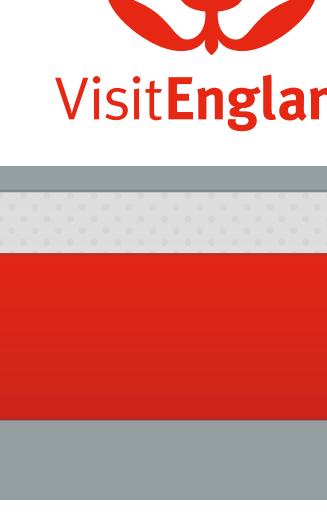


The Purple Pound

Volume and Value of Accessible Tourism in England

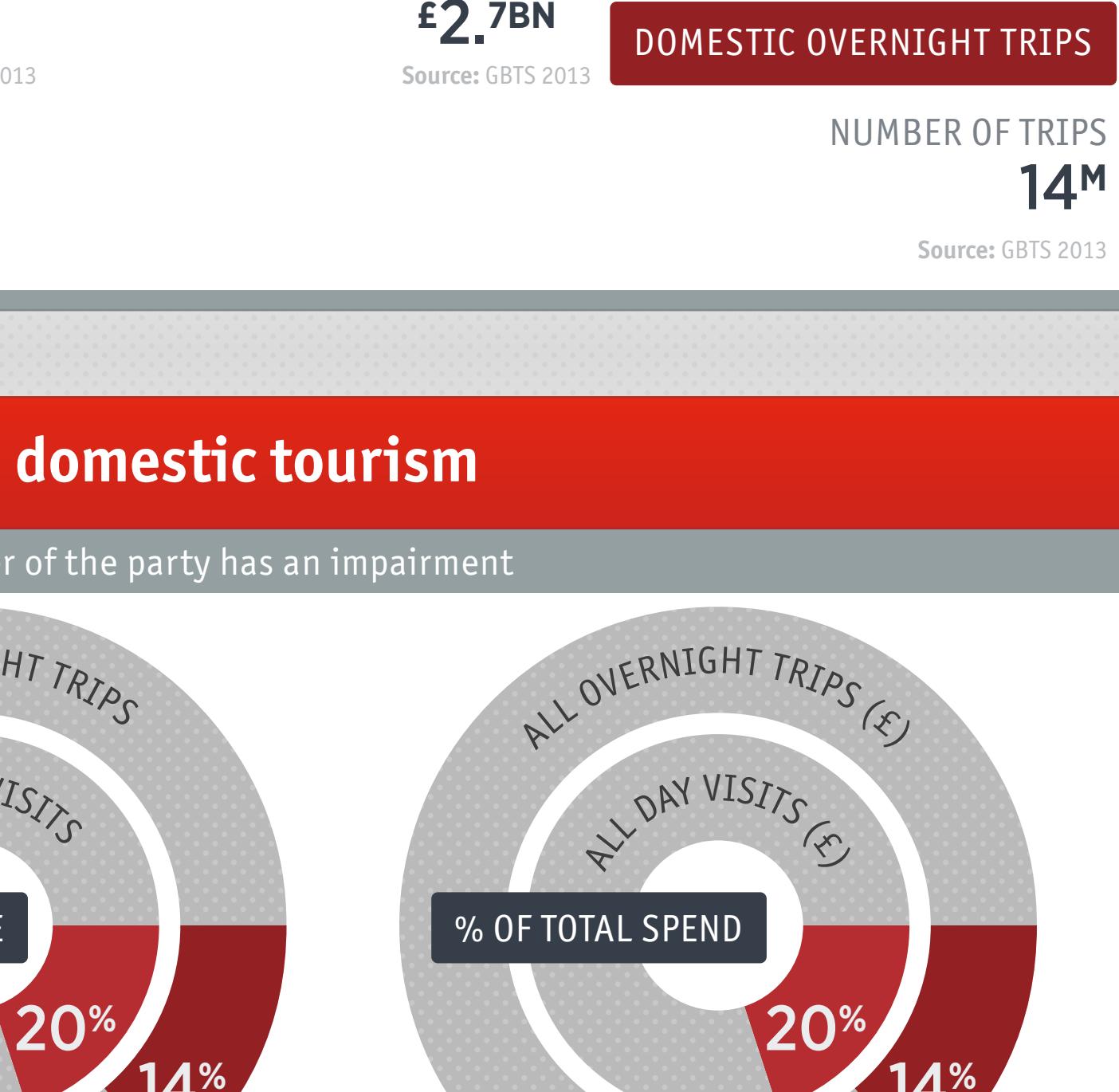


Trips and spend

Trip groups where a member of the party has an impairment

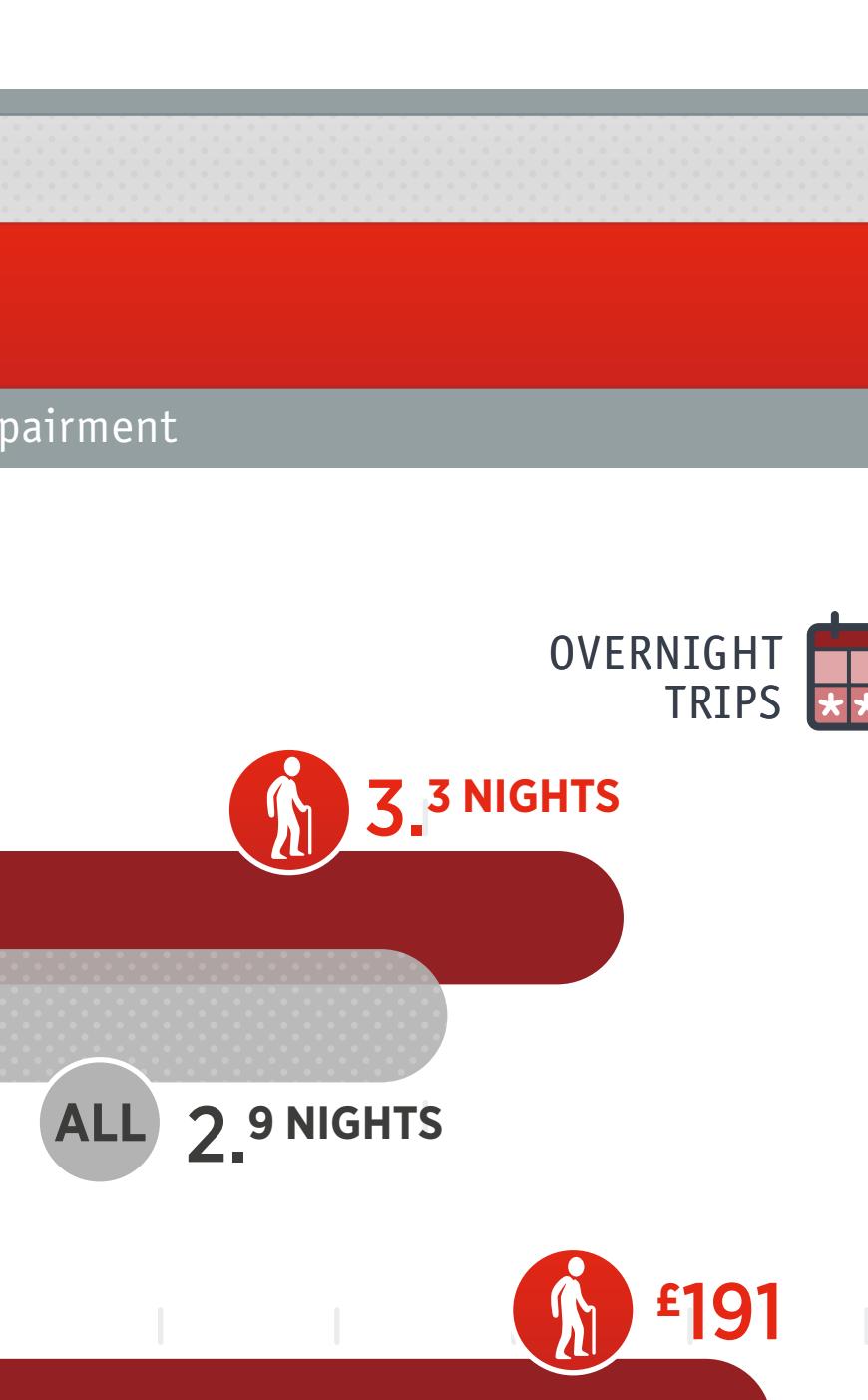
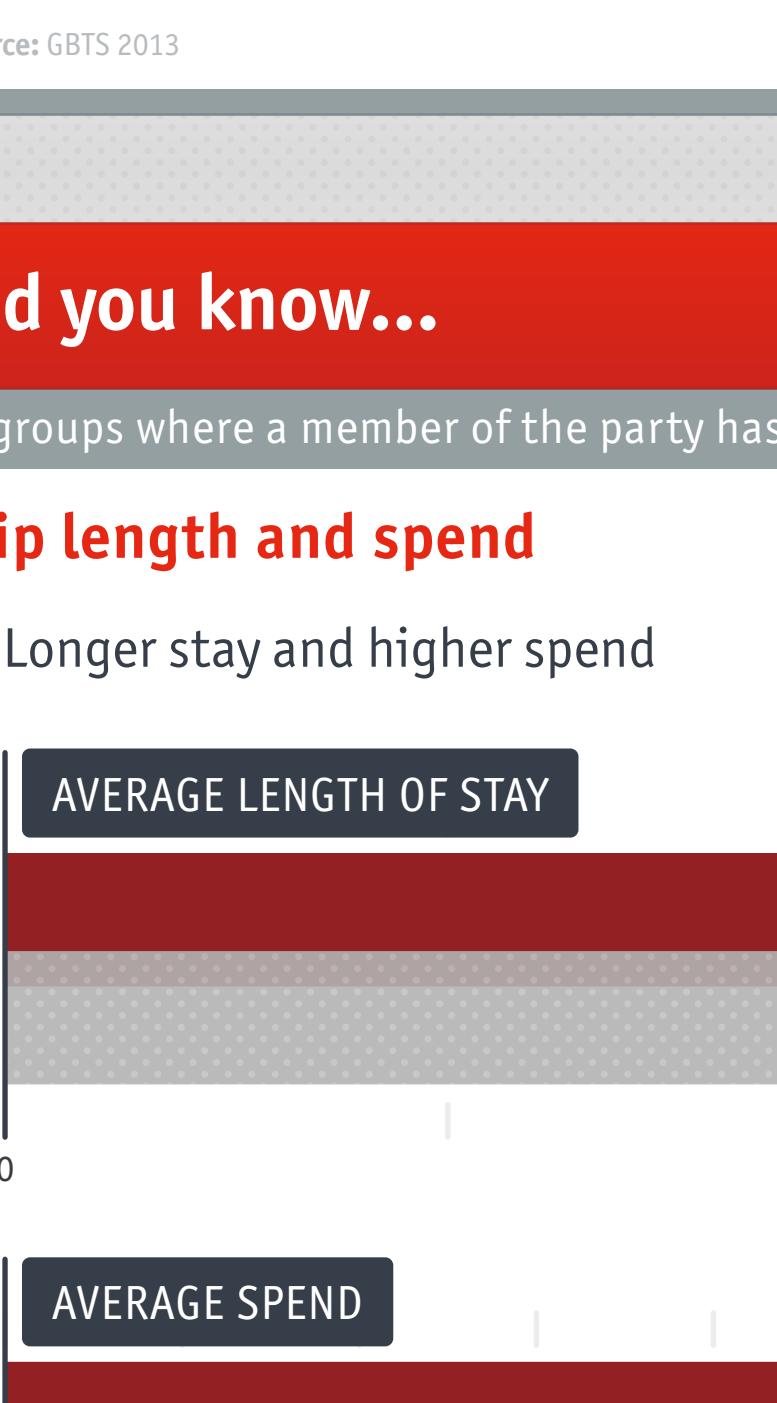
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SPENT ON TRIPS
WHERE A MEMBER
OF THE PARTY HAS
AN IMPAIRMENT



Contribution to domestic tourism

Trip groups where a member of the party has an impairment



Did you know...

Trip groups where a member of the party has an impairment

Trip length and spend

Longer stay and higher spend

OVERNIGHT TRIPS

AVERAGE LENGTH OF STAY

3.3 NIGHTS

ALL 2.9 NIGHTS

0

100

Source: GBTS 2013

Trip group age

Older than average

...

but still groups with
younger people

65+ YEARS OLD

<35 YEARS OLD

OVERNIGHT TRIPS

OVERNIGHT TRIPS

DAY TRIPS

DAY TRIPS

Source: GBDVS 2013 and GBTS 2013

SOURCES:

GBTS The Great Britain Tourism Survey, measures

the volume and value of domestic

overnight tourism in Great Britain

GBDVS The Great Britain Day Visits Survey,

measures the volume and value of

day visits in Great Britain

IPS (International Passenger Survey)

measures the volume and value of

inbound overnight trips to the UK

