



ACCESSIBLE TOURISM IN AUSTRALIA AND QUEENSLAND



1.3 MILLION

AUSTRALIANS WITH A DISABILITY HAVE TAKEN AT LEAST ONE DOMESTIC DAY OR OVERNIGHT TRIP
THEY REPRESENT 7% OF AUSTRALIA'S ADULT POPULATION



THEY SPENT AROUND
\$3.2 BILLION
APPROX. 4% OF TOTAL DOMESTIC SPEND

TRAVEL PARTY



THE AVERAGE TRAVEL PARTY SIZE FOR THOSE WITH A DISABILITY WAS
2.5 PERSONS
THIS INCLUDES ADULTS CARING FOR A CHILD WITH A DISABILITY



TRAVEL PARTIES SPENT AROUND
\$8.0 BILLION
APPROX. 10% OF TOTAL DOMESTIC SPEND



289,000

QUEENSLAND RESIDENTS WITH A DISABILITY HAVE TAKEN A DOMESTIC TRIP (DAY TRIP AND/OR OVERNIGHT)

THEY REPRESENT 8% OF QUEENSLAND'S ADULT POPULATION

AUSTRALIANS WITH A DISABILITY SPENT AROUND
\$781.0 MILLION

APPROX. 4% OF TOTAL DOMESTIC SPEND IN QUEENSLAND

THE AVERAGE TRAVEL PARTY SIZE FOR QUEENSLAND RESIDENTS WITH A DISABILITY WAS

2.28 PERSONS

AND REPRESENTS **13% (657,000)** OF QUEENSLAND'S POPULATION

THIS INCLUDES ADULTS CARING FOR A CHILD WITH A DISABILITY

THE TRAVEL PARTIES OF AUSTRALIANS WITH A DISABILITY SPENT AROUND
\$1.9 BILLION

OF WHICH **84%** WAS OVERNIGHT SPEND

APPROX. 10% OF TOTAL DOMESTIC SPEND IN QUEENSLAND

59%

OF AUSTRALIANS WITH DISABILITIES WHO VISITED QUEENSLAND (INCLUDING CARERS) WOULD RECOMMEND IT AS A DESTINATION TO OTHER TRAVELLERS WITH A DISABILITY, BASED ON THE RANGE OF ATTRACTIONS AND EXPERIENCES IT OFFERS

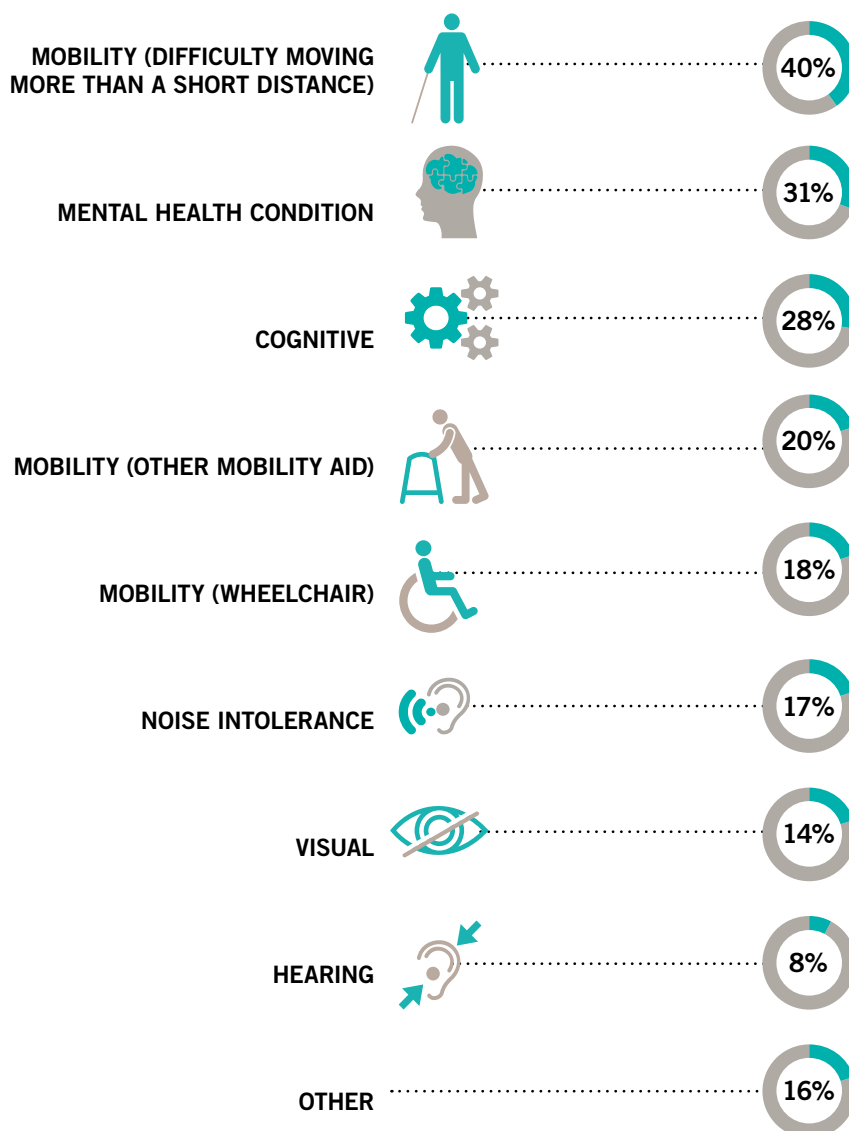




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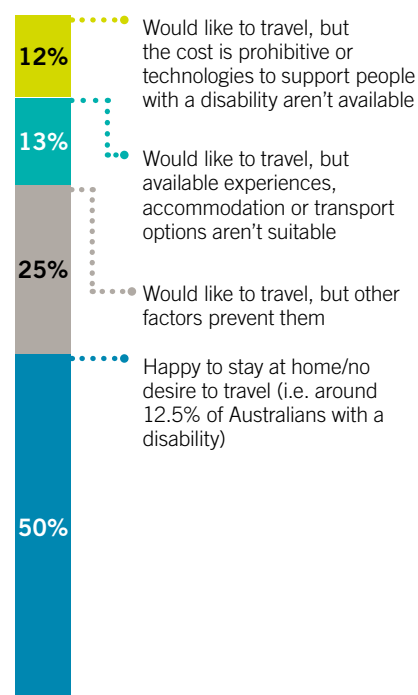
DISABILITIES FACED BY RESPONDENTS

Respondents may have more than one disability



POTENTIAL TRAVELLERS

Around **75%** of people with a disability have travelled BUT **25%** don't travel (other than for medical necessity) because of the following:



Potentially, the extra travel could amount to around **\$735 million** in spend (an additional 1%)

When travel party is considered, potential spend could reach **\$1.8 billion** (an additional 2% in spend)

RESPONDENTS' TOP 5 PRIORITIES FOR IMPROVING TRAVEL

