IATA Air Travel Pulse
designed by McKinsey

Introduction to the Dashboard

25. June 2020
Summary - Air Travel Pulse

Measuring demand rebound is challenging
• Historical demand irrelevant nowadays
• Customer behaviors is changing and market environment is very fluid
• New sources of data required to measure willingness to travel

Objectives of Air Travel Pulse:
• Identify early market signals
• A single dashboard tracking key indicators of air travel demand rebound globally
• Support airlines Network & commercial planning during their re-start plan

What is IATA Air Travel Pulse?
• A web-based tool designed in partnership with McKinsey
Analyzing demand and trends by Country

Data sources
- Publicly available Travel restrictions and capacity information from OAG
- “Sentiment analysis” around COVID, Mobility and Travel - Google Trend
- Shopping search - start-up Winglet
- Ticketed sales - IATA DDS

Measuring willingness to travel
- Search vs. Sales weekly pick-up
- Future demand trends by month: Domestic, Regional or Intercontinental
- Desire of destination by traffic countries
- Drill down by Point of sales
1. Air Travel Pulse: COVID-19 pandemic state

**What is the COVID-19 infection curve?**

**How do COVID-19 web search interests compare to Mobility and Air Travel?**

**How have search, ticketing, and airline capacity trends evolved?**

**What are the current travel restrictions and airport infrastructure limitations for each country?**

Source: IATA Air Travel Pulse dashboard, designed by McKinsey
2. Air Travel Pulse: Passenger interest in travel

How does COVID-19 prevalence vary by country?

How have COVID-19 case numbers changed over time (by country)?

How have travel-related web searches changed over time, in relation to COVID-19 searches?

Which countries represent opportunities for airlines based on consumer sentiment?
3. Air Travel Pulse: Willingness and decision to travel

What is the year on year change in air travel search and ticketing?

What does ticketing and search activity look like for future travel in each month?

How have search and ticketing evolved since the start of the COVID-19 crisis?

Where are people looking to go, and where do they come from?

Source: IATA Air Travel Pulse dashboard, designed by McKinsey
4. Air Travel Pulse: Flight capacity

How do capacity changes vary across regions and by type of route?

What is the latest year on year change in airline capacity by country?

How has capacity changed over the course of the crisis and compared to the previous year?

Source: IATA Air Travel Pulse dashboard, designed by McKinsey
Summary Air Travel Pulse: Recovery Scorecard

How are different regions and countries progressing through various phases of air travel demand recovery?

Source: IATA Air Travel Pulse dashboard, designed by McKinsey
More communication on Air Travel Pulse

For all:

Sign up and subscribe to the IATA Hub newsletter to learn more details about Air Travel Pulse, including the release timeline

www.iata.org/optin
Thank you!

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