

INCLUSIVE TOURISM ECONOMIC OPPORTUNITIES

AUSTRALIANS WITH DISABILITY



LARGE TRAVEL PARTIES - THE MULTIPLIER EFFECT



AVERAGE TRAVEL GROUP SIZE FOR PEOPLE WITH A DISABILITY IS **2.8** PEOPLE FOR A DOMESTIC OVERNIGHT TRIP

AND **3.4** PEOPLE FOR DAYTRIPS



OLDER PEOPLE AND YOUNG FAMILIES



CATERING SERVICES AND PRODUCTS TO MEET THE NEEDS OF PEOPLE WITH DISABILITY
UNLOCKS THE OLDER PEOPLE AND YOUNG FAMILY MARKET



AUSTRALIA HAS AN AGEING POPULATION: CURRENTLY THERE ARE AROUND **8.2 MILLION** PEOPLE AGED OVER 50, ANTICIPATED TO INCREASE BY ALMOST 50% BY 2037

PREVALENCE OF DISABILITY INCREASES WITH AGE: A PERSON IS **14 TIMES MORE LIKELY** TO HAVE A DISABILITY AT AGE 65 THAN THEY ARE AT 4 YEARS OLD

IN 2013 THERE WERE **1.2 MILLION** FAMILIES WITH CHILDREN UNDER 5, WITH THIS DEMOGRAPHIC PREDICTED TO INCREASE

Q1 2017 TRAVEL EXPENDITURE WAS **\$2.9 BILLION** FOR OLDER PEOPLE AND **\$2.7 BILLION** FOR YOUNG FAMILIES

INCLUSIVE TOURISM ECONOMIC OPPORTUNITIES

INTERNATIONAL MARKETS

INTERNATIONAL INCLUSIVE TOURISM MARKET



MORE THAN
1 BILLION PEOPLE WITH DISABILITY WORLDWIDE

50% OF WHOM ARE IN ASIA



UNITED KINGDOM

SIMILAR PREVALENCE OF DISABILITY AS AUSTRALIA AT AROUND **20%** OF THE POPULATION

THE VALUE OF THE UK TOURISM MARKET ASSOCIATED WITH PEOPLE WITH DISABILITY INCREASED BY

20%

IN RECENT YEARS AND IS NOW WORTH OVER **\$21 BILLION**



EUROPEAN UNION

IN 2011 APPROX.
140 MILLION EUROPEANS WITH ACCESS NEEDS OF WHICH **40%** WERE PEOPLE WITH DISABILITY **UNDER 65 YRS**

INCLUSIVE TOURISM DEMAND WAS ESTIMATED TO GENERATE OVER **\$500 BILLION** IN DIRECT ECONOMIC BENEFITS & **\$1 TRILLION** IN INDIRECT BENEFITS



UNITED STATES

AROUND **54 MILLION** AMERICANS REPORT SOME FORM OF DISABILITY

ESTIMATED TOTAL SPEND OF **\$34.6 BILLION** BY TRAVELLERS WITH DISABILITY

REFORMS OPEN NEW OPPORTUNITIES



THE AUSTRALIAN DISABILITY SECTOR IS CHANGING, WITH THE POTENTIAL OF INCREASED SPENDING CAPACITY IN THE INCLUSIVE TOURISM SECTOR



INTRODUCTION OF THE NATIONAL DISABILITY INSURANCE SCHEME (NDIS) IS EXPECTED TO CREATE **NEW OPPORTUNITIES** FOR PEOPLE WITH DISABILITY TO SPEND THEIR FUNDING PACKAGES ON **RECREATIONAL ACTIVITIES, INCLUDING TRAVEL**

NDIS TRIAL SITE DATA SHOWS THAT PEOPLE WITH DISABILITY **SPENT ALMOST 20%** OF THEIR FUNDING ON COMMUNITY PARTICIPATION

FURTHER DATA FROM THE NDIS TRIAL SITES ALSO SHOWS **CONSISTENTLY HIGH SPENDING** ON RECREATION