



Accessible Tourism 2024

Travellers with accessible needs are a key contributor to the visitor economy

70.5
million
trips

**22% of total trips
taken in 2024**

International: 342,000
Domestic overnight: 23.9 million
Domestic daytrip: 46.3 million

97.1
million
nights

**14% of total nights
in 2024**

International: 9.9 million
Domestic overnight: 23.9 million

\$29.2
billion
spend

**17% of total spend
in 2024**

International: \$1.1 billion
Domestic overnight: \$21.5 billion
Domestic daytrip: \$6.6 billion



Average trip length¹

International visitors: 31.5 nights
Domestic overnight trips: 3.6 nights



Average spend per trip¹

International visitors: \$3,561
Domestic overnight trips: \$906
Domestic day trips: \$143

Top 5 activities¹



1. Eat out /
dine at a
restaurant
and/or cafe



4. Go to
the beach



2. Visit
friends &
relatives

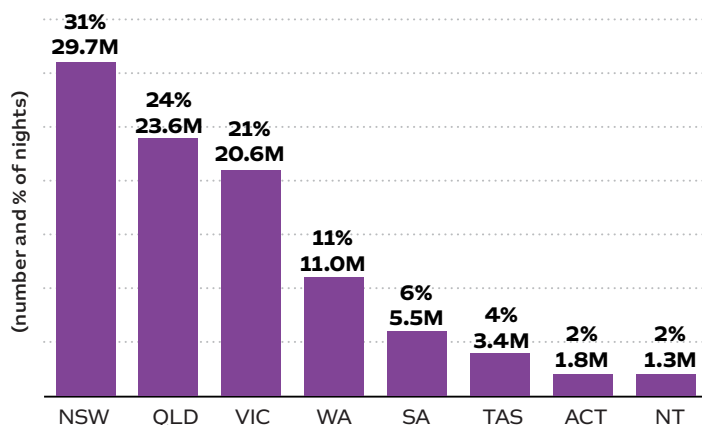


5. Sightseeing/
looking around

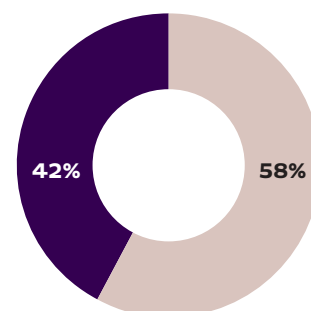


3. Go shopping
for pleasure

New South Wales was the leading destination for travellers with accessible needs



Travellers with accessible needs are more likely to stay in regional Australia than capital cities



% of nights/daytrips by location

Capital cities and Gold Coast
Rest of Australia

1. Data for travellers with accessible needs, 2024. Source: Tourism Research Australia