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

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

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

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
ACCESSIBLE TOURISM IN AUSTRALIA AND QUEENSLAND

DISABILITIES FACED BY RESPONDENTS
Respondents may have more than one disability

MOBILITY (DIFFICULTY MOVING MORE THAN A SHORT DISTANCE) 40%
MENTAL HEALTH CONDITION 31%
COGNITIVE 28%
MOBILITY (OTHER MOBILITY AID) 20%
MOBILITY (WHEELCHAIR) 18%
NOISE INTOLERANCE 17%
VISUAL 14%
HEARING 8%
OTHER 16%

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:

Would like to travel, but the cost is prohibitive or technologies to support people with a disability aren’t available 12%
Would like to travel, but available experiences, accommodation or transport options aren’t suitable 13%
Would like to travel, but other factors prevent them 25%
Happy to stay at home/no desire to travel (i.e. around 12.5% of Australians with a disability) 50%

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

DEALS AND OFFERS FOR THOSE TRAVELLING WITH A CARER 43%
MORE INFORMATION FOR ACCESSIBLE/INCLUSIVE TRAVEL ON REVIEW SITES 41%
ACCREDITATION OR RECOGNITION OF BUSINESSES THAT DO A GREAT JOB FOR TRAVELLERS WITH DISABILITIES 36%
SPECIALIST PLANNING TOOLS SO THEY COULD MAP OUT THEIR ENTIRE JOURNEY 29%
DEDICATED REVIEW SITES OR INFORMATION FOR SPECIFIC DISABILITIES (E.G. CHILDREN WITH AUTISM SPECTRUM DISORDER) 23%