

# Inclusive Tourism: Everyone's Business



## The Inclusive Tourism market

- There are 4.2 million Australians with a disability – nearly 20 per cent of the total population
- About 15 per cent of the Australian population is 65 years and over. This is projected to rise to 25% over the next 30 years – and will be a permanent change
- More than 40% of baby boomers will retire with some form of disability, raising the total proportion of the inclusive tourism sector to over 25% of the market by 2020.
- 77 per cent of Australian people with a disability regularly participate in travel and recreational activities
- 1 in 3 customers with a disability have ceased a transaction because they were not treated respectfully or fairly.

## The size of the pie – the latest research findings from Travel Research Australia

- People with a disability spent \$3.3 billion on tourism during the first quarter of 2017 - 17% of the total market
- Older people spent \$2.9b and young families spent \$2.7b – 15% and 14% of the market respectively
- People with a disability took 9 million day trips and 3.8 million overnight trips over this period
- People over 60 account for 22 per cent of all visits in Australia. 64 per cent of those trips were in regional areas
- Average overnight expenditure for young families was \$850

## Laws, legislation and planning

There are a number of Federal, State and Local Government laws or regulations that guide or compel businesses to provide access to the Inclusive Tourism Market. These include:

- Commonwealth Disability Discrimination Act, 1992
- NSW Disability Inclusion Act 2014
- NSW Anti-Discrimination Act, 1977
- Local Government Disability Inclusion Action Plans

The National Disability Insurance Scheme is also creating new opportunities for people with a disability to use their funding on tourism or leisure.

NDIS Pilots are showing that participants are spending up to 20 per cent of their funding on this activity.

