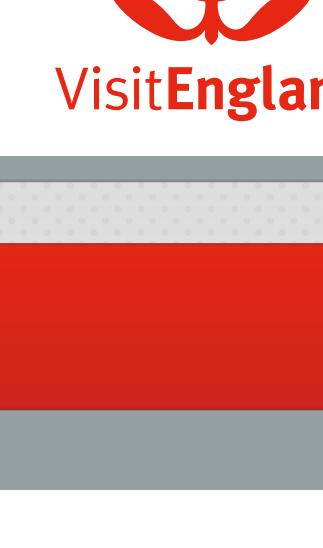


The Purple Pound

Volume and Value of Accessible Tourism in England

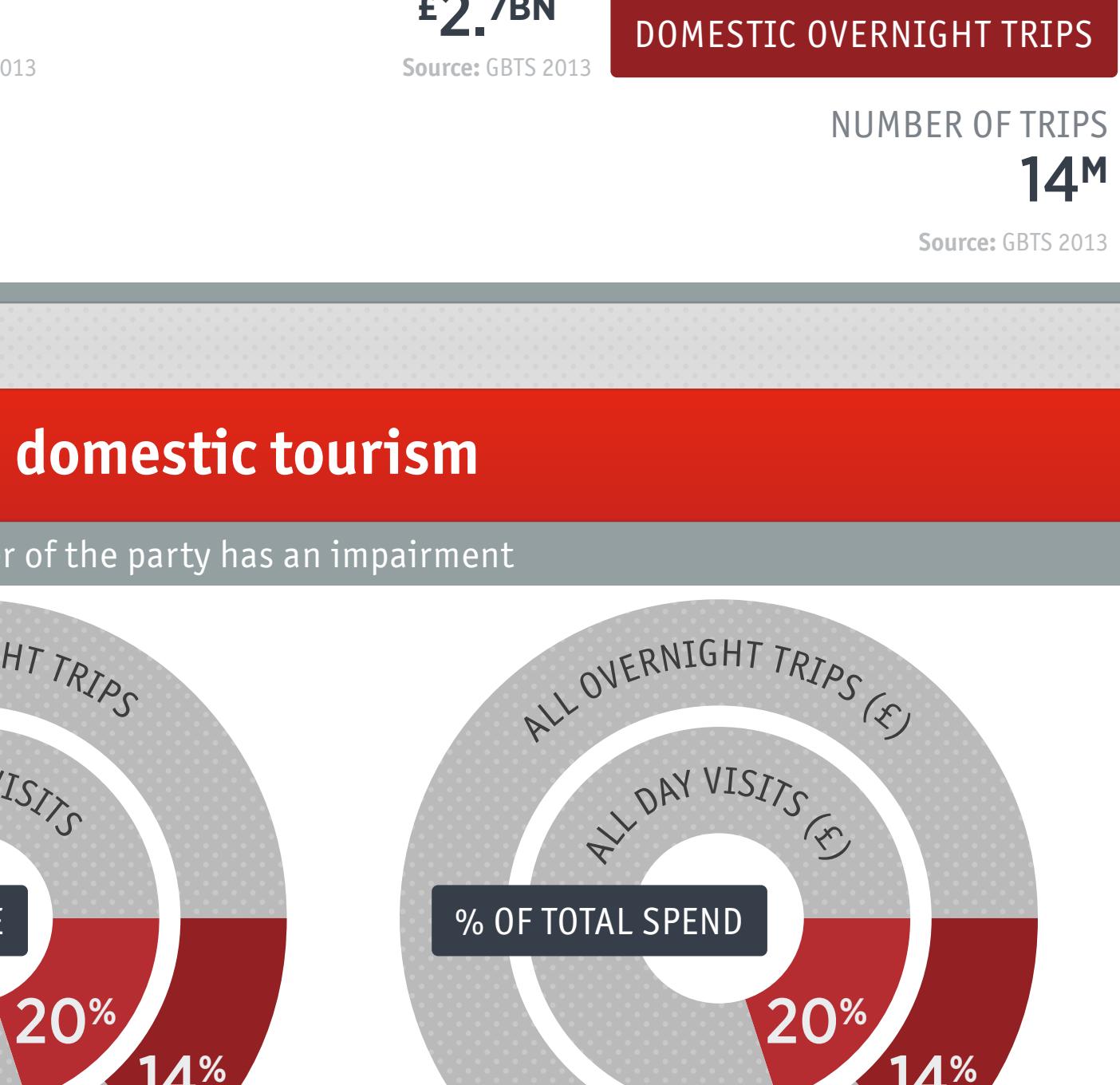


Trips and spend

Trip groups where a member of the party has an impairment

£12.4BN

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



NUMBER OF TRIPS

271M

Source: GBDVS 2013

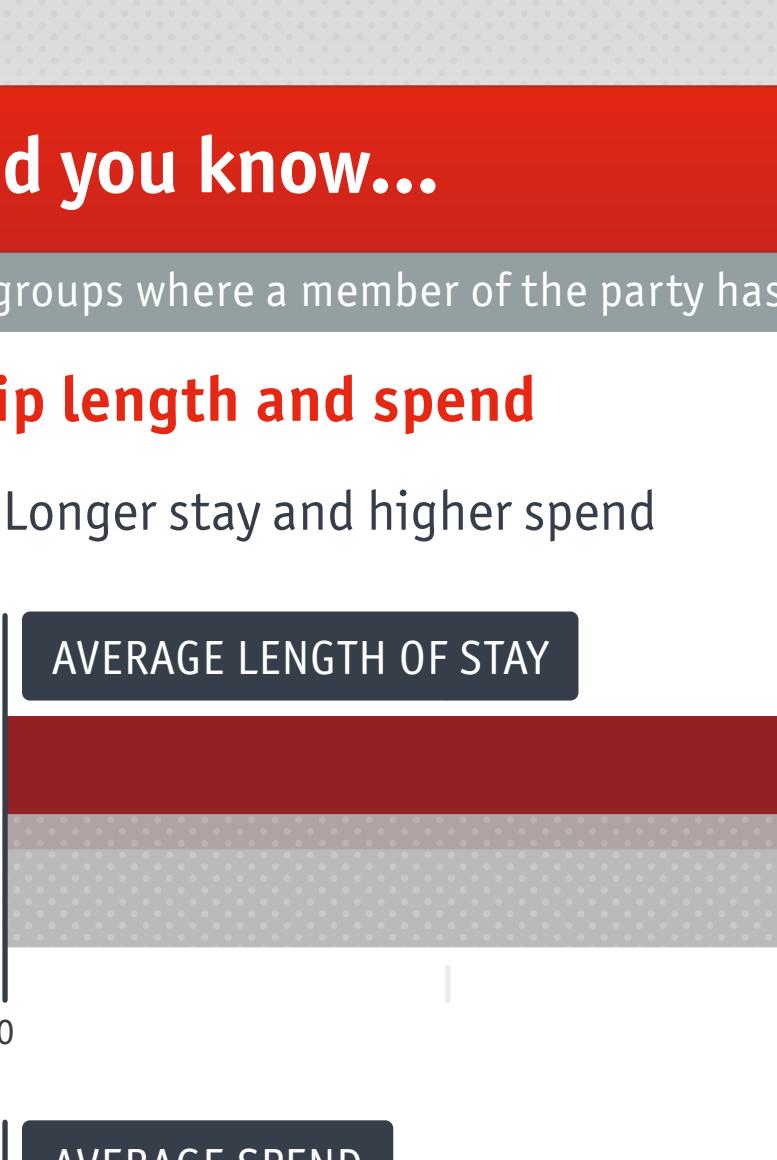
NUMBER OF TRIPS

14M

Source: GBTS 2013

Contribution to domestic tourism

Trip groups where a member of the party has an impairment



% INCREASE IN VOLUME SINCE 2009

2013 19% ALL 0%

OVERNIGHT TRIPS



% INCREASE IN VALUE SINCE 2009 (£)

2013 33% ALL 11%

2009

2013

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

AVERAGE SPEND

£191

ALL £184

Source: GBTS 2013

Trip group age

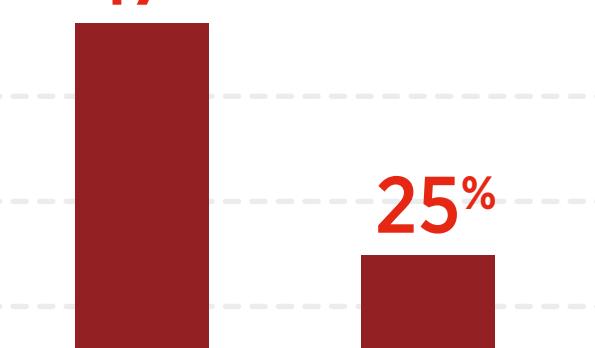
Older than average

...

but still groups with younger people

65+ YEARS OLD

<35 YEARS OLD



Source: GBTS 2013 and GBDVS 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,

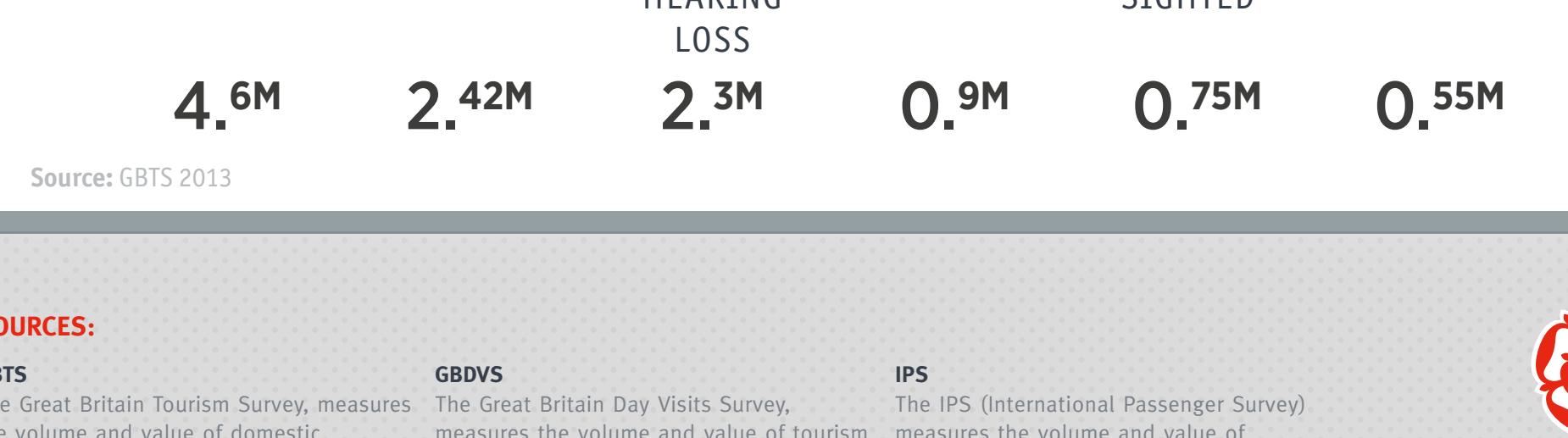
measures the volume and value of

day visits in Great Britain

IPS (International Passenger Survey)

measures the volume and value of

inbound overnight trips to the UK



TYPES OF IMPAIRMENTS REPORTED

4.6M

2.4M

2.3M

0.9M

0.75M

0.55M

LONG-TERM ILLNESS

MOBILITY IMPAIRMENT non-wheelchair user

DEAF OR PARTIAL HEARING LOSS

LEARNING DIFFICULTIES

BLINDLY OR PARTIALLY SIGHTED

IMOBILITY impairment wheelchair user

47%

25%

24%

9%

8%

6%

