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### **Executive Summary – The value and significance of accessible tourism**

- There are 1 million people with disabilities in New Zealand and 1 billion people with disabilities globally. The prevalence of disability is increasing, notably due to population ageing.
- [Accessible tourism](#) is about enabling people with access requirements to function independently and with equity and dignity in tourism. Access is currently part of every market segment you target; when you design with access in mind, you design better for everyone.
- A focus on creating impact and change around accessible tourism has the potential to support the industry, while providing a competitive destination that will [generate benefits](#) for New Zealand's future.
- The [United Nations World Tourism Organization](#) and the [World Travel and Tourism Council](#) have said accessible tourism will be a '[game changer](#)' for destinations around the world as they look to recover from the impacts of the pandemic.
- Accessible tourism is an issue of human rights and is ratified [United Nations Global Code of Ethics for Tourism](#), and the [Convention on the Rights of Persons with Disabilities](#).
- Tourists with disabilities have a higher [rate of travel](#) for day trips compared with tourists without disabilities. The difference is marked when we compare the number of overnight trips and outbound international travel.
- Accessible tourism is an investment in a business opportunity that taps into a profitable emergent market. [Economic benefits](#) are well-reported, including:
  - Enhanced customer activity and loyalty.
  - Greater rates of capacity, occupancy, and utilisation.
  - Heightened competitive advantage, market share, and profitability.
- Overseas research shows us the value of the access market:
  - [Australia](#): \$8 billion.
  - [England](#): £15 billion.
  - [Spain](#): €2.4 billion.
  - [Europe](#): €90 billion.
- We provided a conservative estimate of New Zealand's domestic access market in 2014 to the value of [\\$700 million](#).
- There are major misperceptions about the access market, including that:
  - The access tourist does not want to travel or has the means to travel.
  - Accessibility costs.
- [Stakeholder research](#) shows us that the New Zealand tourism industry has not yet acknowledged the value of the access market. We see the need for an 'accessible-ready' programme for the industry based around knowledge about the opportunities, as well as top-down leadership and the right data to garner buy-in.

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