Inclusive Tourism: Everyone’s Business

People with a disability + Older people + Young families = Inclusive Tourism

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