



## FACTSHEET ON ACCESSIBLE TOURISM IN AUSTRALIA

- Approximately 58% of tourists with a disability are categorised as ‘budget travellers’ compared to 51% of the non-disabled population (National Visitor Survey 2003) – proportionally travellers with a disability are under-represented in the luxury and adventure travel categories
- On average, people with a disability have five trips away annually with the average length of stay being 4.98 nights away (vs 4.22 nights for non-disabled travellers)
- On an overnight stay the average person with a disability travels in a group of between two to eight people where they are the only member of the group with a disability
- Major items of expenditure for travellers with a disability include accommodation (21.62%), takeaway and restaurant meals (14.83%), fuel (12.6%) and souvenirs/gifts (11.59%) (source: National Visitor Survey 2003)
- In 2003-2004 it is estimated that travellers with a disability in Australia:
  - Spent between \$8034.68 million – \$11, 980.272 million
  - Contributed between \$3885.168 million - \$5787.435 million to Tourism Gross Domestic Product (11.02%-16.41% of total)
  - Sustained between 51,820-77,495 direct jobs in the tourism industry (11.6%-17.3% of direct tourism employment)
  - Source: Accessible Tourism – Concepts and Issues; Buhalis, D. & Darcy, S. (2011)
- There is a huge latent demand in tourism services for people with a disability with potential to grow if barriers to participation are removed