



# ACCESSIBLE TOURISM IN AUSTRALIA AND VICTORIA



### 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

## 60%

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



349,000

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

THEY REPRESENT **7%**OF VICTORIA'S ADULT
POPULATION

AUSTRALIANS WITH A DISABILITY SPENT AROUND

### \$680.1 MILLION

APPROX. **4%** OF TOTAL DOMESTIC SPEND IN VICTORIA

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

# 2.24 PERSONS

AND REPRESENTS
12% (784,000) OF
VICTORIA'S POPULATION
THIS INCLUDES ADULTS
CARING FOR A CHILD

THE TRAVEL PARTIES OF VICTORIANS WITH A DISABILITY SPENT AROUND

WITH A DISABILITY

## \$1.7 BILLION

OF WHICH **79%** WAS OVERNIGHT SPEND APPROX. **10%** OF TOTAL DOMESTIC SPEND IN VICTORIA

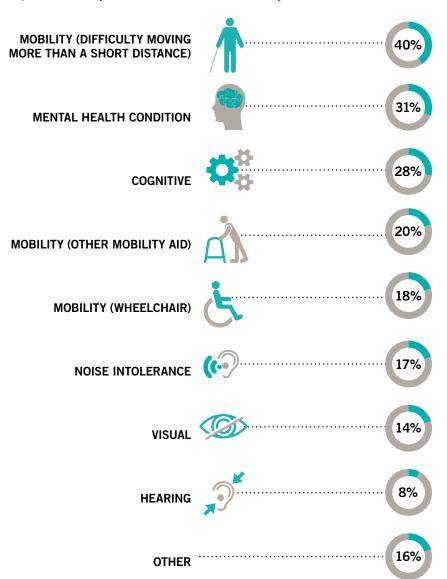




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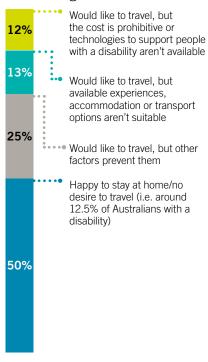
#### DISABILITIES FACED BY RESPONDENTS

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**

DEALS AND OFFERS FOR THOSE TRAVELLING WITH A CARER

MORE INFORMATION FOR ACCESSIBLE/INCLUSIVE TRAVEL ON REVIEW SITES

ACCREDITATION OR RECOGNITION OF BUSINESSES THAT DO A GREAT JOB FOR TRAVELLERS WITH DISABILITIES

SPECIALIST PLANNING TOOLS SO THEY COULD MAP OUT THEIR ENTIRE JOURNEY

DEDICATED REVIEW SITES OR INFORMATION FOR SPECIFIC DISABILITIES (E.G. CHILDREN WITH AUTISM SPECTRUM DISORDER)

43%

43%