

# Accessible Tourism



**Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age.** *Tourism Australia.*

Global population demographics are shifting rapidly and visitor economies must adapt to address the changing needs of different traveller cohorts. A growing number of older travellers, multi-generational families and people with disabilities means there must be a focus on accessible infrastructure, quality experiences and a safe environment.

It is estimated 20% of Australian adults have a disability or long-term health condition, which is predicted to grow, particularly as the population ages.

Accessible infrastructure not only enables greater travel by those living with a disability, it also provides implicit benefits to other market segments such as the elderly, those with temporary mobility issues, or parents with prams.

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**The accessible travel community's average length of stay in the NT was 6.2 nights\***

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**Spend by travellers with a disability is estimated at \$3.2 billion annually\*\***

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**In 2021, approximately 16% of domestic visitors to the Northern Territory identified they had a disability or long term health condition\***

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**Approximately 75% of those with a disability already travel, and more would if products or technologies existed to enable or support them\*\***

## Communication is key

Confident operator communication detailing what access is available is incredibly important as it empowers all visitors to understand what the experience involves and to make informed decisions according to their own needs.

The accessible travel community is made up of the person with a disability or long-term health condition and their entire travel party. It is important to note that when marketing, it is to the whole community and not every member of a travel party may have the same requirements.

## Tourism NT's aspirations

- Showcase the Territory as an inclusive and accessible destination.
- Increase the Territory's accessible product offering.

## Goals

- Raise awareness of the Territory's accessible offerings to drive increased visitation.
- Support industry to develop enhanced accessible product, events and experiences in the Territory.
- Integrate accessibility into development activities and increase bookable accessible product and experience offerings.
- Increase industry's confidence in marketing their accessible offerings.
- Create and promote bookable Northern Territory accessible itineraries.



## What we are doing and how to get involved

- Tourism NT's Industry Development team is supporting the development of the Northern Territory's accessible offering. Send new product and/or experience updates to: [tourism.development@nt.gov.au](mailto:tourism.development@nt.gov.au)
- Accessible tourism content is featured on our consumer website [northernterritory.com](http://northernterritory.com), in the NT Drive guide and articles. To feature your event, attraction or tour across the consumer website, be sure to have an up-to-date ATDW listing. Log in or register for an ATDW listing [www.atdw.com.au/operatorlistings](http://www.atdw.com.au/operatorlistings)
- Facilitating industry to collaborate on accessible tourism offerings through creating accessible tourism itineraries across the Territory connecting transport, accommodation, experiences, attractions and retailers.
- Developing resources to support tourism businesses to adapt, develop and promote their accessible offering.
- Encouraging NT tourism businesses to increase accessible content on their websites, including a welcome message, floorplans, location maps, promotional videos and list of accessible offerings.
- Detailing what access is available to the accessible travel community, enabling informed decisions according to their own needs.
- Developing a library of images to ensure products and services captured in itineraries have inclusive imagery.
- Working with key distribution partners to enhance accessible product offerings.
- Encouraging accommodation providers to consider listing with dedicated key distribution partners such as [www.accessibleaccommodation.com](http://www.accessibleaccommodation.com)
- Encouraging hospitality providers to increase menu offerings and menu explanations addressing various allergies.
- Tourism NT to consider accessibility when providing comment, allocating funding to investment initiatives, grant rounds or infrastructure implementation.
- Tourism NT's public relations and media team to work closely with Australian and international media to gain coverage for NT product and the destination.

To discuss opportunities and ideas around developing the NT's accessible tourism visitor experiences contact the Department of Industry Tourism and Trade via  
**[Tourism.development@nt.gov.au](mailto:Tourism.development@nt.gov.au)**  
**08 8999 5194**