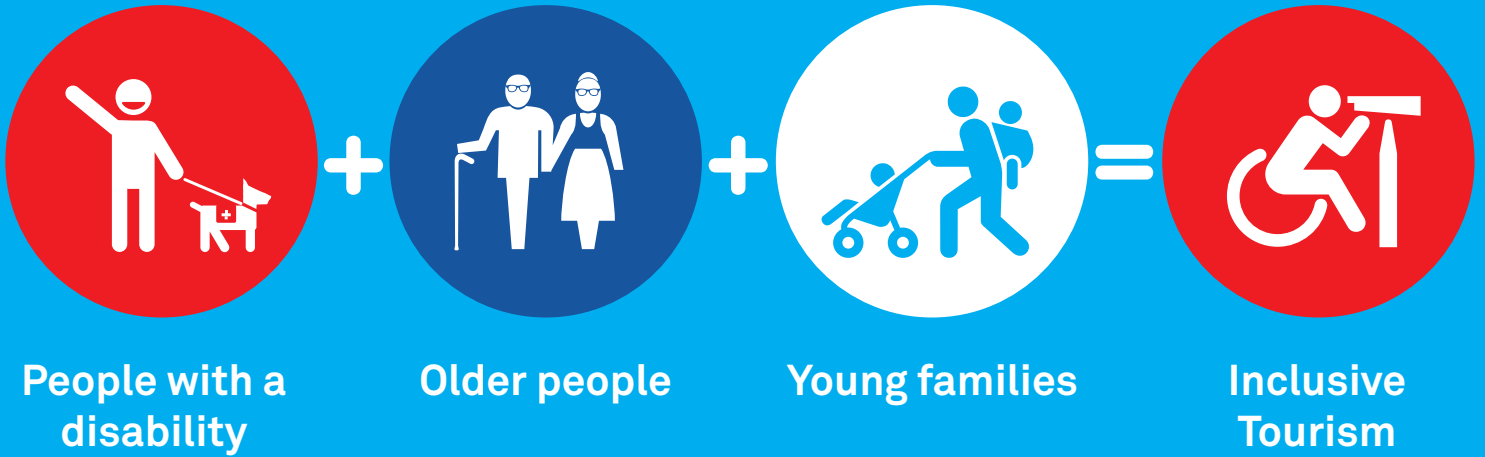


# Inclusive Tourism: Everyone's Business



## Inclusive Tourism Expenditure in Australia

People with a disability \$3.3b

Older people \$2.9b

Young families \$2.7b

Total: up to

**\$8.9b**

\* 2017 Q1 Tourism expenditure:  
Tourism Research Australia

**The Inclusive Tourism market will continue to grow:  
It's expected to reach 25% of the total market by 2020**

**Much larger than the hotly contested  
Chinese tourism market in Australia**

\*Tourism Research Australia 2016 data