

# A GROWING TOURISM MARKET



Accessible tourism is no longer about building ramps and accessible bathrooms. It's about building products and services for a larger and rapidly growing market. This is no longer a niche, but rather, a segment that is approaching 25% of total tourism spend.

–Bill Forrester, Travability



**88%** of people with a disability take a holiday every year<sup>1</sup>



Canadians 15+ have a disability<sup>2</sup>



Canadians with disabilities spent **\$165 Billion** in 2017<sup>3</sup>  
(14% of the total consumer market)



**3 out of 5** travellers with disabilities use the internet as main source travel planning<sup>4</sup>

**71%** of customers with accessibility needs click away from difficult to use websites<sup>5</sup>

## INTERNATIONAL VISITORS WITH DISABILITIES



**26%** of American adults live with a disability.<sup>6</sup>  
**\$17.3 BILLION** is spent annually on travel by US adults with disabilities<sup>7</sup>



**\$8 BILLION** was spent by people with disabilities on travel in Australia<sup>8</sup>



Globally, there are **~1.3 BILLION** people with disabilities, with a buying power of **\$1.2+ TRILLION USD**<sup>9</sup>

## BECOMING MORE ACCESSIBILITY-FRIENDLY: TOP 3 TIPS<sup>10</sup>

- 1 PROMOTE** all accessible **FEATURES** in your marketing materials and on your website
- 2 TRAIN** staff on how to be **WELCOMING** and **RESPECTFUL** to your customers with disabilities
- 3 REMOVE, REDUCE,** and **PREVENT** accessibility barriers in your facilities and services

<sup>1</sup>[insights.ehotelier.com/insights/2016/10/05/accessible-tourism-huge-potential-growth/](https://insights.ehotelier.com/insights/2016/10/05/accessible-tourism-huge-potential-growth/)

<sup>2</sup>[www150.statcan.gc.ca/n1/daily-quotidien/181128/dq181128a-eng.htm](http://www150.statcan.gc.ca/n1/daily-quotidien/181128/dq181128a-eng.htm)

<sup>3</sup>[www.rickhansen.com/sites/default/files/press-release/2018-09/rhf-cboc-report-press-release-feb-23-2018.pdf](http://www.rickhansen.com/sites/default/files/press-release/2018-09/rhf-cboc-report-press-release-feb-23-2018.pdf) and [www.conferenceboard.ca/e-Library/abstract.aspx?did=9434](http://www.conferenceboard.ca/e-Library/abstract.aspx?did=9434)

<sup>4</sup>Marketing Outlook Forum 2015 – Open Doors Organization Forecast

<sup>5</sup>[www.clickawaypound.com/cap16finalreport.html](http://www.clickawaypound.com/cap16finalreport.html)

<sup>6</sup>[insights.ehotelier.com/insights/2016/10/05/accessible-tourism-huge-potential-growth/](https://insights.ehotelier.com/insights/2016/10/05/accessible-tourism-huge-potential-growth/)

<sup>7</sup>[opendoorsnfp.org/wp-content/uploads/2016/05/ODOMarketingForecast2015.pdf](http://opendoorsnfp.org/wp-content/uploads/2016/05/ODOMarketingForecast2015.pdf)

<sup>8</sup>[www.business.vic.gov.au/tourism-industry-resources/Business-Tools-and-Support/accessible-tourism/accessible-tourism](http://www.business.vic.gov.au/tourism-industry-resources/Business-Tools-and-Support/accessible-tourism/accessible-tourism)

<sup>9</sup>[www.rod-group.com/insights](http://www.rod-group.com/insights)

<sup>10</sup>[accessibilitycanada.ca](http://accessibilitycanada.ca)