



Australian Government

Australian Trade and Investment Commission

Tourism Research Australia

Accessible Tourism 2024

A deep dive into accessible
tourism in Australia



A close-up photograph of a person's legs and hands. The person is wearing a traditional garment with a pattern of white and purple bands. They are holding a bundle of green leaves and thin sticks, which they are placing on the ground. The ground is composed of reddish-brown sand and rocks. The lighting is warm and natural, suggesting an outdoor setting.

Acknowledgement of Country

We acknowledge the Traditional Custodians of lands throughout Australia and pay our respects to their Elders past and present. We recognise the enduring connection of First Nations people to land, sea and waters, and their deep care for Country over 65,000 years. We honour the enormous contribution First Nations cultures and traditions make to the visitor experience in Australia and commit to protecting and nurturing these cultures in partnership with First Nations communities.

A man of the First Nations people of Australia performing a ritual medicine dance.

Image © Austrade

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Cover image:

Bondi Beach, Bondi, courtesy of Tourism Australia.

Cover graphic:

We acknowledge Noongar artist Bradley Kickett for the use of his artwork Trade Grounds. The graphic devices featured in Austrade's visual identity are formed using elements from Trade Grounds, which was commissioned by Austrade as part of our Reconciliation Action Plan.

About this report: why accessible tourism matters

Accessible tourism in Australia

Tourism is an important industry that has environmental, social and economic benefits and implications. It allows people to explore new places, cultures, ideas and ways of being. It facilitates cultural exchange and social interaction by connecting people from around the world.

Such benefits are likely to be especially important to people with disability or long-term health conditions. However, access to the full suite of tourism options has not always been available to this group of travellers.

Increasing the accessibility of tourism options to people with disability or long-term health conditions is therefore an important societal goal. It is also a source of potential revenue and growth for the tourism industry, with accessible tourism entailing 70.5 million trips worth \$29.2 billion in 2024.

This study provides detail about the current condition of accessible tourism in Australia. This will be of interest to Government bodies, NGOs and industry stakeholders as they build a better and more accessible tourism industry.

Australian Bureau of Statistics (ABS) data shows that there are 5.5 million Australians (21.4%) with disability¹. The same ABS report also shows that Australia has an ageing population (with the proportion of Australians aged 65 or older increasing from 13.3% to 17.1% between 2009 and 2022).

This ageing of the population is likely to increase the number of people with accessible needs into the future (as older people have a significantly higher rate of disability than younger people)¹. This in turn will create extra demand for accessible tourism.

Additionally, the outcomes framework of Australia's Disability Strategy identifies social inclusion and participation as Policy Priority 3². This outlines the need for a transformation of systems including social, recreational, sporting, religious and cultural organisations to increase accessibility to people with disability.

The need to prepare for increasing numbers of travellers with accessible needs means that the tourism industry must continue the improvements seen in recent years in this space. By continuing to advance accessibility, the tourism industry can meet the growing

demand from travellers with accessible needs. Adopting available frameworks and action plans can help businesses create inclusive experiences that welcome a broader range of visitors.

This purpose of this paper then is to provide data and insights to industry stakeholders, Government bodies, NGOs and the public to assist in these aims.

Notes:

1. All data and estimates presented in this report are for travel in calendar year 2024. The estimates for domestic trips are for people aged 15 or older.
2. In this report, the “travellers with accessible needs” group is inclusive of all respondents to Austrade’s National Visitor Survey or International Visitor Survey who identified as having a disability or long-term health condition or travelled with a person who did.
3. In this report “traveller types” refers to domestic day trips, domestic overnight trips and international visitors.

1. Australian Bureau of Statistics (2022), Disability, Ageing and Carers, Australia: Summary of Findings, 2022 | Australian Bureau of Statistics, accessed April 2025.

2. [Dept of Social Services \(2024\)](#).

Size and value of accessible tourism in Australia



Burswood, Perth.

Image © Tourism Australia

Accessible tourism accounted for 1 in 5 trips taken in Australia in 2024

Number of trips



70.5 million trips
(22% of total)¹

- International trips: 342,000 (4%)
- Domestic overnight trips: 23.9 million (21%)
- Domestic day trips: 46.3 million (23%)

Total nights



97.1 million nights
(14% of total)

- International: 9.9 million (3%)
- Domestic overnight: 87.2 million (22%)

Total spend²



\$29.2 billion
(17% of total)

- International: \$1.1 billion (3%)
- Domestic overnight: \$21.5 billion (20%)
- Domestic daytrip: \$6.6 billion (21%)

1. % figures in brackets show Travellers with accessible needs' share of trips for each metric. Total trip spend includes spend in Australia only.
2. Total spend includes domestic travellers and 'short-term' international visitors only (i.e. people who stay in Australia for less than 12 months).



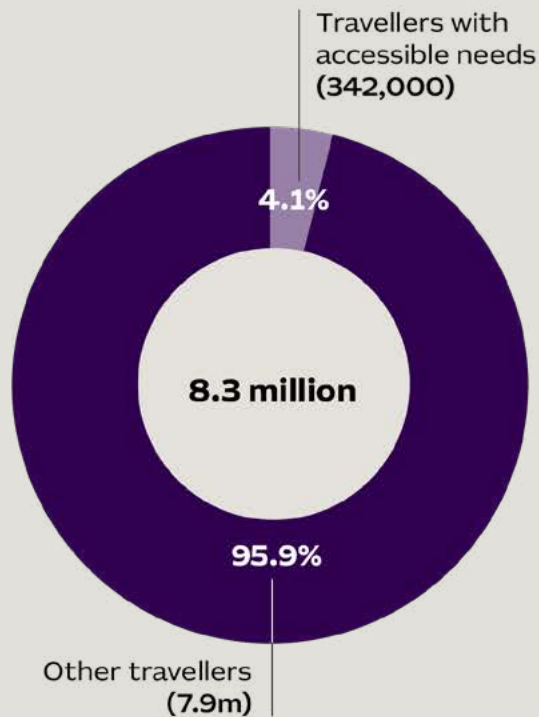
Royal Botanic Gardens Melbourne, Victoria.

Image © Tourism Australia

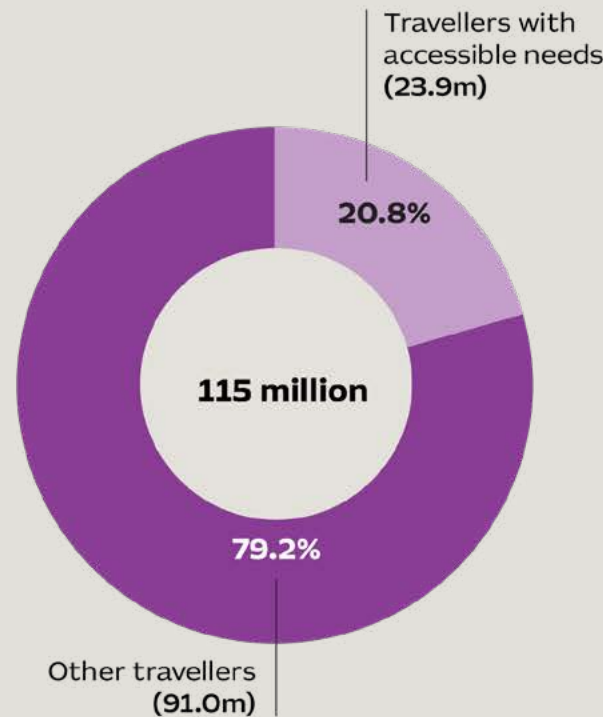
Travellers with accessible needs made 70.5 million trips in 2024 (22% of total)

Proportion of trips made by travellers with accessible needs (%)

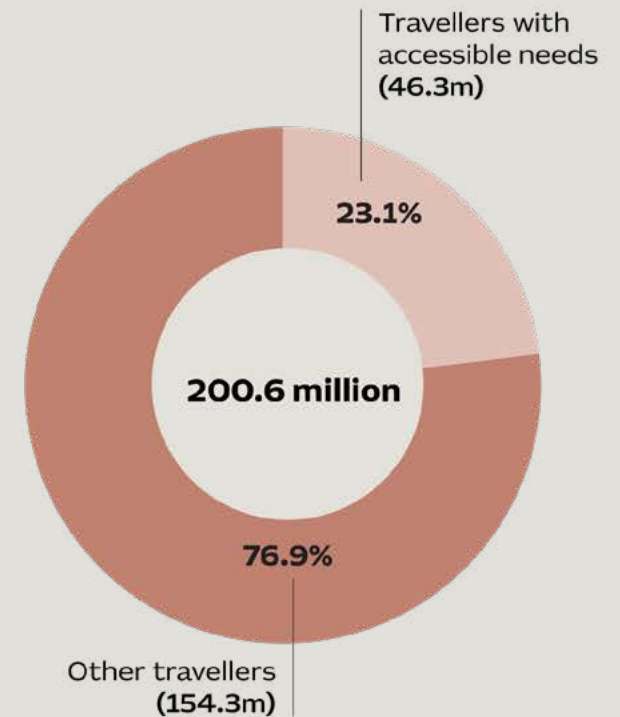
International visitor trips



Domestic overnight trips



Domestic day trips

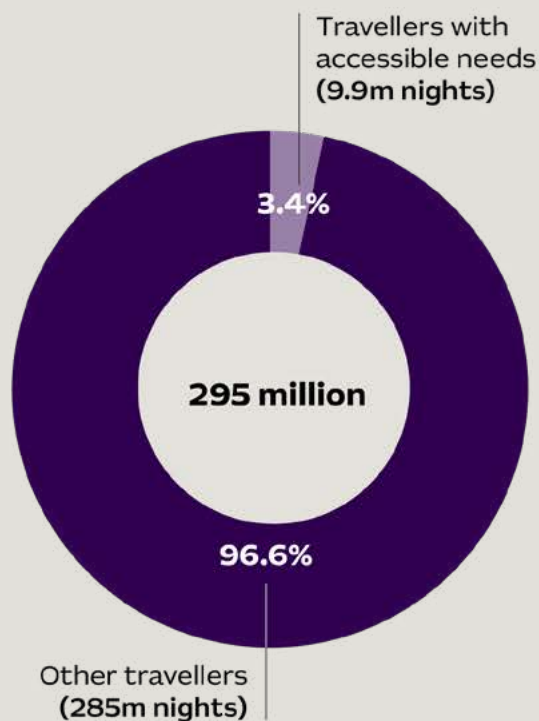


Source: TRA

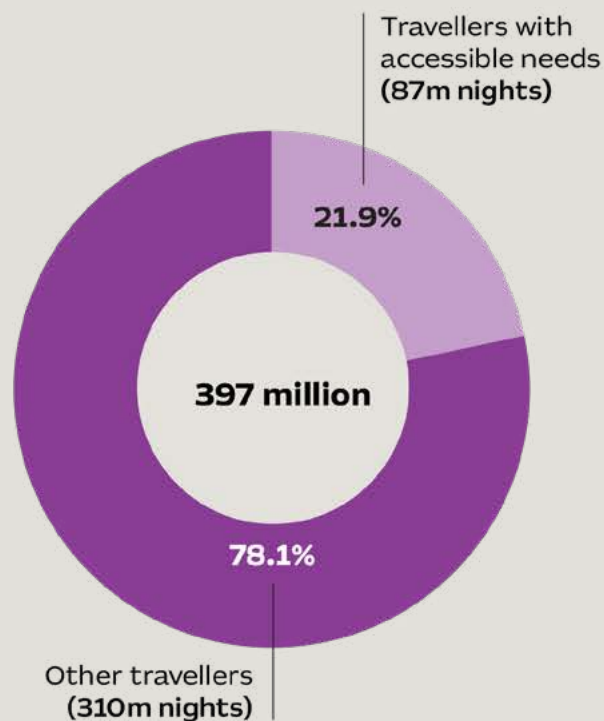
Travellers with accessible needs stayed 97 million nights in 2024 (14% of total)

Proportion of total nights stayed by travellers with accessible needs (%)

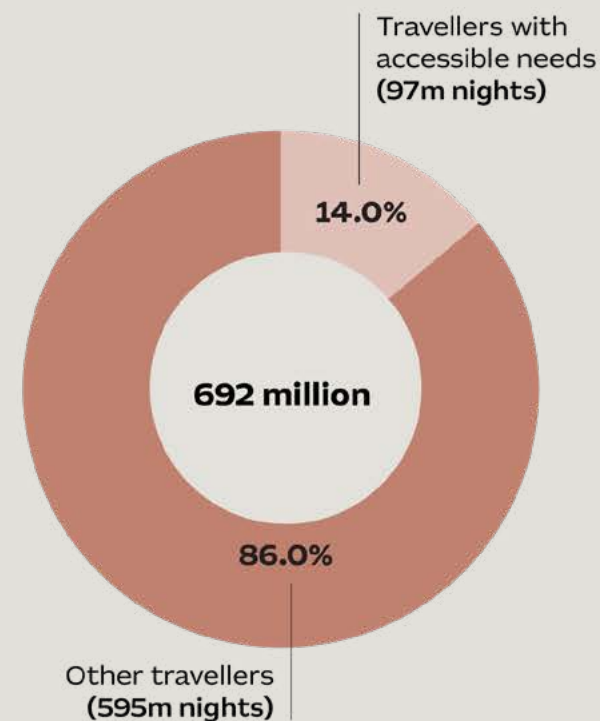
International nights



Domestic overnight nights



Total trip nights
(domestic & international)

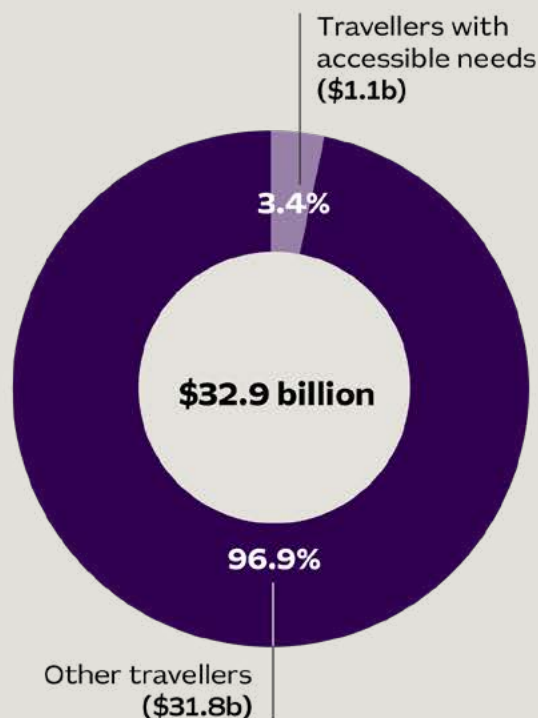


Source: TRA

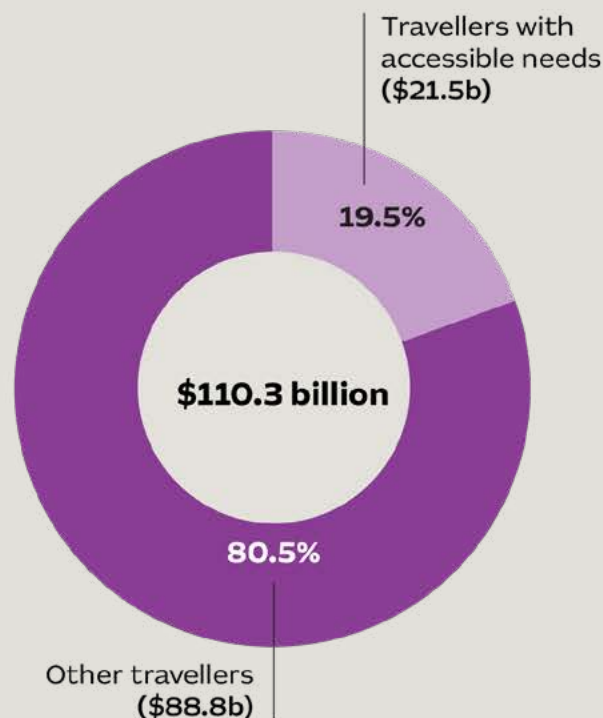
Travellers with accessible needs spent \$29.2 billion in 2024 (17% of total spend in Australia)

Proportion of total travel spend by Travellers with accessible needs (%)

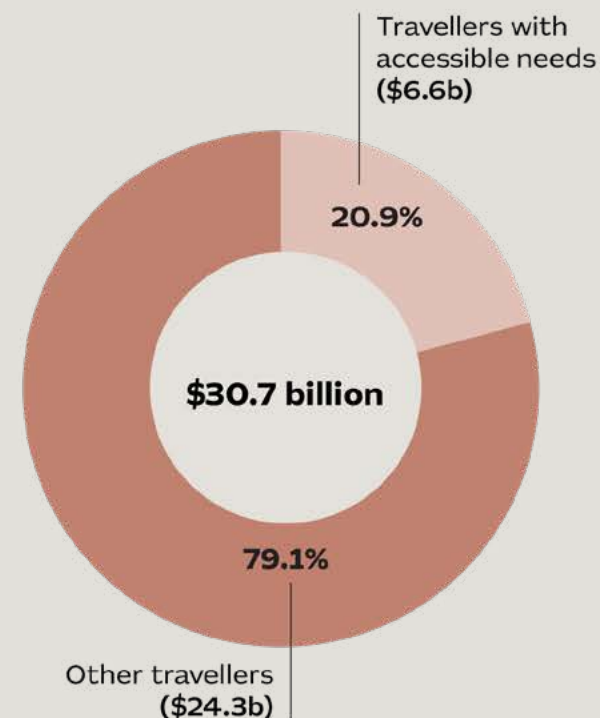
International visitor spend
in Australia



Domestic overnight spend



Domestic day trip spend



Source: TRA

International travellers with accessible needs spent \$1.1 billion in Australia in 2024

In 2024, Australia received 8.3 million international visitors, 342,000 of whom had accessible needs.

The average trip length of this group was 31.5 nights, roughly 1 week shorter than other international travellers while spend per night between the 2 groups was almost equal (\$113 for travellers with accessible needs vs \$112 for other travellers).

As a result, travellers with accessible needs had a lower average spend per trip than other travellers.

The majority of international travellers with accessible needs came from just 3 countries:

- New Zealand (25%)
- USA (19%)
- UK (15%)

Source: Tourism Research Australia, NVS data, 2024.

International traveller with accessible needs trips facts and figures (2024)



342,000 accessible international trips in 2024

(4% of total international travellers)



43% came for a holiday, **43%** for visiting friends and relatives, **6%** for business and **4%** for education



International spend was **\$1.1 billion** for travellers with accessible needs

(3% of total international spend)



28% of trip nights spent in regional areas (2.8 million nights)

(19% for other international travellers)



9.9 million accessible international visitor nights in 2024

(3% of total international nights)



Average spend per trip was **\$3,561** in 2024

(\$798 less than other international travellers)



Average trip length for travellers with accessible needs was **31.5 nights**

(39.0 nights for other international travellers)

21% of domestic overnight trips were by travellers with accessible needs

Domestic overnight travellers with accessible needs are a large contributor to tourism in Australia. These travellers accounted for around 1 in 5 trips and dollars spent by domestic overnight travellers in Australia in 2024.

Like other travellers, domestic overnight travellers with accessible needs are most likely to travel for a holiday or to visit friends and family.

The majority (64%) of trip nights of domestic overnight travellers were spent in regional areas. This was equal to the figure for other travellers.

Domestic overnight travellers with accessible needs facts and figures (2024)



23.9 million domestic overnight trips in 2024

(21% of total domestic overnight travellers)



43% domestic overnight travellers went for a holiday, **36%** visited friends or relatives and **14%** travelled for business



Domestic overnight spend reached **\$21.5 billion**

(20% of total domestic overnight spend)



64% of trip nights spent in regional Australia in 2024

(also 64% for other travellers)



87.2 million domestic overnight visitor nights in 2024

(22% of total domestic nights)



Average spend per trip was **\$906** in 2024

(\$73 less than other domestic overnight travellers)



Average trip length was **3.6 nights**

(3.4 nights for other traveller domestic nights)

Source: Tourism Research Australia, NVS data, 2024.

23% of domestic day trips were by travellers with accessible needs

Australians took over 200 million day trips in 2024 – 23% of which were by travellers with accessible needs.

Day trip travellers with accessible needs are slightly more likely than any other traveller type (domestic overnight or international) to travel for a holiday, and least likely to travel for business.

Day trips had slightly lower average spend than overnight trips. However, day trips by travellers with accessible needs still involved \$6.6 billion of spend in 2024.

Over half of day trips taken by travellers with accessible needs were taken in regional Australia in 2024.

Domestic day trip travellers with accessible needs facts and figures (2024)



46.3 million domestic day trip in 2024

(23% of total domestic day trips)



46% domestic overnight travellers went for a holiday, **29%** visited friends or relatives and **7%** travelled for business



Domestic day trip spend reached **\$6.6 billion**

(21% of total domestic day trip spend)



55% of trips were to regional Australia in 2024

(57% for other travellers)



Average spend per trip was **\$143** in 2024

(\$15 less than other domestic day trip travellers)

Source: Tourism Research Australia, NVS data, 2024.



Understanding the accessible traveller

Thredbo, Kosciuszko National Park.

Image © Tourism Australia

Holiday travel is most common for all traveller types

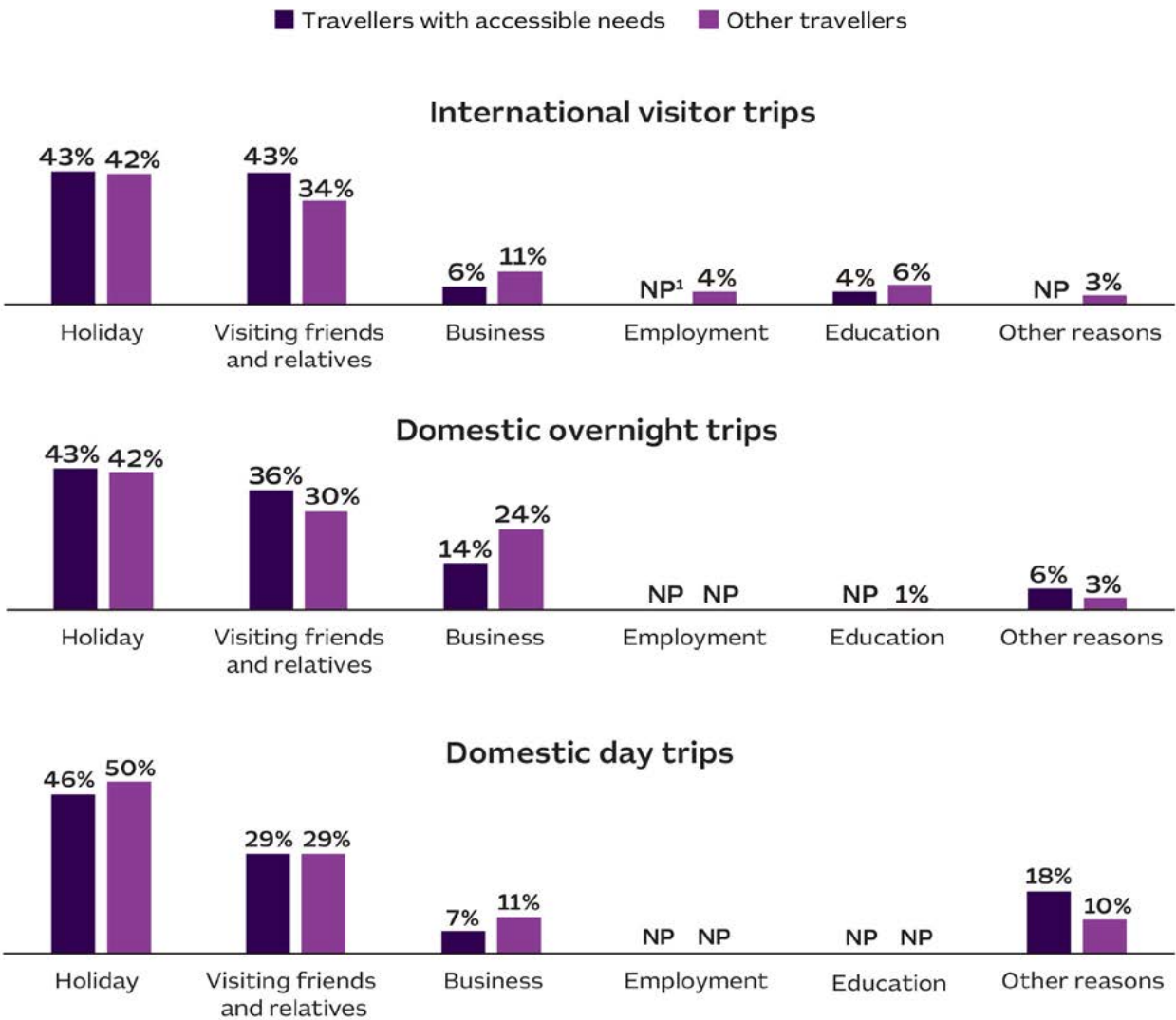
Holiday was the most common purpose of travel among all traveller types for both travellers with accessible needs and other travellers.

Visiting friends and relatives was the next most popular purpose of travel. This purpose accounted for a substantially larger proportion of travellers with accessible needs than of other travellers.

Conversely, the proportion of people with accessibility needs travelling for business, employment or education was smaller than that of other travellers.

Base: Travellers with accessible needs
Source: Tourism Research Australia, IVS and NVS data, 2024.

Main purpose of travel (% of trips)



1. NP = Not publishable (insufficient data)

58% of nights/day trips spent in regional Australia

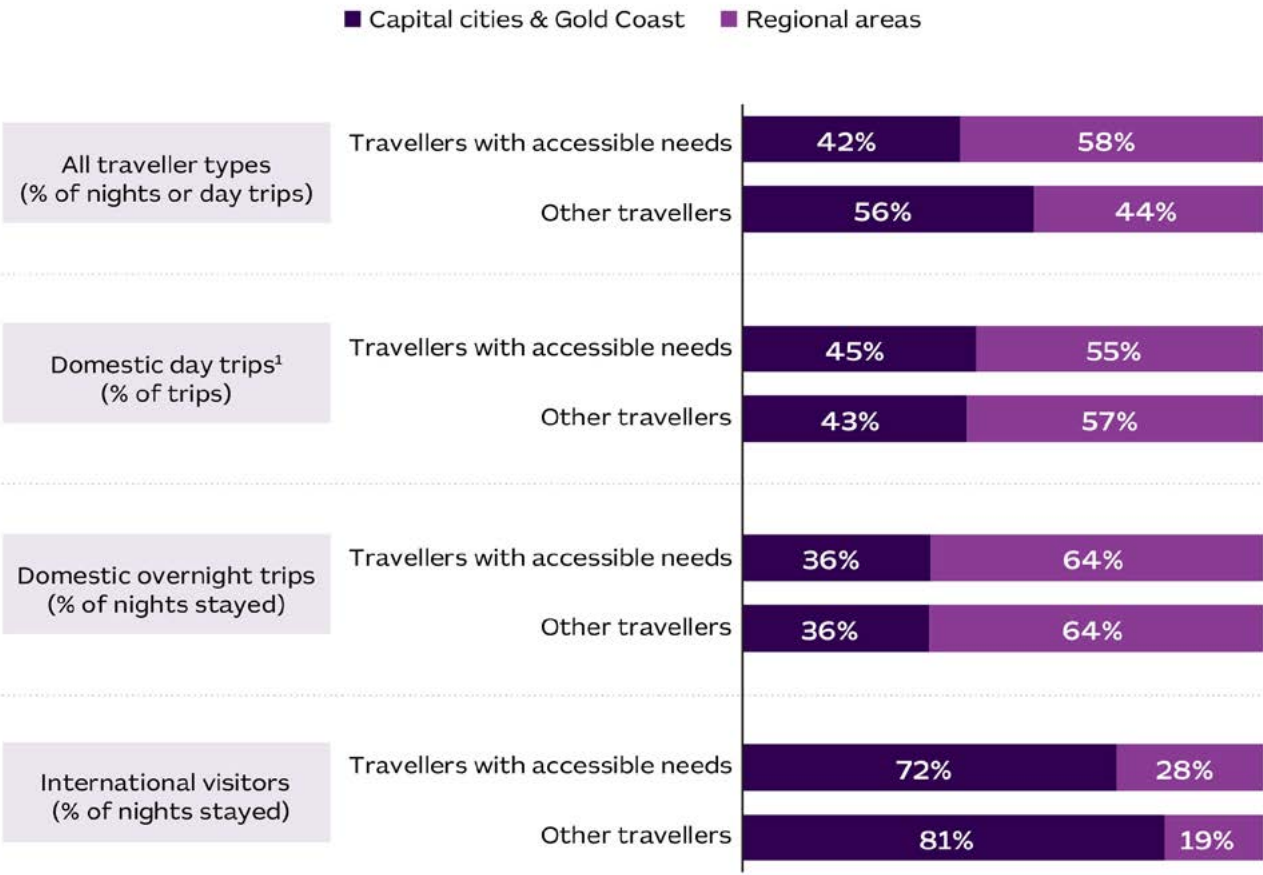
Across the 3 traveller types (domestic overnight, domestic day trip and international), travellers with accessible needs were more likely to spend time in regional areas than other travellers.

Accessible travellers spent 58% of their nights/day trips in regional areas and 42% in capital cities (compared with 44% regional and 56% capital cities for other travellers).

International visitors spent a larger proportion of their time in capital cities than domestic travellers. However, those with accessible needs spent a higher proportion of their nights in regional areas than did other international travellers (28% vs 19%).

Base: All travellers.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Capital cities vs regional Australia trips (% of nights or day trips)



1. Number of trips has been used here for domestic day trip travellers because they do not stay overnight.

Home states of travellers reflects states' shares of Australia's population

The distribution by home state of domestic accessible traveller trips reflects state populations. For example, New South Wales and Victoria are Australia's 2 most populous states and were the 2 states with the largest share of trips by home state.

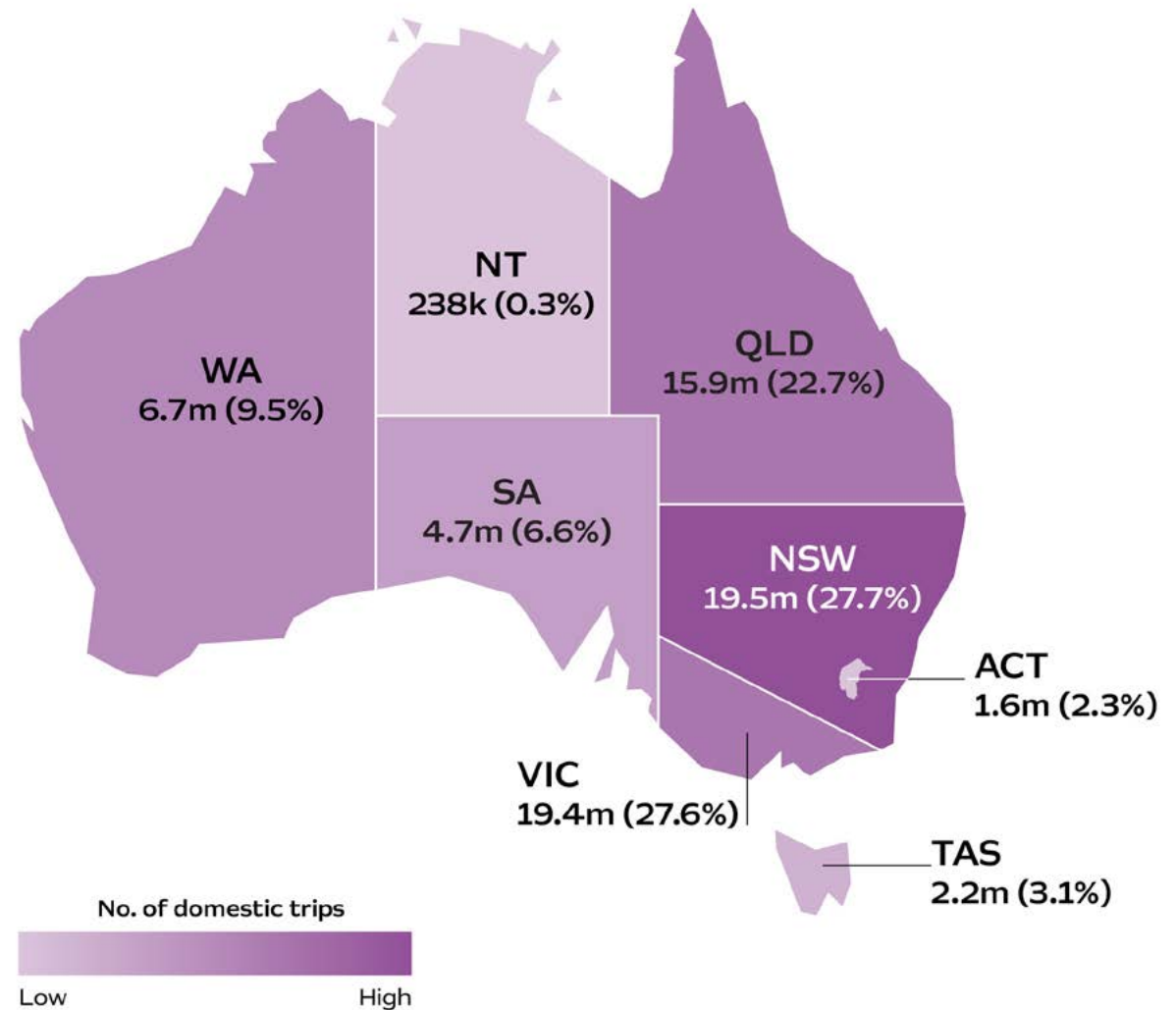
By home state of traveller, Victoria and Queensland represent a slightly higher proportion of trips of travellers with accessible needs than their proportion of Australia's population

- Victoria: 26% of Australia's population; 28% of trips by home state of traveller
- Queensland: 21% of Australia's population; 23% of trips by home state of traveller.

Base: Domestic travellers with accessible needs.

Sources: Tourism Research Australia, NVS data, 2024; Australian Bureau of Statistics (September 2024), *National, state and territory population*, ABS Website, accessed 16 June 2025.

Trip origins: Number of domestic trips by home state of traveller (number and % of trips by travellers with accessible needs)



Most international travellers with accessibility needs came from NZ, the USA or the UK

The majority of international travellers with accessible needs came from just 3 countries:

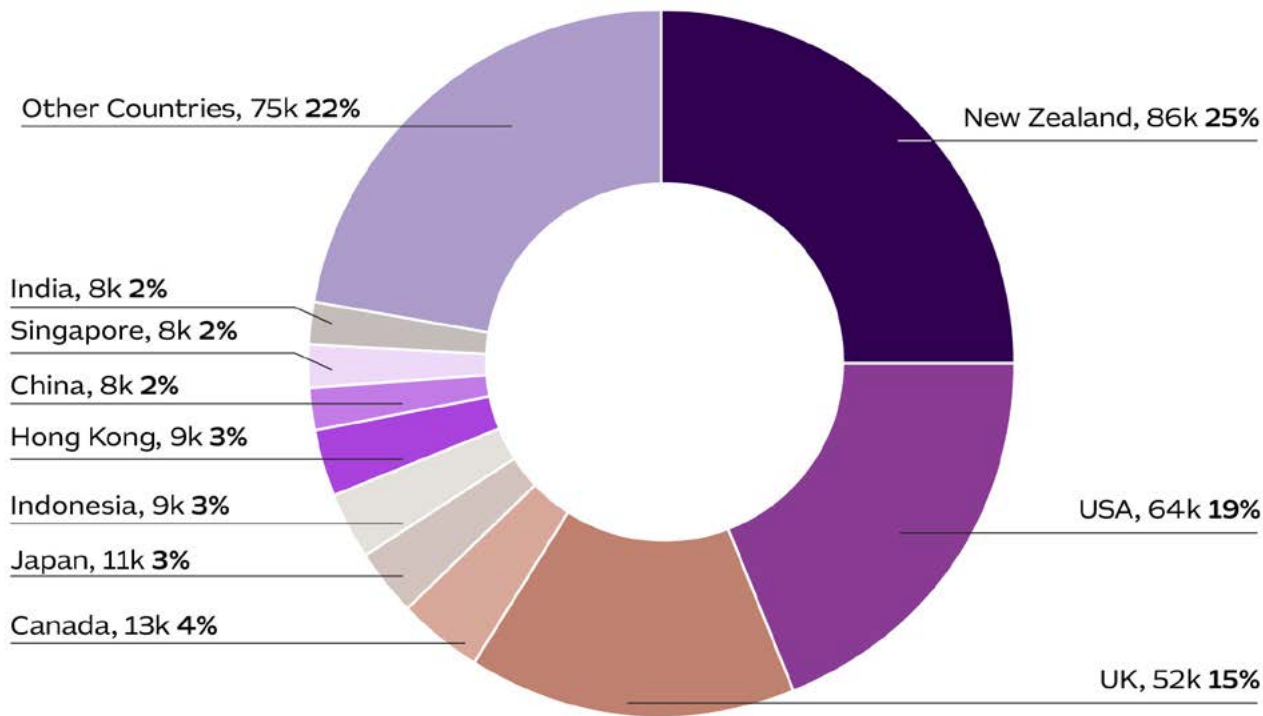
- New Zealand (25%)
- USA (19%)
- UK (15%)

These 3 countries accounted for 202,000 international trips by travellers with accessible needs in 2024 (59% of total).

In general, Asian countries tended to constitute a lower proportion of travellers with accessible needs than their overall share of total international visitors to Australia. For example, Chinese travellers represented 11% of international visitors overall in 2024, but only 2% of international visitors with accessible needs.

Base: International travellers with accessible needs.
Source: Tourism Research Australia, IVS data, 2024.

Home countries of international travellers with accessible needs
(number and % of travellers)



NSW, QLD and VIC
accounted for 76% of
nights stayed

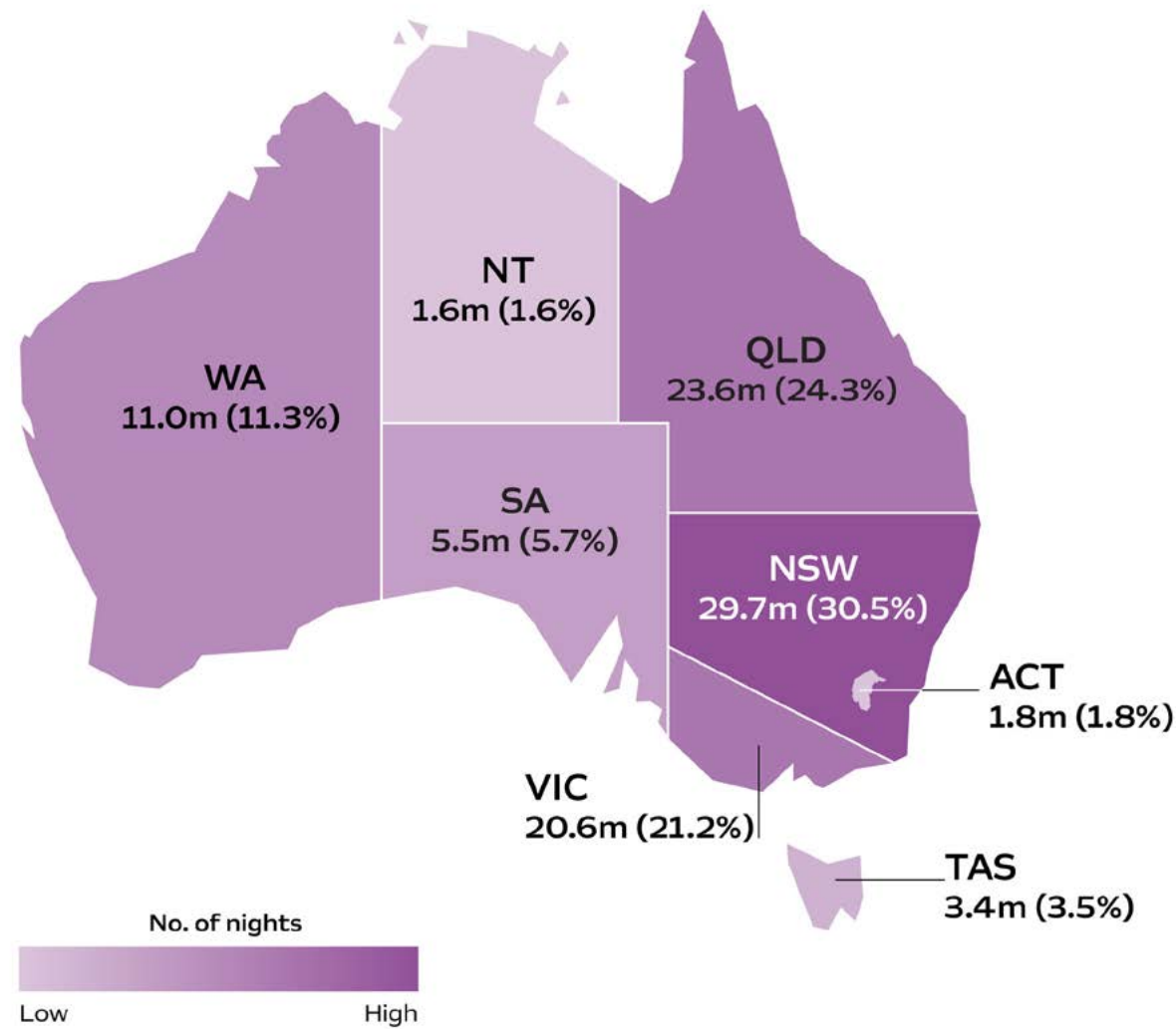
New South Wales, Queensland and Victoria were the 3 most popular destination states in terms of total trip nights for travellers with accessible needs.

Travellers with accessible needs spent 31% of their total nights in New South Wales, 24% in Queensland and 21% in Victoria.

While Victoria was the home state of 28% of trips by travellers with accessible needs, its share of nights stayed was only 21%. By contrast, New South Wales and Queensland had a larger share of nights stayed than their share of trips by home state of traveller (31% vs 28% for New South Wales and 24% vs 23% for Queensland).

Base: Travellers with accessible needs (all).
Source: Tourism Research Australia, IVS and NVS data, 2024.

Trip destinations: Stopover nights by state and territory
(number and % of nights stayed by travellers with accessible needs)



CASE STUDY

Story Bridge Adventure Climb, Brisbane



Image © courtesy of Story Bridge Adventure Climb
<https://storybridgeadventureclimb.com.au/accessibility/>


Story Bridge Adventure Climb, Brisbane

Artemus Group operates the Story Bridge Adventure Climb which includes the world's first accessible bridge climb. By integrating universal design principles and cutting-edge adaptive technology, Artemus Group has cultivated an experience where individuals with accessibility requirements, including those who use wheelchairs, can now enjoy the thrill of scaling Brisbane's iconic landmark.

Guests can experience the Story Bridge on a specially-designed wheelchair with a battery-operated caterpillar tread system allowing for a smooth ascent. The Motorised Stair Climber Wheelchair is of the highest safety standard and ensures individuals with accessibility requirements can expect smooth and safe movement over inclines, ergonomic design for participant comfort and integrated safety features.

Story Bridge Adventure Climb has partnered with Spinal Life Australia, Sporting Wheelies, and Queensland Tourism Adventure Council to ensure ongoing accessibility and support for participants with diverse mobility needs. This pioneering initiative marks a significant milestone in accessibility and adventure tourism in Australia.

This is a breakthrough in tourism for Australia. Attractions like this position Brisbane as a world-class city with dynamic tourism offerings ahead of the 2032 Brisbane Olympic and Paralympic games.

A man with a prosthetic leg and a woman are crouching on a stone path in a garden. The man, on the right, is wearing a white t-shirt and grey shorts, and has a prosthetic leg with a blue and black joint. The woman, on the left, is wearing a light blue t-shirt and white shorts. They are both looking down at a small lizard on the path. The background is filled with green plants and trees.

Travellers with accessible needs: how they travel

**This section
contains data on
holiday, VFR and
business travellers only**

Acton, Canberra.

Image © Tourism Australia

Travellers with accessible needs are more likely to travel with other people, stay with friends and family and travel by private vehicle

4.0

average nights spent on a trip



40%

Nights spent at family or friends for accommodation



28%

Travel alone compared to 36% other travellers



87%

Travel by private vehicle



Note: this section focuses on holiday, business and business travellers in order to remove skews of the data caused by differences in the composition of the international visitor population.

Data is for domestic and international travellers travelling for business, holiday or visiting friends and relatives (where applicable).



Spend by travellers with accessible needs varies in line with different travel patterns

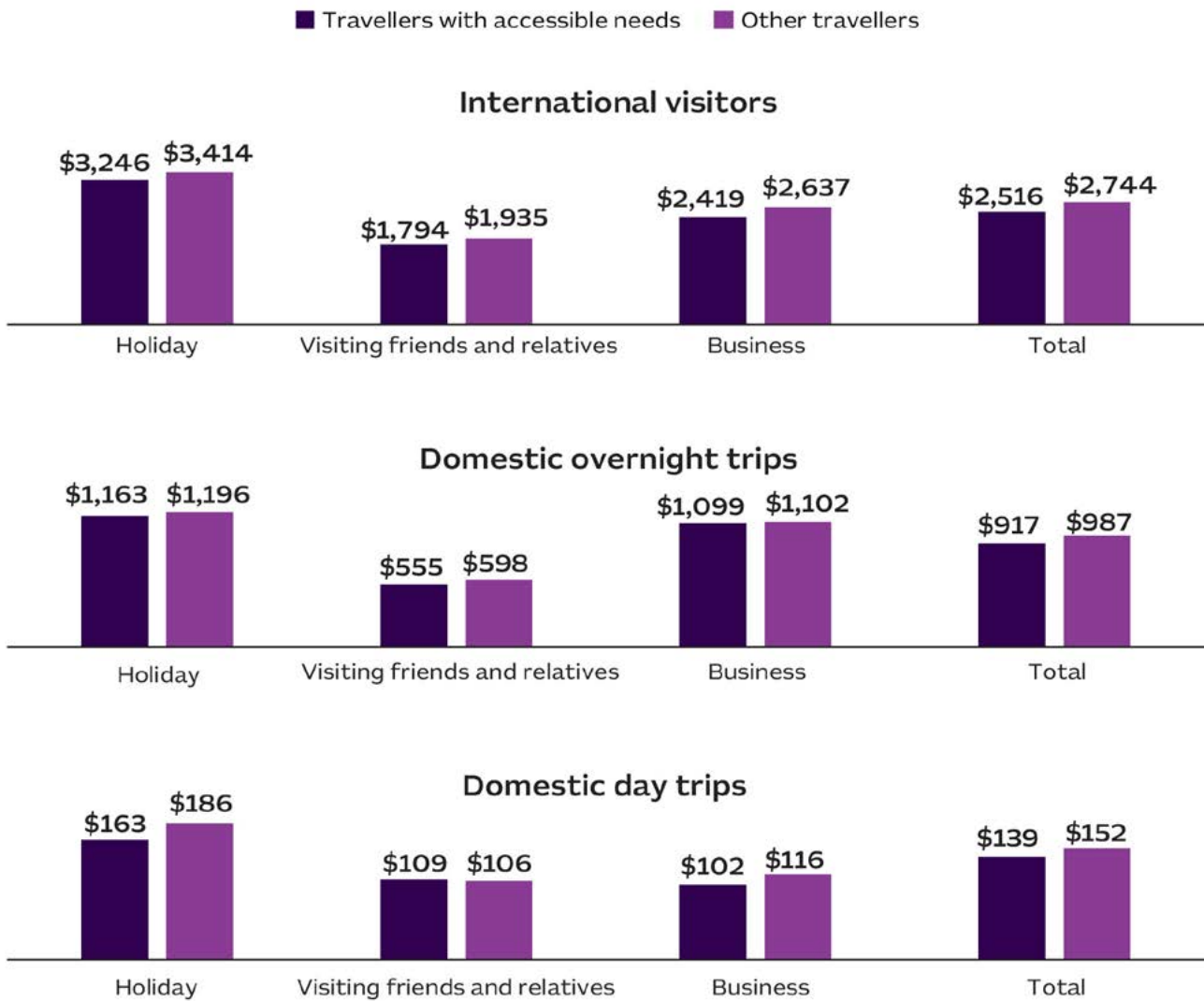
For all traveller types, travellers with accessibility needs spent less per trip on average than other travellers.

This may be partially due to the fact that domestic travellers with accessible needs are less likely to travel interstate while international travellers with accessible needs tend to take slightly shorter trips than other travellers.

- Avg trip spend of international travellers with accessible needs (\$2,516) was 92% of that of other international travellers (\$2,744).
- Avg trip spend of domestic overnight travellers with accessible needs (\$917) was 93% of that of other travellers (\$987).
- Avg trip spend of domestic day trip travellers with accessible needs (\$139) was 92% of that of other travellers (\$152).

Base: Travellers travelling for business, holiday or VFR.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Average spend per trip (\$)



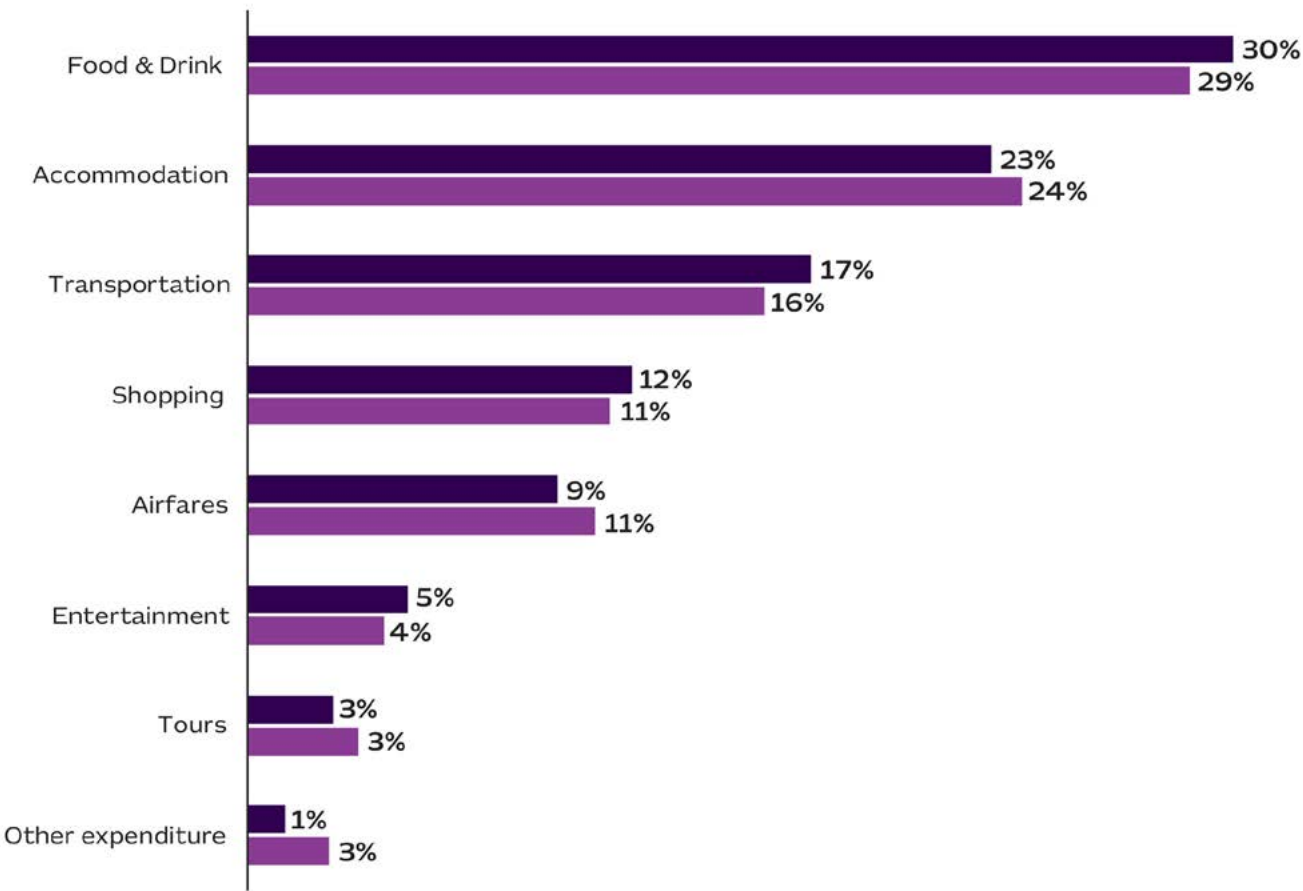
Food, drink and accommodation are the largest expense items

The proportions of trip spend by item were quite similar between travellers with accessible needs and other travellers. The most notable difference between the groups is that travellers with accessible needs spent a smaller proportion on airfares than do other travellers (9% vs 11%).

Food, drink and accommodation accounted for the majority of trip spend of travellers with accessible needs (with 53% of total spend). This was similar for other travellers.

International travellers spend a higher proportion of trip spend on tours, but a lower proportion on domestic airfares than domestic travellers.

Expenditure items (% of total expenditure by item)



Base: Travellers travelling for business, holiday or VFR.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Domestic travellers with accessible needs have longer trips than other travellers

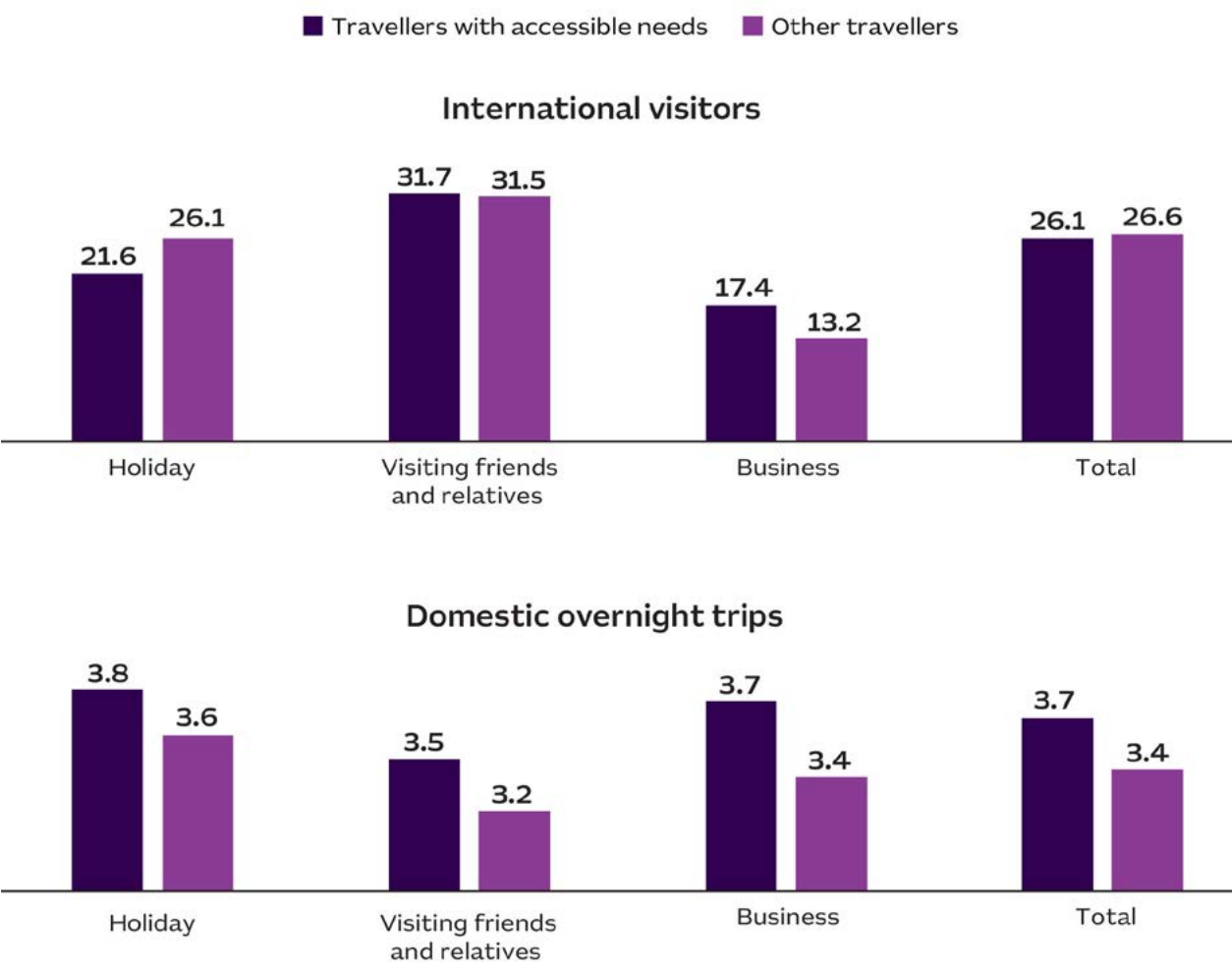
Domestic overnight trips were longer for those with accessible needs (3.7 nights) than those without (3.4 nights).

By contrast, international visitors with accessible needs on average had slightly shorter trips (26.1 nights) than those with no accessible needs (26.6 nights).

International travellers with accessible needs travelling for business had slightly longer trips (17.4 nights) than other travellers (13.2 nights). They also had shorter holiday trips than other travellers (21.6 nights vs 26.1 nights).

Base: International and domestic overnight travellers travelling for business, holiday or VFR.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Average length of trip (nights)



“Stay with friends or relatives” is the most common accommodation option

The most common accommodation type for travellers with accessible needs was “friends or relatives’ property” (accounting for 40% of all nights stayed).

The next most common accommodation type was hotel, motel or resorts (25% of nights) and third was caravan parks or camping (15% of nights).

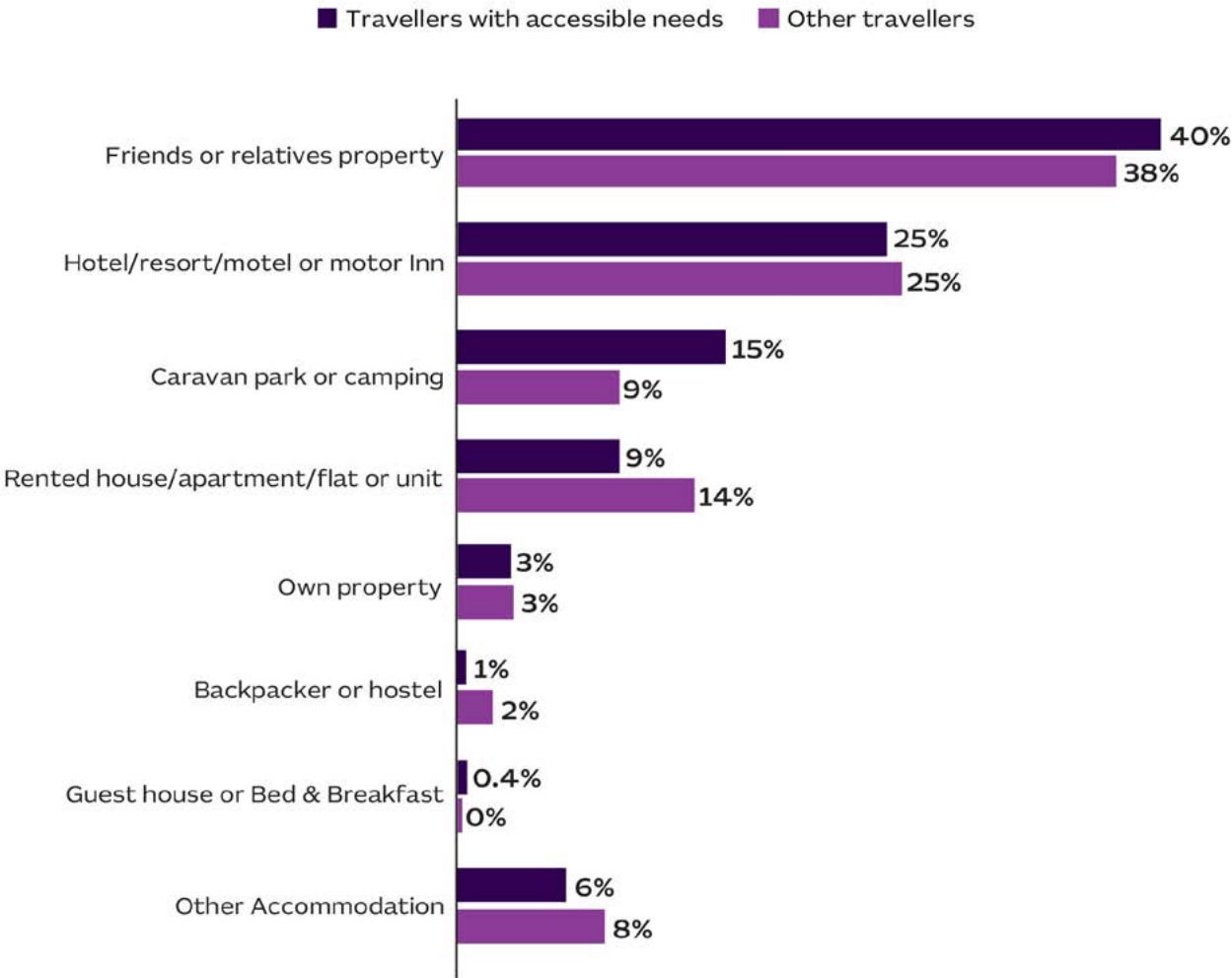
In comparison with other travellers, travellers with accessible needs were more likely to stay at friends or relatives’ property (40% vs 38%) or caravan park or camping (15% vs 9%).

By contrast, they were less likely to stay at rented accommodation (9% vs 14%).

Base: International and domestic overnight travellers travelling for business, holiday or VFR.

Source: Tourism Research Australia, IVS and NVS data, 2024.

Travel accommodation: travellers with accessible needs vs other travellers
(% of nights)



Note: Figures in labels rounded to the nearest percent

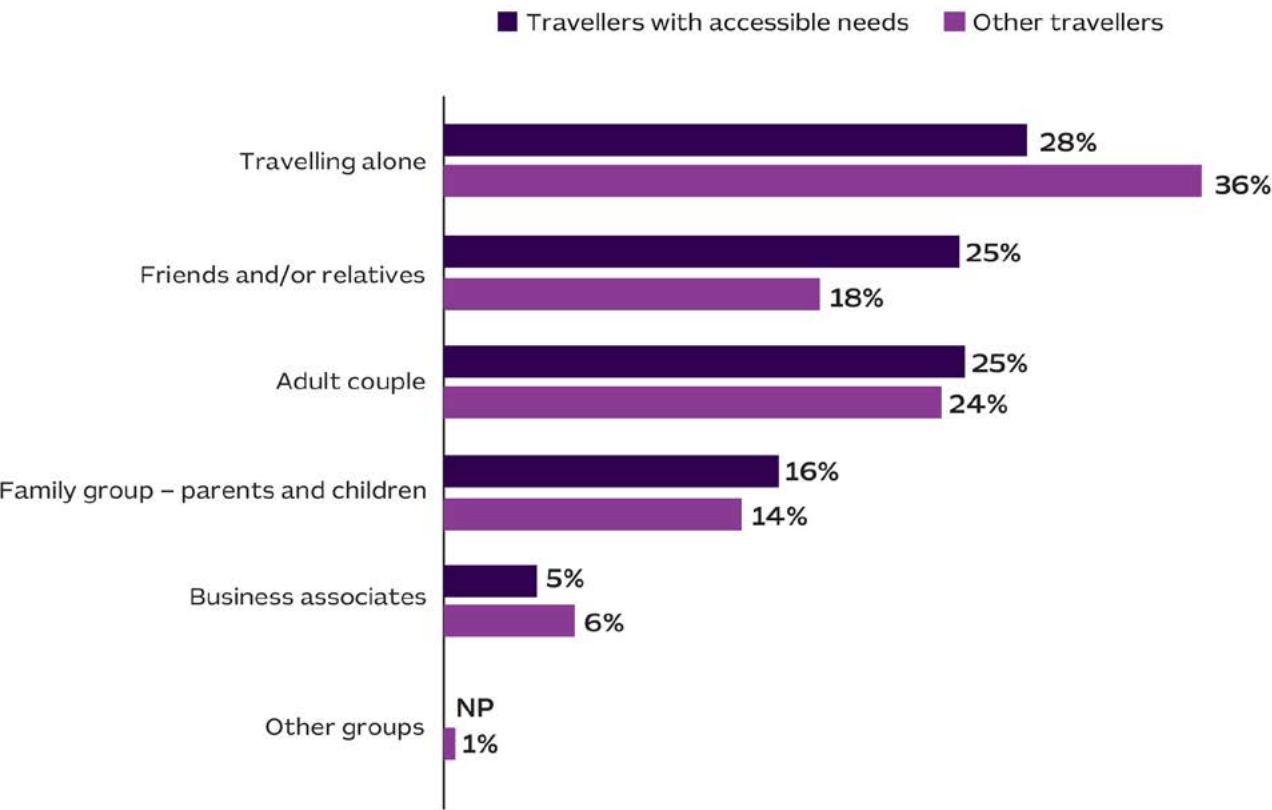
Travellers with accessible needs are more likely than others to travel with companions

Travelling alone was the most common travel party type for travellers with accessible needs (accounting for 28%).

However, compared with other travellers, travellers with accessible needs were less likely to travel alone (28% vs 36%) but more likely to travel with friends and/or relatives (25% vs 18%) or with a family group (parents and children, 16% vs 14%).

The second and third most common travel party types were travelling with friends and/or relatives and adult couple (both with 25%).

Travel party for trips for with accessible needs vs other travellers
(% of trips)



Base: International and domestic overnight travellers travelling for business, holiday or VFR.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Activities while travelling largely align with other travellers with eating, socialising and shopping the top activities

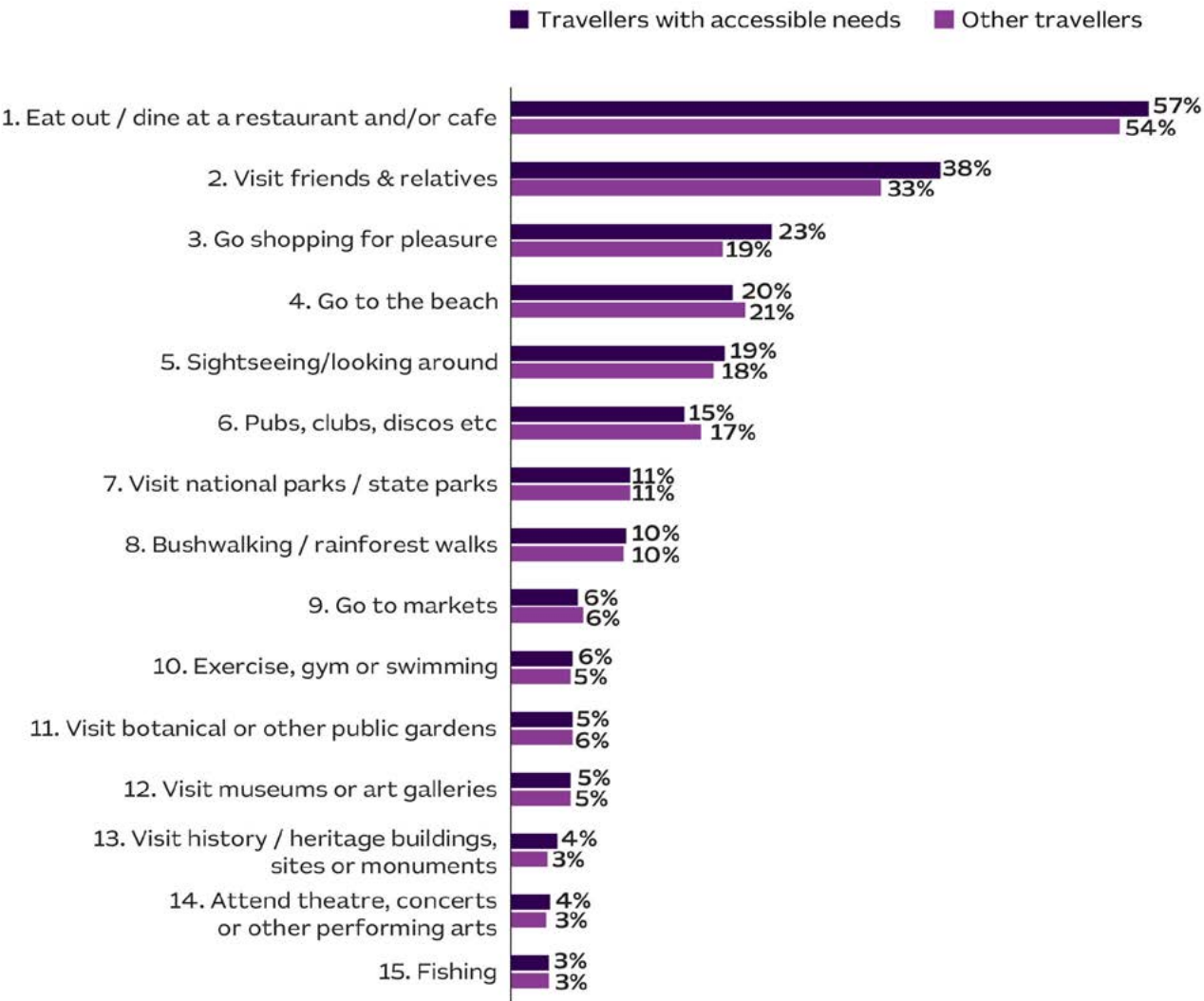
All traveller types were most likely to have eating out/dining at a restaurant as their top activity, with going shopping for pleasure and going to the beach featuring in the top 5 activities for all.

For all travellers, visiting friends and family was the 2nd most common activity for holiday and business travel.

Taking in Australia’s beautiful natural landscape was also a key driver of activity with going to the beach, sightseeing, national parks, bushwalking, botanical gardens, and fishing all amongst the top 15 activities.

Base: Business, holiday or VFR travellers.
Source: Tourism Research Australia, IVS and NVS data, 2024.

Top 15 trip activities of travellers
(% of all trips involving activity)



Travellers with accessible needs are most likely to drive themselves to their destinations

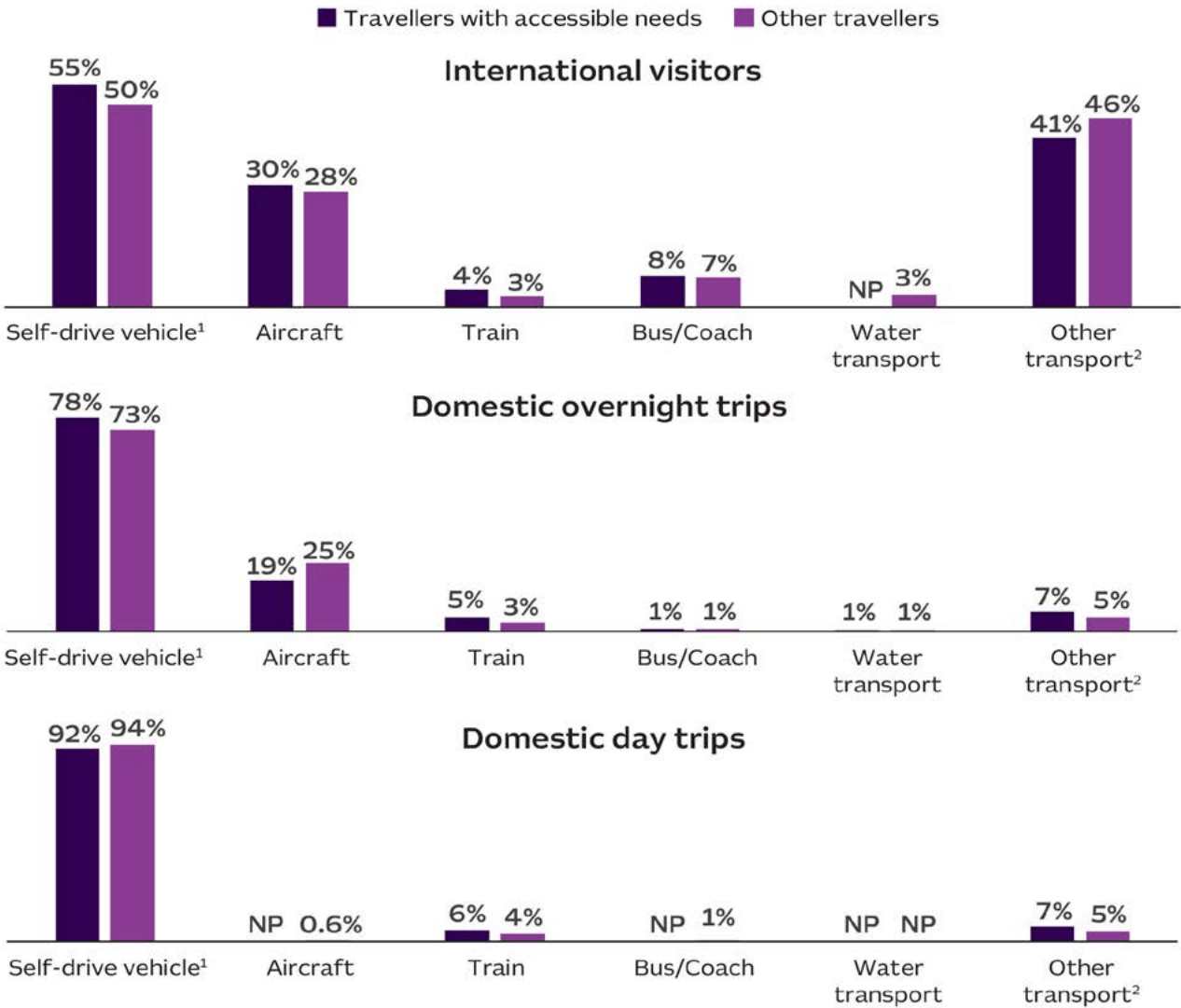
The most common mode of transport to a stopover destination for all traveller types was self-drive vehicle (i.e. a vehicle driven by the traveller or one of their party).

Travel by air was the second most common mode of transport for domestic overnight and international visitors. This was especially common for international visitors (as most would arrive at their first stopover by air transport from overseas).

Very few day trip travellers used air transport.

Travellers with accessible needs used train, bus/coach or water transport to travel more frequently than other travellers.

Transport used by travellers to travel to stopover destination (%)



Base: Business, holiday or VFR travellers.
Source: Tourism Research Australia, IVS and NVS data, 2024.

1. Self-drive vehicle refers to any vehicle driven by the traveller or a member of their party.
2. 'Other transport' includes ride share, taxi, walking, cycling etc.
3. Figures exceed 100% because travellers may use more than one transport mode.

Most travellers with accessibility needs do not use local forms of transport at their destination

Most travellers (77%) with accessible needs did not use local transport modes (other than that in which they arrived at their stopover). This was higher than figure for other travellers (71%).

This may indicate room for improvement in accessibility of local transport options.

Of the travellers with accessible needs who did use local transport, the most common modes were:

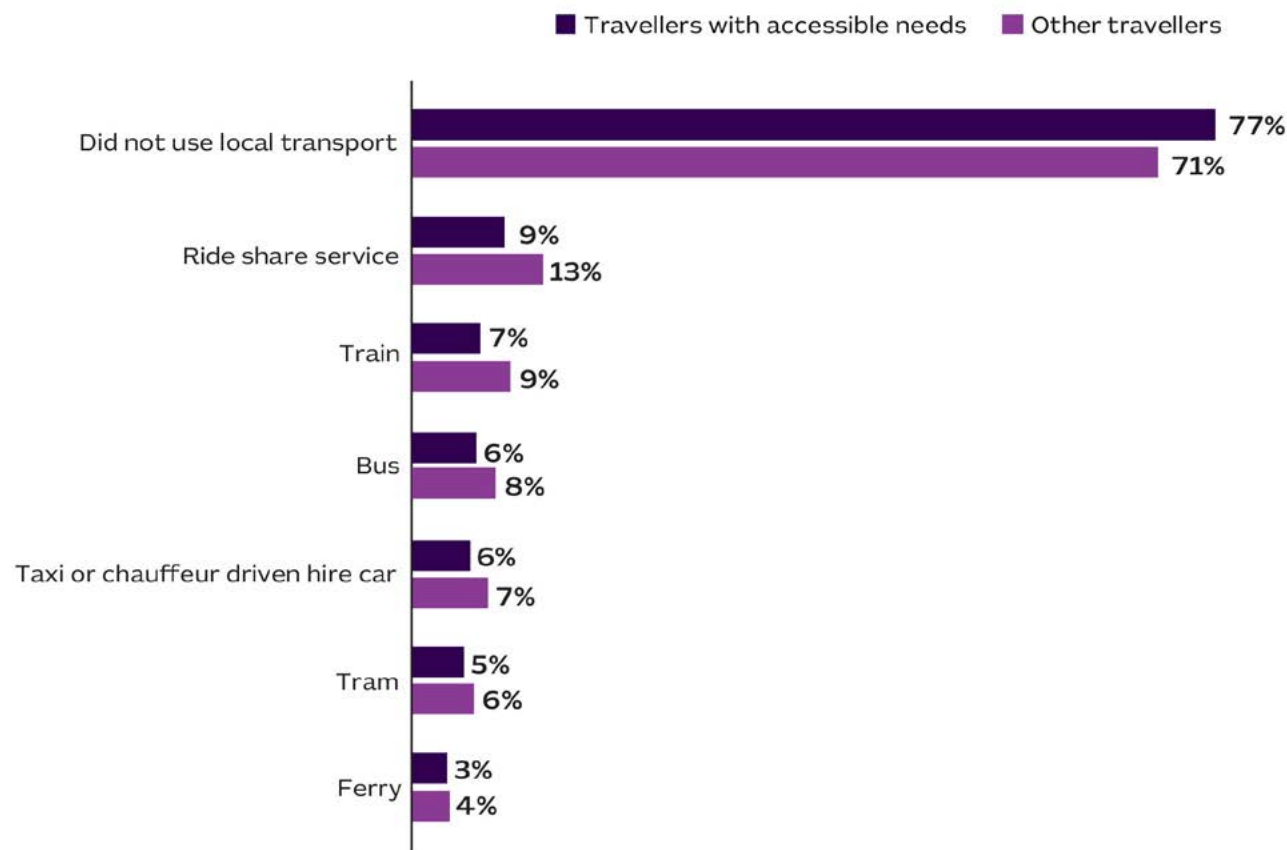
- Ride share service (9%)
- Train (7%)
- Bus (6%)

Other travellers tended to use the same forms of local transport but were more likely than travellers with accessible needs to use each local transport mode.

Base: International and domestic overnight travellers for business, holiday or VFR travellers.

Source: Tourism Research Australia, IVS and NVS data, 2024.

Local transport used at stopovers (% of trips using transport mode)





Accessible tourism around the world

Image © Austrade

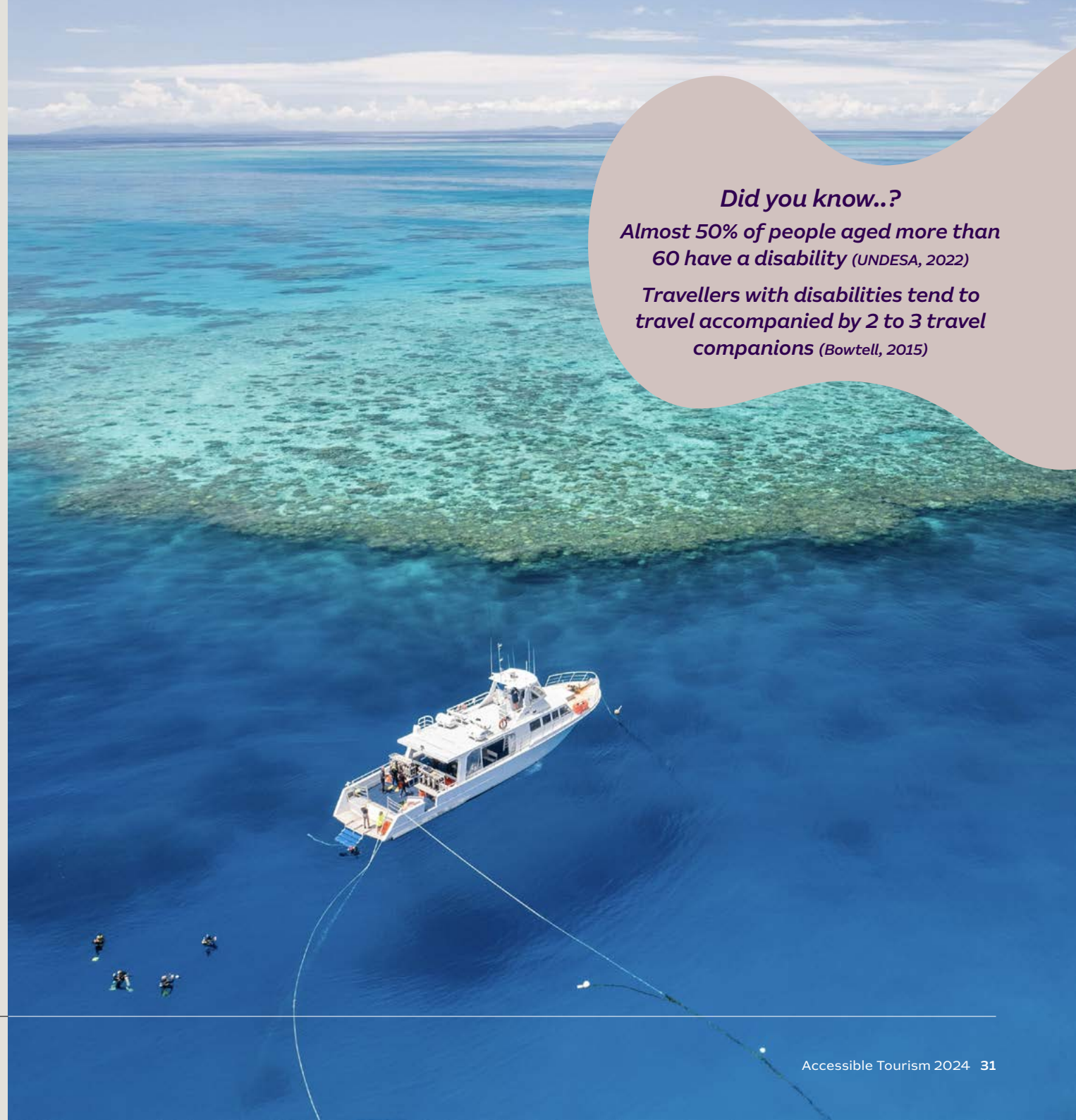
UN Tourism positions accessible tourism as a business opportunity for destinations and companies

Increasing accessibility and catering to a large and growing market may position businesses to capitalise on the 1.3 billion people with disabilities internationally

The UN provides resources to enhance the tourism offer for travellers with accessible needs including:

- Interaction and management of natural resources
- Access and impact of cultural tourism
- Accommodation, food and beverage options
- Accessibility standards
- Collaboration for accessible tourism including conferences and forums
- Transportation
- Approach of tour operators, travel agencies and agents
- Inclusive employment.

Source: *UN Tourism: Accessible Tourism*



Did you know..?

Almost 50% of people aged more than 60 have a disability (UNDESA, 2022)

Travellers with disabilities tend to travel accompanied by 2 to 3 travel companions (Bowtell, 2015)

Australia is seen as accessible compared with other destinations

According to Tourism Australia’s Consumer Demand Project 2024, Australia achieved the highest “NET Accessible rating” of the 15 countries surveyed.

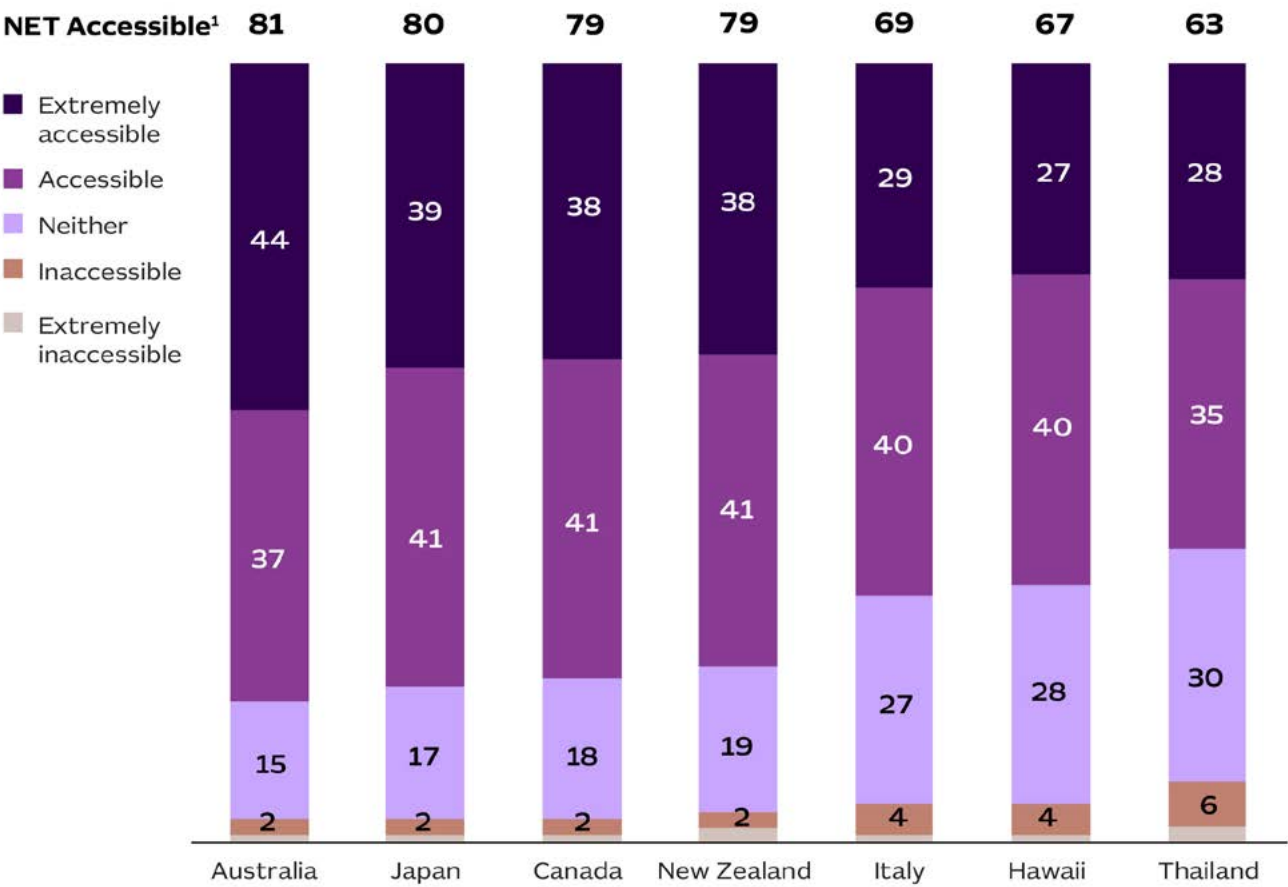
Australia’s NET Accessible rating (the % of survey respondents who rated Australia either “accessible” or “extremely accessible”) was rated at 81%.

This is ahead of Japan (80%), Canada and New Zealand (both at 79%).

The impact of these perceptions can form the basis of travel destination decisions for both domestic and international travel. This perception is underpinned by individual tourism operators creating experiences that can be enjoyed by all visitors, no matter their needs.

Equally, the higher the perception of Australia as an accessible destination, the more opportunity there is to share experiences with more visitors.

Travellers’ perception of accessibility by destination
April – June 2024 (%)



Source: Tourism Australia: Consumer Demand Project 2024.

1. The NET accessible figure is the % of survey respondents who reported Australia to be “accessible” or “extremely accessible”.

Australia’s hotels have higher than global benchmark numbers for many of the accessible features

A 2021 international study by Fuentes et al on the prevalence of accessible facilities in hotels found that Australia scores above the global average in several areas such as:

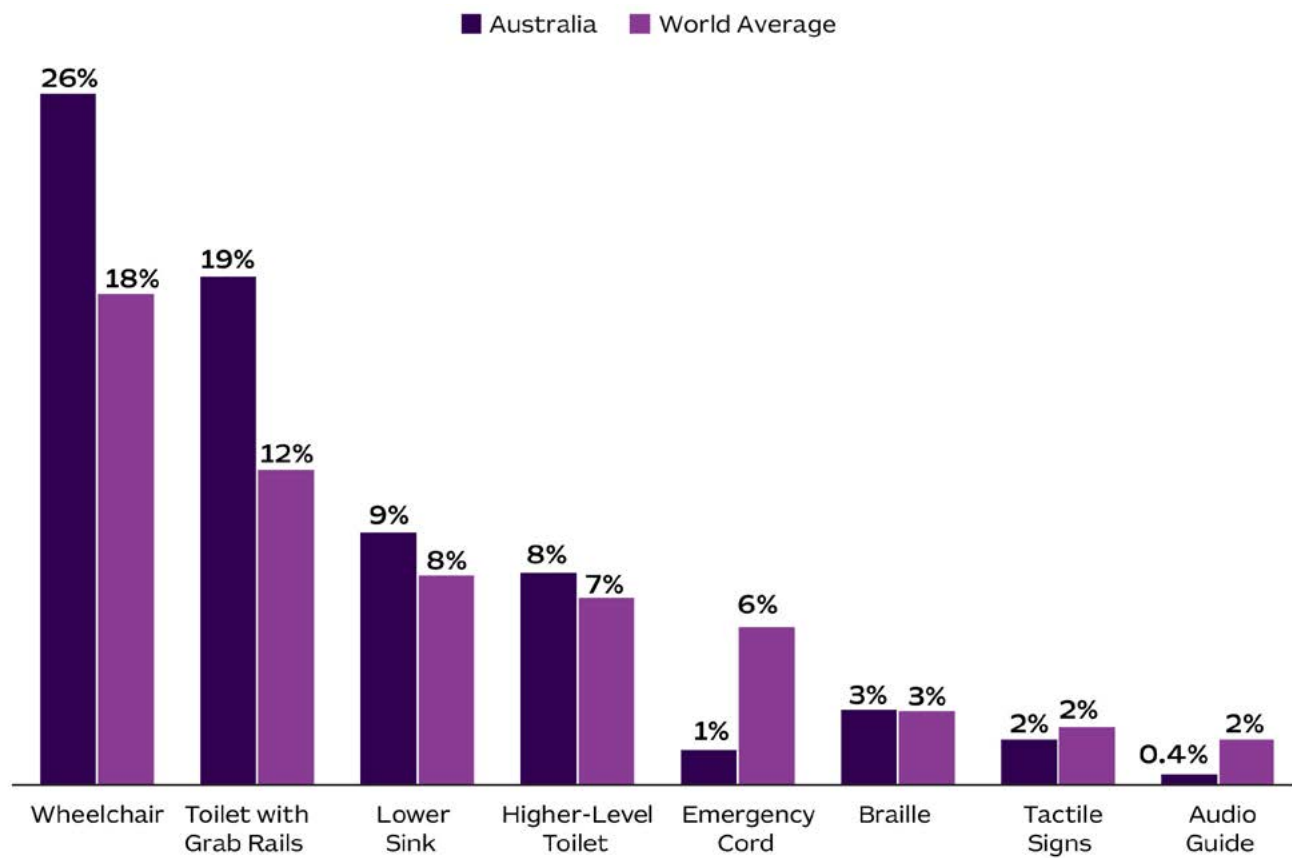
- Wheelchair facilities (26% of hotels in the study had wheelchair facilities compared with 18% as a global average)
- Toilet with grab rails (19% for Australia vs 12% for the world average).

On the other hand, Australia lags behind the global average in terms of:

- Emergency cords (1% for Australia vs 6% as a global average)
- Audio guide (0.4% for Australia vs 2% as a global average).

Source: Martin-Fuentes, E., Mostafa-Shaalan, S., & Mellinas, J. P. (2021). Accessibility in Inclusive Tourism? Hotels Distributed through Online Channels. *Societies*, 11(2), 34. <https://doi.org/10.3390/soc11020034>.

Proportion of hotels with accessible facilities, 2021 (%)





Conclusions and resources

Castle Rock, Porongurup National Park.
Image © Tourism Australia

Accessible tourism is a valuable contributor to regional Australia and the wider visitor economy

Main findings from 2024 TRA data

- Accessible tourism is a large and valuable sector of the visitor economy entailing 70.5 million trips worth \$29.2 billion in 2024.
- Travellers with accessible needs spent the majority of their time (58% of nights/day trips) in regional areas.
- Travellers with accessible needs were more likely to travel in groups than other travellers.
- The expense items that consumed the largest proportion of travel budget were food & drink (30%) and accommodation (23%).
- The most common form of transport used by travellers with accessibility needs was self-drive vehicle, followed by aircraft and trains.

Performance of the sector & recommendations

- Australia scores highly in terms of perception of accessibility compared with international comparators (81% score Australia as “accessible” or “highly accessible”).
- Australia also performs highly in terms of the prevalence of accessible facilities in hotels (compared with international comparators).
- Increased accessibility ensures everyone can enjoy the same tourism products, allowing businesses to accommodate a broader range of visitors.
- Frameworks and action plans are available for tourism businesses to implement change to enhance accessibility for a range of traveller needs.



Government actions and further resources for accessible tourism:

There are a number of Government actions and initiatives currently in place to assist with improvement and expansion of accessible tourism in Australia.

There is also a range of further resources available to the sector provided by NGOs as well as government bodies.

Report references

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- Martin-Fuentes, E., Mostafa-Shaalan, S., & Mellinas, J. P. (2021). Accessibility in Inclusive Tourism? Hotels Distributed through Online Channels. *Societies*, 11(2), 34. <https://doi.org/10.3390/soc11020034>. Accessed 10 June 2025
- Tourism Research Australia, NVS data, 2024; Australian Bureau of Statistics (September 2024), National, state and territory population, ABS Website, accessed 16 June 2025

Government actions

- THRIVE 2030 is the national strategy for the long-term and sustainable growth of Australia's visitor economy. The strategy includes actions on accessible tourism.
- The Government has committed \$17.1 million of funding to make national parks, beaches and playgrounds more accessible for people with disability under the 'Accessible Australia' initiative.
- The Government has also delivered grant programs that support tourism businesses to modernise their infrastructure, become more accessible and meet the emerging needs of visitors.
- Austrade has developed the WELCOME Framework – an entry level toolkit that complements industry products that support travellers with accessible needs.
- Tourism Australia has developed a Disability and Inclusion Action Plan 2025 – 2028, which outlines actions Tourism Australia has committed to support the adoption of inclusive practices throughout the tourism industry and in marketing processes.

Further resources for accessible tourism

Tourism Australia provides a list for tourism operators, travellers, and those looking for specific information regarding states and territories, and needs. This can be found here: [Tourism Australia Accessible Tourism](#).



Tourism Australia is committed to Accessible Tourism

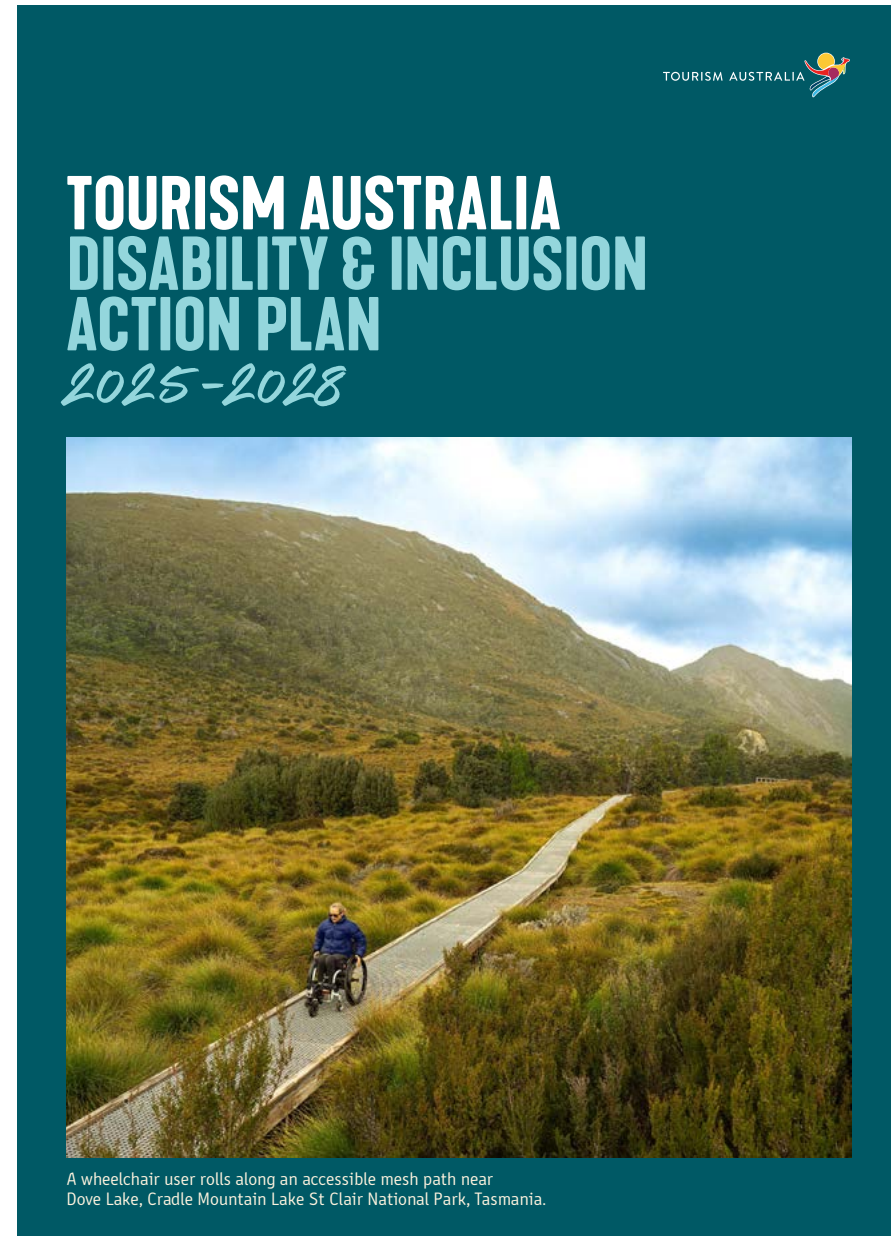
In 2024, Tourism Australia strengthened its strategic commitment to positioning Australia as an accessible and inclusive tourism destination. This included the development of an internal action plan to guide Tourism Australia's approach to creating demand, supporting industry, and embedding inclusive practices across its work.

The Disability and Inclusion Action Plan 2025-2028 outlines Tourism Australia's commitment to advancing inclusive practices across the tourism industry. Aligned with Australia's Disability Strategy 2021-2031, the plan focuses on three key outcome areas identified as having the greatest potential for impact: Marketing; Industry; and Tourism Australia as an organisation.

The plan was co-designed with Get Skilled Access, a Disability Inclusion Consultancy Founded by Friend of Australia, multiple Grand Slam tennis champion, Paralympian, and disability advocate Dylan Alcott AO.

Tourism Research Australia is supporting this work by providing insights to better understand the needs of travellers with accessibility requirements and inform implementation of the action plan.

Accessible Tourism Sector – Corporate –
Tourism Australia



The WELCOME framework

The WELCOME Framework encourages tourism operators to view accessibility and inclusivity as a universal approach to business.

The framework not only outlines the elements to influence and provides ‘ideas to try’ for businesses which may be relevant to tourism operators to apply directly or provide thought starters that allow for inspiration.



Framework

Welcome	Visitors should be able to find accessibility details easily. When visitors arrive onsite, the built environment needs to be welcoming including quality customer service supported by well-trained staff with inclusive attitudes.
Environment	Members of the accessible tourism community need to be familiar with the physical environment before they go. Information is key to make it easier for visitors to understand how they will experience your business and services including from the point of arrival.
Links	Each business represents one link in the tourism supply chain. It is critical to consider how local services, and other nearby operators support a visitor's experience.
Communication	Everyone engages with businesses differently. Providing multiple points and methods of communication can support visitors through their journey – from research to visitation and onwards to repeat patronage.
Operations	Exceptional customer service lies in consistency. Internal training is important to ensure your entire team can understand and implement policies and procedures.
Marketing	Make promotional information easy to find and absorb. Structure the information well and refer to specific needs. It places a business in the best position to capitalise on visitation.
Experience	Barriers in the physical environment can be challenging and costly to overcome. However, by focusing on the customer experience, a business may find creative ways to work around these challenges.

Appendix 1: Categories of accessible needs captured in the IVS and NVS questionnaires

Data presented in this report is based on responses to the National Visitor Survey (NVS) and International Visitor Survey (IVS) for those who identified with at least one of the categories shown on this page.

The 3 most common conditions of travellers with accessible needs identified in survey responses were chemical sensitivity or food allergies, mental health conditions, and requiring other mobility aids or have other mobility limitations.

In 2024, IVS and NVS Survey respondents were asked the following question:

Which, if any, of the following health conditions do you or any other person who went with you on the trips within Australia we talked about today have? (Multiple responses allowed)

- Vision impairment (not corrected by glasses or contact lenses)
- Hearing impairment
- Require wheelchair or scooter
- Require other mobility aids or have other mobility limitations
- Difficulty understanding or learning
- Mental health condition
- Chemical sensitivity or food allergies
- None of the above
- Refused
- Don't know



Kangaroo Island, South Australia
Image © Tourism Australia

About Austrade

The Australian Trade and Investment Commission (Austrade) is the Australian Government's international trade promotion, investment and visitor attraction agency. We connect Australian businesses to the world and the world to Australian businesses. Austrade leads work to support the sustainable growth and prosperity of Australia's visitor economy. Learn more about how we help Australia's tourism industry.

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Publication date: July 2025



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