

# 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>



27% of Canadians aged 15+ live with 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



**29%** of American adults  
- Approximately 1 in 4 Americans live with a disability.<sup>6</sup>  
**\$50 BILLION** is spent annually on travel by US adults with disabilities<sup>7</sup>



**\$29 BILLION** was spent on travel by Australian adults with disabilities in 2024<sup>8</sup>



Globally, there are **~1.3 BILLION** people with disabilities, with a buying power of **\$13 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/

<sup>2</sup><https://www.statcan.gc.ca/o1/en/plus/5980-disability-rate-canada-increased-2022>

<sup>3</sup><https://www.rickhansen.com/sites/default/files/2018-08/cboc-final-report-feb2018-accessible-1.pdf>

<sup>4</sup><https://accessiblyapp.com/blog/web-accessibility-statistics/>

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

<sup>6</sup><https://www.cdc.gov/disability-and-health/articles-documents/disability-impacts-all-of-us-infographic.html>

<sup>7</sup><https://www.travelpulse.com/news/impacting-travel/americans-with-disabilities-spend-50-billion-in-travel-each-year>

<sup>8</sup> <https://www.treasury.gov.au/en/economic-analysis/accessible-tourism-in-australia#size>

<sup>9</sup><https://unitedspinal.org/unlocking-the-potential-of-disability-spending-power>

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