



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

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

THE TRAVEL PARTIES OF VICTORIANS WITH A DISABILITY SPENT AROUND
\$1.7 BILLION

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



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

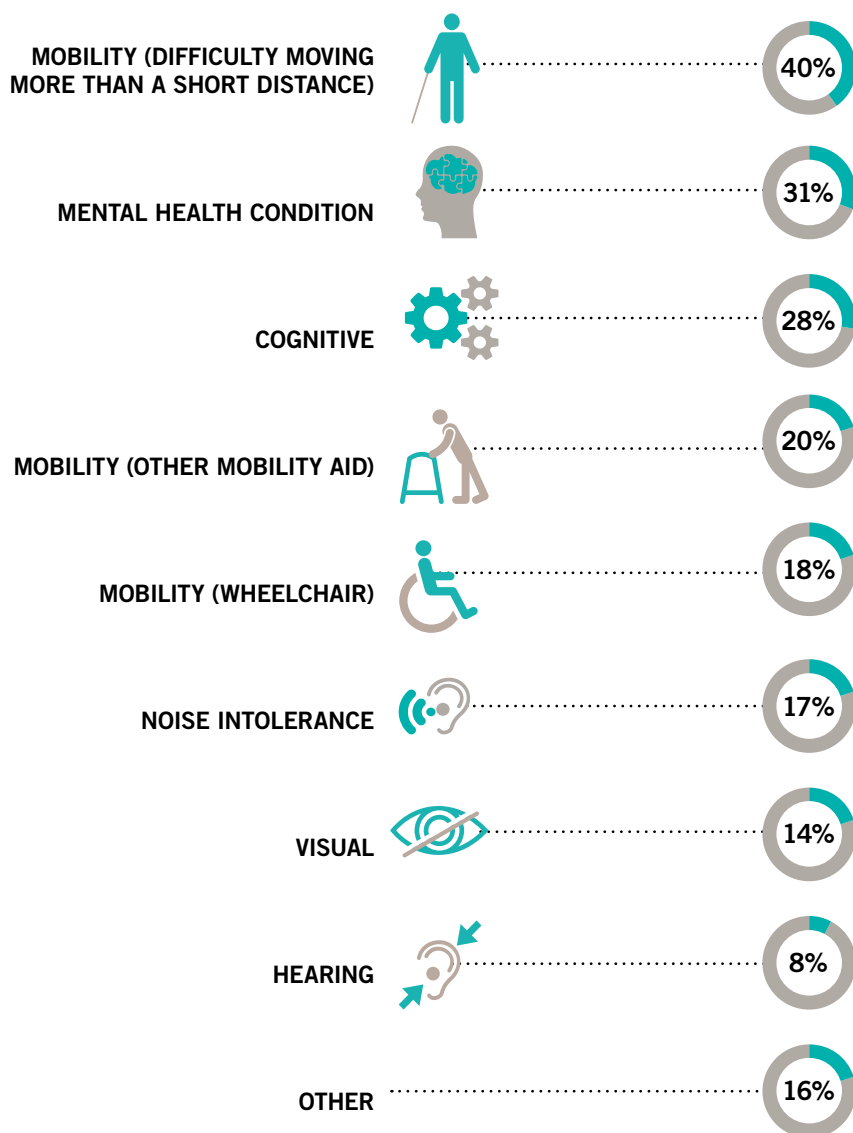




ACCESSIBLE TOURISM IN AUSTRALIA AND VICTORIA

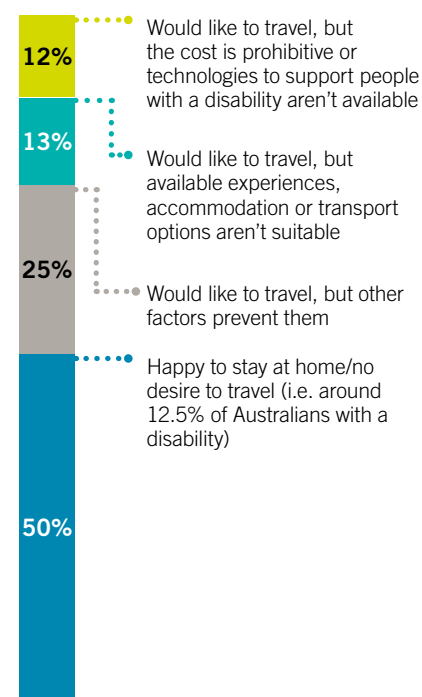
DISABILITIES FACED BY RESPONDENTS

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

