59	0.66
United Arab Emirates	0.81	-0.93	0.67
United Kingdom	0.93	-0.65	0.97
U.S.	0.90	-0.66	0.98
Average	0.83	-0.61	0.55
Median	0.88	-0.66	0.71

Source: Skift Research, Google Mobility, Our World In Data
Note: Google has no data for China.
How to read this chart: The correlation coefficient analyzes the relationship between two sets of data, providing a figure between -1 and 1, with -1 indicating a strong negative correlation (if one value goes up, the other goes down) and 1 indicating a strong positive correlation. 0 indicates there is no relation between the two datasets.

Local Movement as a Proxy to Travel Behavior

Google Mobility data, which Google collects from mobile phone usage, gives a strong insight into movements of people in their local area. It therefore is a great proxy for the strictness of local lockdowns, which has an impact on travel intent and sentiment, and more directly on travel behavior.

Our analysis of the change in the average monthly mobility scores with the average monthly changes in our Recovery Index scores showed strong positive correlation, highlighting that local mobility is a great indicator of travel performance at present.

As mentioned before, this highlights the importance of local restrictions and lockdowns on

movement, and of domestic travel as a vehicle to travel's recovery.

The average correlation for all countries was r=0.83, with the median at r=0.88. This was particularly due to one outlier in Hong Kong, which only scored r=0.27. This is likely because Hong Kong's travel recovery is so strongly linked to performance in China, but we are not able to verify this since Google has no data for China.

When plotting the findings for the last month on a scatter plot, we can see that most Asian countries find themselves in the 'red zone', where both their local movement and their travel score have declined during May. Most Western countries now find themselves in the 'green zone', with societies opening up more and more, which benefits travel scores.

With only a few outliers which are further removed from the trendline, the scatter plot shows the correlation between local movement and travel's performance.

Exhibit 7: Strong correlation between local mobility and travel

April to May Change to Local Mobility (Google) and Travel Score (Skift Recovery Index)
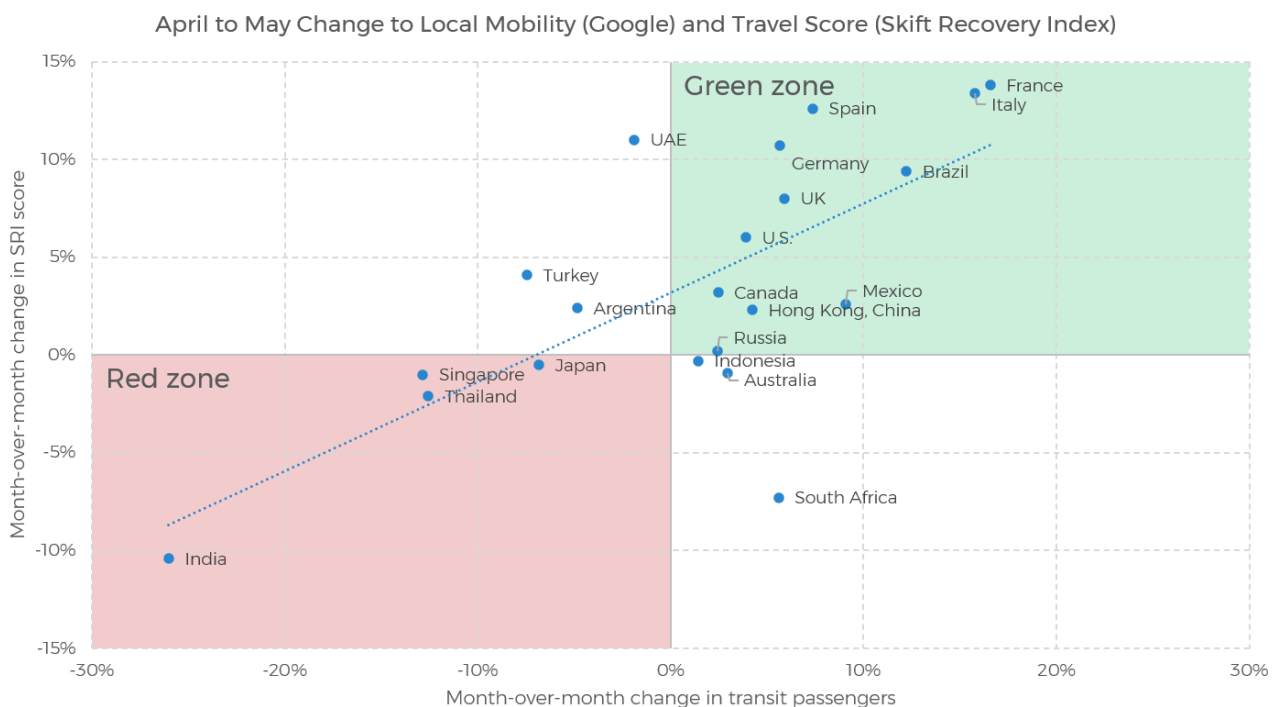
Source: Skift Research, Google Mobility

The Impact of Case Counts on Travel Behavior

The number of new COVID cases each day also has a significant impact on how travel recovers. The lag between case counts and travel performance is likely to be smaller, than is the case with local mobility and travel performance, for the simple fact that case counts are updated each day and will have a quicker impact on travel sentiment than local mobility which is ruled by political decisions around restrictions and lockdowns.

Unlike with mobility, new cases have a negative correlation with travel performance, meaning that an increase in cases results in a decline in travel performance, and vice versa. The strength of correlation is slightly weaker than was the case with mobility, with an average of r=-0.61, and a median of r=-0.66. The spread of r scores is also slightly bigger.

Hong Kong is again a strong outlier, showing no relationship between cases and travel performance at all (r=0.01).

We hypothesized that there might be a lag between new cases and travel performance, so rather than just comparing the same time series, we also checked correlation where the travel score had one, two, and three months lag behind cases, but we found that correlation was strongest when comparing the datasets without any lag. This highlights that travel intent and actual travel behavior is a relatively short-term affair, and declines or increases in case counts have an almost instant effect on travel performance.

Exhibit 8: A like-for-like monthly comparison shows strongest correlation

Strength of Correlation Between Travel Score and New Cases,
With Different Monthly Lags

	Month-to-Month	MtM-1	MtM-2	MtM-3
Average	-0.61	-0.26	0.13	0.35
Median	-0.66	-0.26	0.12	0.37

Source: Skift Research

We should note that there are very strong fluctuations in case counts from day to day, and even from month to month (we are using the average daily rates of new cases per month). Therefore, it is worth looking at this data in two ways. Analyzing just the past month provides a good snapshot of how recovery is shaping up right now, while taking a longer-term view of the average performance over the first five months of 2021 provides a better insight into the overall trend of recovery for each country.

If we look at the average performance over 2021, we can see that most countries are in the green zone, highlighting that things are going in the right direction, but India, Argentina, and Brazil have been in the red zone with growing case numbers and an average decline in travel scores.

Exhibit 9: Average growth in case numbers and travel performance during 2021

2021 Relation Between New Case Counts and Travel Performance
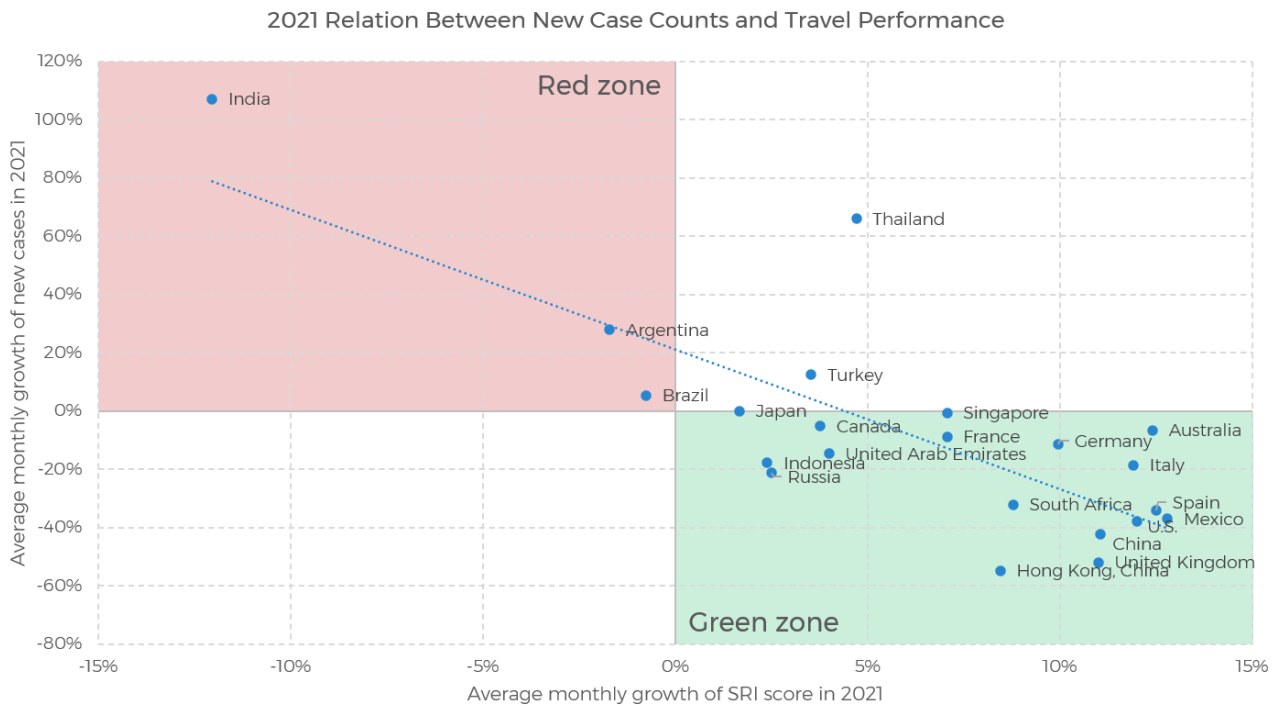
Source: Skift Research, Our World In Data

Thailand has seen cases increase, but on average had seen its travel recovery score increase in 2021. When we just look at the last month, however, this picture changes. The differences between the 2021 average and the last month-over-month visualization are telling about the current situation.

Here, Thailand and South Africa are showing a worrying trend, with also Singapore and Japan moving into the red zone. Russia and Indonesia are also edging towards the red zone. Likely on the back of a weakening performance in most Asian countries, Australia and China also saw a dip in travel performance, despite not seeing an increase in case numbers.

Argentina, which still has rising case numbers actually saw a rise in its travel score. The UK, which saw its travel score grow significantly, has seen the strong case number declines of the previous months stall in May, and if this trend continues will likely move closer to the red zone next month. All other European countries moved deeper into the green zone, with case numbers falling and travel scores increasing.

Exhibit 10: Month of May shows worrying signs for Thailand and South Africa

April to May Change to New COVID Cases and the Travel Score
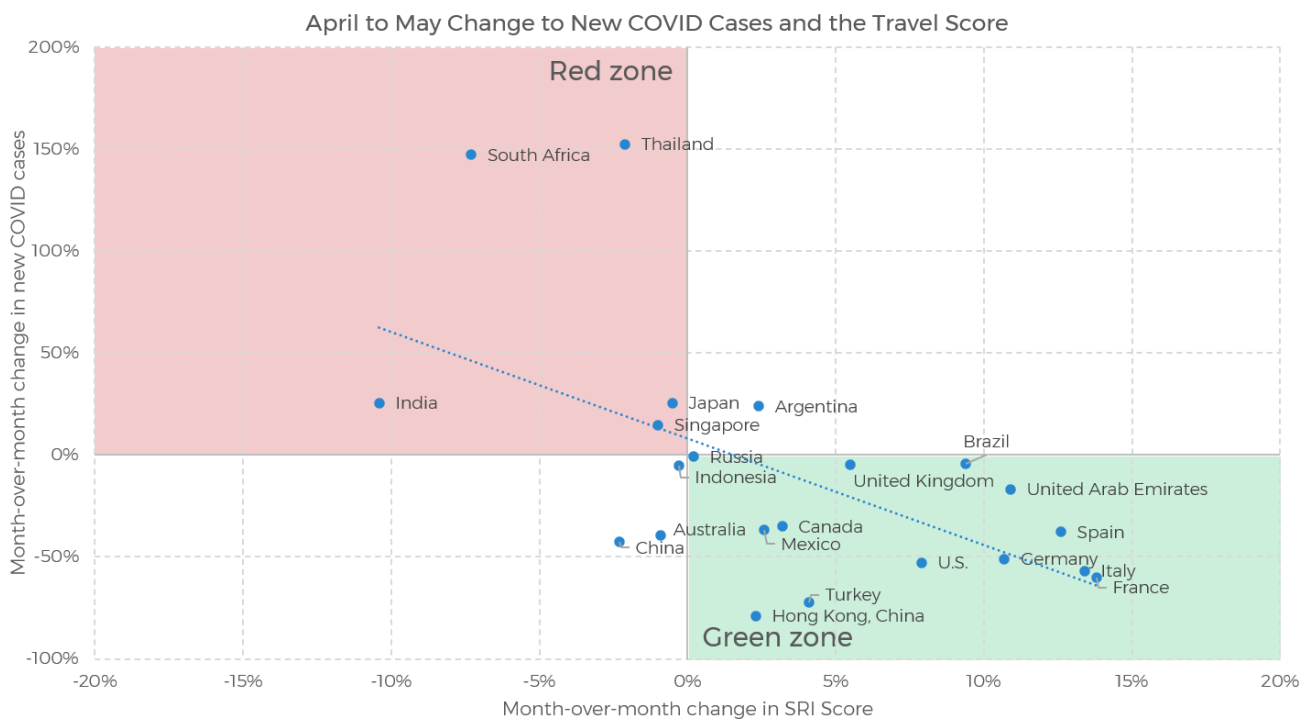
Source: Skift Research, Our World In Data

Do More Vaccines Mean More Travel?

Finally, we looked at the impact of vaccinations. The arrival of vaccinations at the end of 2020 made a big stir in the travel industry, and brought with them a sense of optimism for a swifter than expected recovery.

With vaccinations we have a much shorter dataset to work with, since vaccination rollouts only started at the beginning of 2021. We use a dataset from Our World In Data, which tracks how many vaccinations are set per 100 inhabitants. Since most treatments need two shots to be fully vaccinated, this is not an indication of the amount of people fully vaccinated, but it is one of the strongest datasets out there.

We looked at the speed of vaccination, with the average rate of vaccination per month in 2021, to see if there is correlation with the average growth of travel performance in 2021. When we did that, the data was all over the place. The average correlation was r=0.55, which does indicate a weak correlation, but some countries saw negative correlation, indicating that the data is seeing a decline in travel performance as vaccination rates speed up, or vice versa. This clearly is not what we would expect, and therefore we can conclude that we need to be careful to assume that vaccination speed positively impacts travel recovery.

When plotting the average speed of vaccination with the average monthly growth of travel performance, we can see that very few countries hug the red 'correlation line' where growth of vaccinations and travel are in sync.

Exhibit 11: Weak correlation between vaccinations and travel recovery

Relation Between Speed of Vaccination and Travel Performance
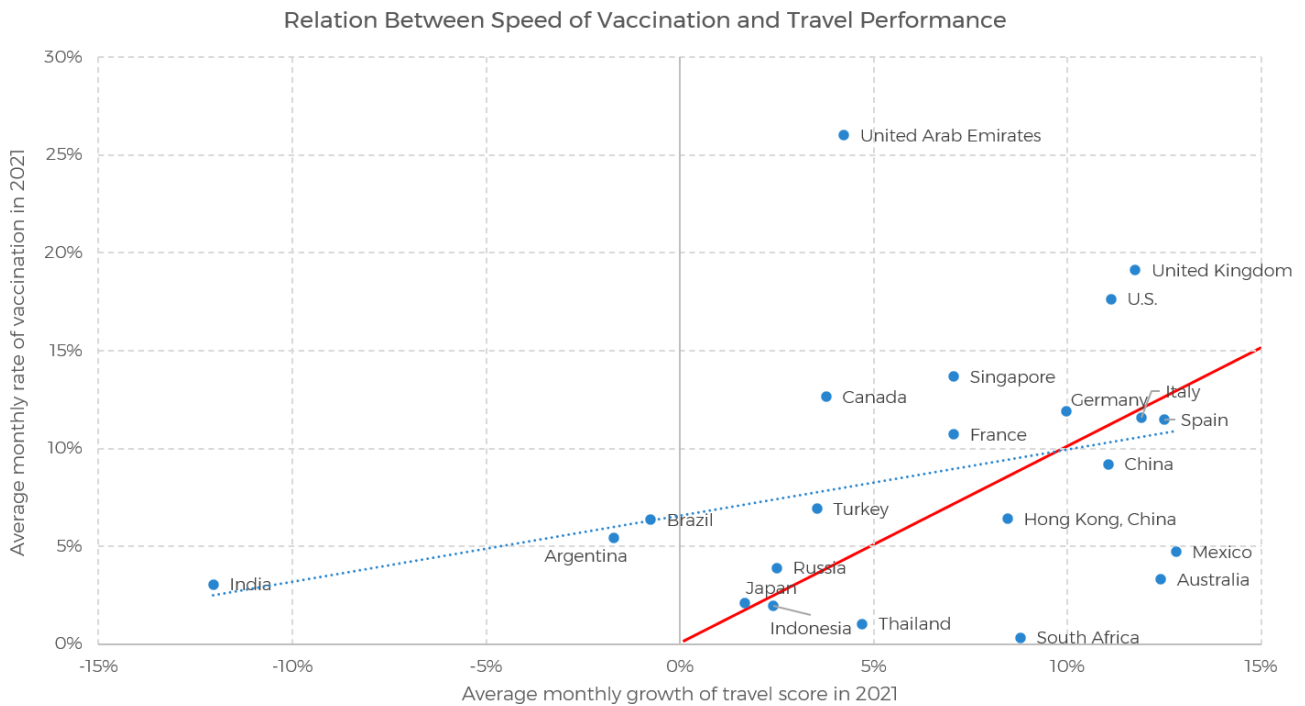
Source: Skift Research, Our World In Data

As with cases, here we hypothesized that building in a lag between vaccination rates and travel scores might provide stronger correlation, but at the moment we are not seeing this yet. We will not draw any conclusions from this yet, since our dataset is still limited to only five months of data. We will continue to track this and see if we can determine a longer-term model which forecasts how countries will perform based on their vaccination strategy. At the moment, the strongest correlation is still when comparing the rate of vaccination of each month with the travel scores in the same month, highlighting again that travelers are thinking and behaving short-term, with the caveat that there are a number of countries that see outlier performances.

A final test we performed here to gauge if vaccinations are starting to show a stronger impact month to month, we split each month's travel performance and vaccination rates into 10 deciles, to see if for each country the current rate of vaccination matches up with their travel performance. By using deciles, we allow for slightly more variance away from a perfect correlation, and we chart each country's performance in relation to the other 21 countries.

The theory goes that if there is a relationship between vaccinations and travel scores, the differences between the vaccination decile and the travel decile should be small. Below we have charted the differences between deciles for March, April, and May.

Exhibit 12: May data shows signs that vaccinations might impact travel performance

Difference Between Vaccination Percentiles and SRI Percentiles

March 2021

Travel score higher than expected with current vaccination rate

Expected range if strong relation between vaccinations and travel performance

Travel score lower than expected with current vaccination rate

April 2021

May 2021

Source: Skift Research

If we take a rudimentary -2 to +2 range as showing some sort of correlation between vaccination speed and travel performance, we can see that in March nine countries fell within that range. This declined to only seven countries in April, but increased to 12 countries in May.

The question of course is whether May's strong increase in countries falling within the

range shows that vaccinations are starting to have its effect on travel's performance, or whether it is an anomaly? We will continue to analyze the vaccination rates, as well as the local mobility and new case loads to keep you informed.

WHAT'S AHEAD IN JUNE

All the data sets that we have investigated for this month's highlight report, including our own travel recovery dataset, see major fluctuations month-over-month. It is therefore too early to forecast what will happen over the coming months.

What we can do, however, is use our insight into the strength of correlation, particularly the local mobility and case numbers, to see how June is shaping up at the moment for travel.

At the time of writing (June 14), we can see that Google data up to June 10, and data from Our World In Data up to June 13, show that cases have risen sharply over the first half of June in South Africa and the United Kingdom. Also in China cases have risen considerably, albeit from a very low base. However, with a strong willingness for local lockdowns, even at low numbers, the country's travel score might be impacted.

In Europe, with the exception of the UK, as well as in the U.S., things continue to improve. Turkey has seen the largest increase in local mobility during the first 10 days of June, and as cases have also decreased considerably, the country might see a strong June.

Singapore and Australia both have extremely low case numbers, but both governments had the most restrictive lockdowns last year even with single-digit case numbers. Now we are seeing local mobility decrease again in both countries. This is worrying for their June travel performance.

India and Thailand, next to South Africa, were some of the worst travel recovery performers in May. Both are seeing new case numbers decreasing, and mobility slightly picking up in the first part of June, which might indicate that a travel turnaround is underway in these countries.

Exhibit 13: Partial June data indicates what June will bring

	New daily cases				Mobility
	May	June	MoM diff		MoM diff
Germany	9,179	2,567	-72%		11%
Canada	5,192	1,551	-70%		2%
Italy	6,296	2,081	-67%		5%
India	290,648	102,720	-65%		13%
France	12,891	5,656	-56%		13%
Japan	4,965	2,187	-56%		4%
Turkey	13,833	6,234	-55%		38%
U.S.	29,595	14,960	-49%		1%
Singapore	29	17	-41%		-8%
Spain	4,978	4,247	-15%		5%
Thailand	3,053	2,778	-9%		7%
Argentina	25,949	26,339	2%		7%
Brazil	60,856	66,709	10%		1%
Australia	10	11	12%		-13%
Russia	8,476	10,384	23%		5%
United Arab Emirates	1,632	2,088	28%		2%
Hong Kong, China	2	3	28%		1%
Indonesia	4,946	6,897	39%		8%
Mexico	2,225	3,110	40%		3%
China	15	25	74%		
South Africa	2,723	6,267	130%		2%
United Kingdom	2,290	6,042	164%		5%

Source: Skift Research, Google Mobility, Our World In Data
Note: June data is up to June 10 for Mobility, and June 13 for case numbers.

DATA TABLES

Total Skift Recovery Index (SRI) Score by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	25.0	30.6	36.3	33.2	34.1	33.9	28.6	31.0
Australia	36.8	40.0	45.5	41.4	44.4	55.0	67.0	66.1
Brazil	53.8	56.3	58.5	56.9	53.8	37.9	45.8	55.2
Canada	35.7	36.2	33.2	31.3	31.8	36.3	33.1	36.3
China	53.1	52.7	53.6	45.3	41.9	63.2	71.2	68.9
France	34.4	24.9	32.3	32.8	34.5	31.9	29.3	43.1
Germany	33.5	26.0	25.7	25.1	26.0	28.0	26.0	36.7
Hong Kong, China	31.2	30.9	29.5	19.3	19.8	24.8	24.4	26.7
India	41.4	42.6	48.9	45.1	47.7	49.7	37.4	27.0
Indonesia	36.4	38.5	38.3	31.2	30.5	34.5	34.6	34.3
Italy	29.5	23.0	24.7	24.8	27.3	25.3	25.5	38.9
Japan	43.2	36.9	33.6	29.0	26.6	32.0	31.5	31.0
Mexico	56.6	58.3	59.9	58.5	63.0	86.2	92.1	94.7
Russia	56.7	52.6	55.3	65.5	65.1	76.4	72.1	72.3
Singapore	27.2	26.8	27.7	20.7	20.8	25.9	28.2	27.2
South Africa	44.2	45.3	47.9	34.2	37.3	45.1	55.2	47.9
Spain	30.9	28.4	31.7	28.4	27.1	33.1	32.9	45.5
Thailand	35.7	36.4	31.5	18.8	22.7	29.7	24.7	22.6
Turkey	52.1	45.8	40.1	38.9	38.7	45.6	40.6	44.7
U.S.	50.0	47.8	48.2	56.6	63.5	75.8	80.8	86.3
United Arab Emirates	50.7	52.4	59.6	54.9	49.8	55.4	53.9	64.8
United Kingdom	33.3	28.5	31.5	29.3	32.9	37.2	37.8	45.7

Destination Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	22%	26%	31%	30%	30%	30%	25%	25%
Australia	39%	41%	47%	44%	47%	59%	71%	71%
Brazil	57%	57%	57%	59%	56%	39%	47%	57%
Canada	37%	38%	36%	35%	35%	38%	35%	38%
China	64%	63%	65%	53%	48%	73%	82%	78%
France	31%	22%	28%	31%	34%	31%	28%	41%
Germany	33%	24%	23%	24%	25%	26%	24%	32%
Hong Kong, China	34%	33%	32%	20%	20%	26%	25%	29%
India	43%	44%	49%	45%	49%	52%	37%	27%
Indonesia	36%	37%	37%	31%	30%	35%	34%	34%
Italy	29%	22%	23%	24%	27%	25%	25%	37%
Japan	41%	36%	32%	27%	26%	32%	32%	32%
Mexico	57%	59%	60%	61%	65%	89%	96%	99%
Russia	56%	52%	54%	64%	62%	70%	68%	68%
Singapore	28%	27%	27%	21%	21%	26%	26%	25%
South Africa	46%	46%	49%	34%	37%	45%	56%	50%
Spain	29%	27%	30%	28%	26%	33%	32%	44%
Thailand	32%	32%	28%	15%	19%	27%	23%	23%
Turkey	51%	45%	39%	38%	36%	43%	35%	40%
U.S.	50%	48%	48%	60%	67%	77%	82%	86%
United Arab Emirates	53%	56%	63%	58%	51%	58%	58%	71%
United Kingdom	31%	25%	28%	31%	35%	40%	41%	49%

Destination Performance indicators contribute 75% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Origin Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	34%	43%	53%	44%	46%	46%	38%	49%
Australia	30%	36%	44%	36%	38%	46%	57%	52%
Brazil	45%	54%	63%	50%	48%	34%	43%	49%
Canada	34%	32%	30%	25%	25%	31%	28%	32%
China	25%	25%	28%	23%	25%	34%	40%	42%
France	45%	35%	45%	40%	37%	37%	37%	54%
Germany	36%	31%	33%	29%	30%	34%	32%	51%
Hong Kong, China	24%	23%	23%	18%	19%	21%	22%	20%
India	36%	39%	48%	46%	45%	44%	40%	28%
Indonesia	37%	42%	42%	32%	31%	33%	36%	34%
Italy	32%	28%	33%	28%	30%	28%	33%	49%
Japan	51%	41%	40%	33%	28%	32%	30%	28%
Mexico	57%	61%	65%	57%	61%	82%	85%	84%
Russia	60%	54%	61%	71%	73%	96%	85%	84%
Singapore	24%	27%	29%	22%	21%	27%	36%	34%
South Africa	40%	42%	46%	36%	39%	46%	52%	40%
Spain	37%	34%	37%	30%	32%	38%	40%	53%
Thailand	46%	50%	41%	29%	34%	39%	28%	23%
Turkey	57%	48%	45%	41%	46%	53%	58%	58%
U.S.	53%	51%	51%	50%	58%	73%	81%	92%
United Arab Emirates	50%	48%	54%	50%	48%	50%	45%	48%
United Kingdom	40%	39%	43%	26%	26%	28%	30%	36%

Origin Performance indicators contribute 25% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Macroeconomics Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	78%	78%	78%	123%	123%	136%	128%	131%
Australia	78%	78%	78%	85%	88%	93%	104%	104%
Brazil	79%	79%	78%	85%	83%	80%	80%	80%
Canada	77%	77%	77%	80%	83%	88%	83%	85%
China	75%	75%	75%	83%	83%	88%	85%	88%
France	102%	102%	102%	109%	107%	104%	107%	107%
Germany	98%	98%	98%	101%	101%	101%	96%	96%
Hong Kong, China	72%	72%	72%	67%	72%	69%	69%	72%
India	87%	87%	87%	96%	99%	96%	93%	96%
Indonesia	96%	96%	96%	83%	83%	83%	88%	85%
Italy	100%	100%	100%	104%	104%	96%	96%	99%
Japan	101%	101%	101%	109%	109%	109%	107%	104%
Mexico	79%	79%	78%	88%	96%	104%	93%	99%
Russia	87%	87%	87%	93%	107%	115%	104%	104%
Singapore	74%	74%	74%	75%	77%	80%	83%	83%
South Africa	84%	84%	84%	88%	91%	93%	93%	91%
Spain	83%	83%	83%	96%	96%	99%	88%	91%
Thailand	82%	82%	82%	72%	72%	72%	72%	72%
Turkey	93%	88%	86%	88%	101%	107%	99%	101%
U.S.	86%	86%	86%	104%	104%	107%	104%	107%
United Arab Emirates	89%	89%	89%	93%	96%	96%	96%	101%
United Kingdom	95%	95%	95%	99%	96%	99%	104%	104%

Macroeconomics are a subsection of Origin Performance, and contribute 3.75% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Traveler Activity Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	26%	37%	49%	30%	33%	29%	22%	35%
Australia	22%	29%	38%	27%	29%	37%	49%	43%
Brazil	38%	49%	60%	44%	42%	26%	36%	43%
Canada	26%	24%	22%	15%	15%	21%	18%	23%
China	16%	16%	20%	13%	15%	24%	31%	34%
France	35%	24%	35%	28%	25%	24%	25%	44%
Germany	25%	20%	21%	16%	17%	21%	21%	43%
Hong Kong, China	15%	15%	14%	9%	9%	13%	13%	11%
India	27%	31%	41%	38%	35%	34%	30%	16%
Indonesia	27%	32%	33%	23%	22%	24%	26%	24%
Italy	20%	15%	21%	15%	17%	16%	22%	40%
Japan	42%	30%	29%	20%	15%	18%	17%	14%
Mexico	53%	58%	63%	51%	55%	79%	84%	82%
Russia	55%	49%	56%	67%	67%	92%	81%	81%
Singapore	15%	18%	21%	12%	11%	17%	27%	26%
South Africa	32%	35%	39%	26%	30%	38%	44%	32%
Spain	29%	26%	29%	18%	21%	27%	31%	46%
Thailand	39%	45%	34%	21%	27%	33%	21%	14%
Turkey	50%	41%	37%	32%	36%	44%	51%	50%
U.S.	48%	44%	44%	40%	50%	67%	77%	89%
United Arab Emirates	43%	41%	48%	42%	40%	41%	36%	39%
United Kingdom	30%	29%	33%	13%	14%	16%	17%	25%

Traveler Activity are a subsection of Origin Performance, and contribute 21.25% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Lodging Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	18%	21%	28%	28%	28%	24%	20%	19%
Australia	50%	53%	58%	57%	58%	72%	81%	84%
Brazil	65%	62%	61%	65%	63%	37%	50%	66%
Canada	44%	44%	39%	42%	45%	48%	44%	48%
China	76%	76%	80%	68%	62%	92%	104%	97%
France	31%	20%	26%	34%	41%	35%	29%	46%
Germany	34%	21%	18%	21%	24%	27%	24%	34%
Hong Kong, China	47%	46%	45%	27%	27%	37%	36%	43%
India	56%	56%	64%	56%	61%	63%	37%	27%
Indonesia	43%	44%	42%	37%	36%	42%	42%	44%
Italy	27%	19%	19%	25%	32%	26%	25%	41%
Japan	45%	39%	35%	32%	29%	39%	38%	39%
Mexico	68%	68%	69%	69%	77%	111%	122%	125%
Russia	57%	53%	53%	60%	60%	70%	68%	66%
Singapore	39%	35%	36%	27%	27%	35%	35%	33%
South Africa	55%	53%	52%	33%	40%	51%	69%	59%
Spain	27%	26%	30%	31%	28%	35%	33%	47%
Thailand	40%	38%	32%	16%	24%	34%	28%	30%
Turkey	60%	54%	41%	42%	39%	45%	32%	36%
U.S.	58%	53%	54%	75%	85%	93%	96%	103%
United Arab Emirates	68%	73%	83%	74%	66%	76%	76%	96%
United Kingdom	31%	23%	25%	35%	46%	55%	55%	66%

Lodging is a subsection of Destination Performance, and contributes 41.25% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Flight Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	26%	33%	35%	33%	33%	37%	32%	29%
Australia	25%	28%	34%	30%	35%	44%	64%	60%
Brazil	48%	55%	55%	55%	50%	42%	43%	45%
Canada	25%	28%	29%	24%	20%	23%	21%	22%
China	51%	50%	48%	37%	32%	52%	59%	58%
France	31%	25%	31%	29%	25%	25%	24%	30%
Germany	29%	25%	27%	21%	18%	20%	20%	23%
Hong Kong, China	15%	16%	16%	11%	10%	11%	11%	11%
India	27%	29%	31%	33%	35%	40%	37%	26%
Indonesia	27%	29%	31%	24%	24%	26%	26%	23%
Italy	31%	26%	28%	23%	20%	21%	22%	29%
Japan	36%	32%	28%	22%	22%	24%	25%	23%
Mexico	45%	50%	51%	55%	54%	64%	67%	69%
Russia	56%	51%	56%	72%	67%	72%	70%	73%
Singapore	13%	15%	16%	12%	12%	13%	13%	14%
South Africa	33%	38%	45%	33%	32%	35%	40%	37%
Spain	32%	28%	32%	26%	24%	28%	29%	37%
Thailand	22%	23%	24%	14%	13%	16%	17%	12%
Turkey	39%	36%	36%	35%	35%	41%	38%	43%
U.S.	38%	39%	38%	40%	44%	53%	59%	63%
United Arab Emirates	32%	35%	38%	37%	33%	35%	34%	39%
United Kingdom	29%	25%	29%	20%	16%	17%	18%	21%

Flight is a subsection of Destination Performance, and contributes 30% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

Car Rental Scores by Country

Country/Month	Oct-20	Nov-20	Dec-20	Jan-20	Feb-20	Mar-20	Apr-21	May-21
Argentina	37%	27%	28%	24%	24%	43%	40%	64%
Australia	32%	28%	25%	16%	21%	24%	21%	24%
Brazil	37%	27%	28%	24%	24%	43%	40%	64%
Canada	52%	58%	54%	35%	43%	51%	51%	61%
China	32%	28%	25%	16%	21%	24%	21%	24%
France	31%	23%	26%	19%	24%	43%	40%	64%
Germany	54%	53%	48%	80%	88%	69%	59%	85%
Hong Kong, China	32%	28%	25%	16%	21%	24%	21%	24%
India	32%	28%	25%	16%	21%	24%	21%	24%
Indonesia	32%	28%	25%	16%	21%	24%	21%	24%
Italy	37%	27%	28%	24%	24%	43%	40%	64%
Japan	32%	28%	25%	16%	21%	24%	21%	24%
Mexico	37%	27%	28%	24%	24%	43%	40%	64%
Russia	43%	40%	39%	40%	43%	51%	51%	61%
Singapore	32%	28%	25%	16%	21%	24%	21%	24%
South Africa	43%	40%	39%	40%	43%	51%	51%	61%
Spain	37%	27%	28%	24%	24%	43%	40%	64%
Thailand	32%	28%	25%	16%	21%	24%	21%	24%
Turkey	37%	27%	28%	24%	24%	43%	40%	64%
U.S.	63%	66%	69%	51%	51%	99%	104%	83%
United Arab Emirates	43%	40%	39%	40%	43%	51%	51%	61%
United Kingdom	53%	50%	50%	67%	75%	69%	59%	85%

Car Rental is a subsection of Destination Performance, and contributes 3.75% to the total score. The scores in this table have been adjusted to 100% to give a better insight into performance

ABOUT SKIFT

Skift is the largest intelligence platform in travel, providing media, insights and marketing to key industry sectors.

THE SKIFT RESEARCH DIFFERENCE

Skift Research is the official research arm of Skift. Our reporting combines:

- Skift's extensive industry experience
- Rigorous financial & quantitative analysis
- Qualitative insights from top executives at nearly every major travel company

We conduct primary research, summarize our findings through desk analysis, and present them back to you in a digestible format which you can take to your team, partners, and clients to understand the market and make decisions.

Using our proprietary blend of qualitative and quantitative analysis, Skift Research closes the information gap faced by businesses today.

Contact us at research@skift.com!