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 WITH A DISABILITY

TRAVEL PARTIES SPENT AROUND
$1.7 BILLION
OF WHICH 79% WAS OVERNIGHT SPEND
APPROX. 10% OF TOTAL DOMESTIC SPEND IN VICTORIA
ACCESSIBLE TOURISM IN AUSTRALIA AND VICTORIA

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%