

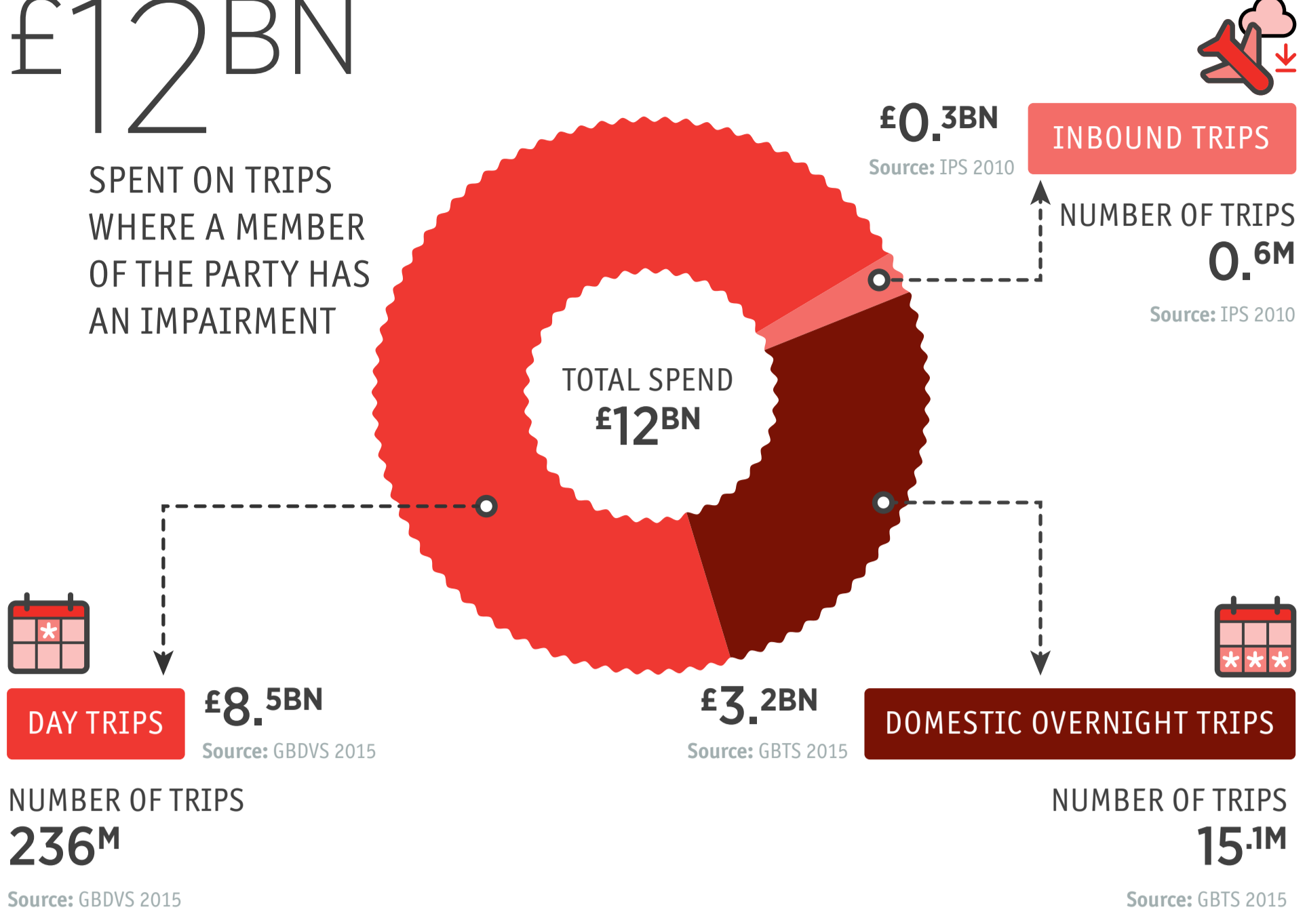
The Purple Pound

Volume and Value of Accessible Tourism in England



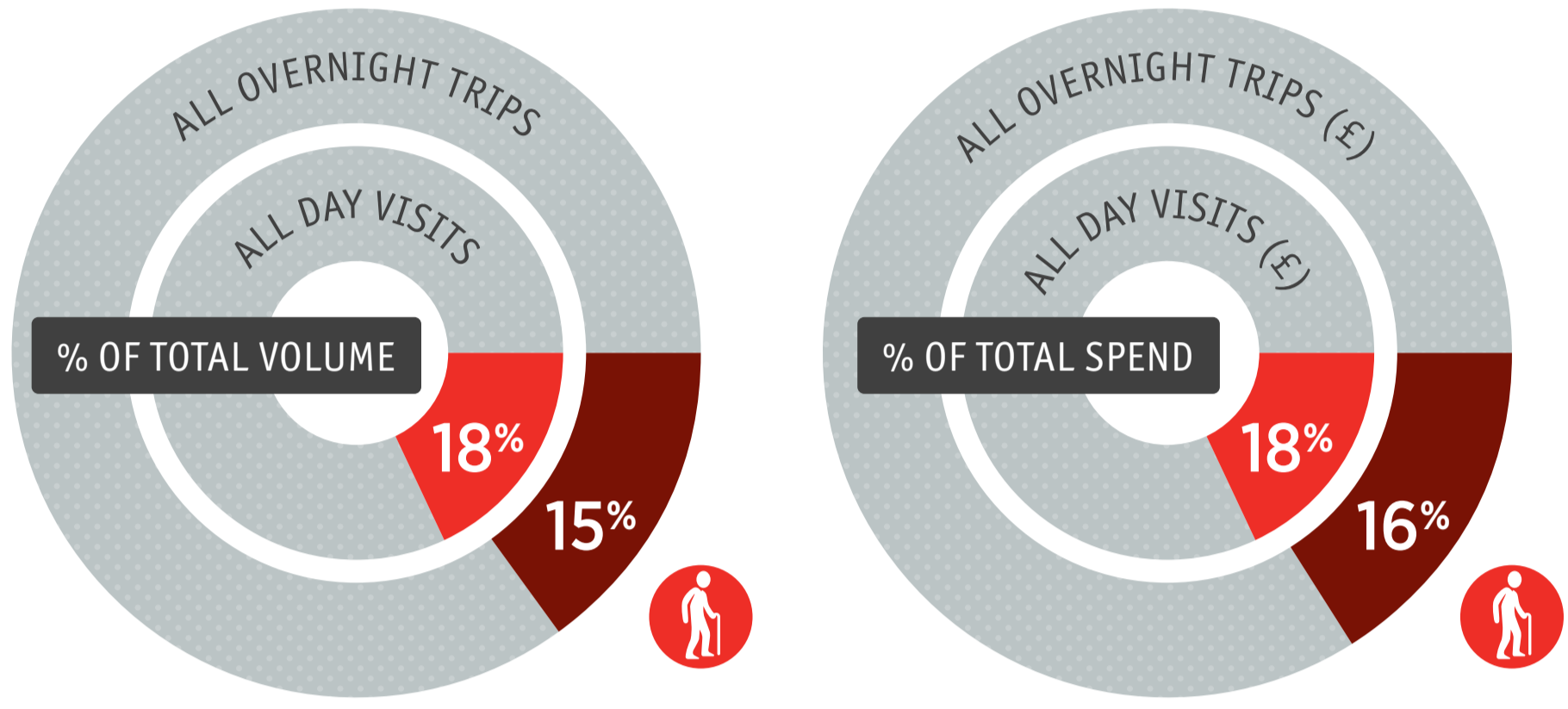
Trips and spend

Trips taken by those with an impairment and their travelling companions



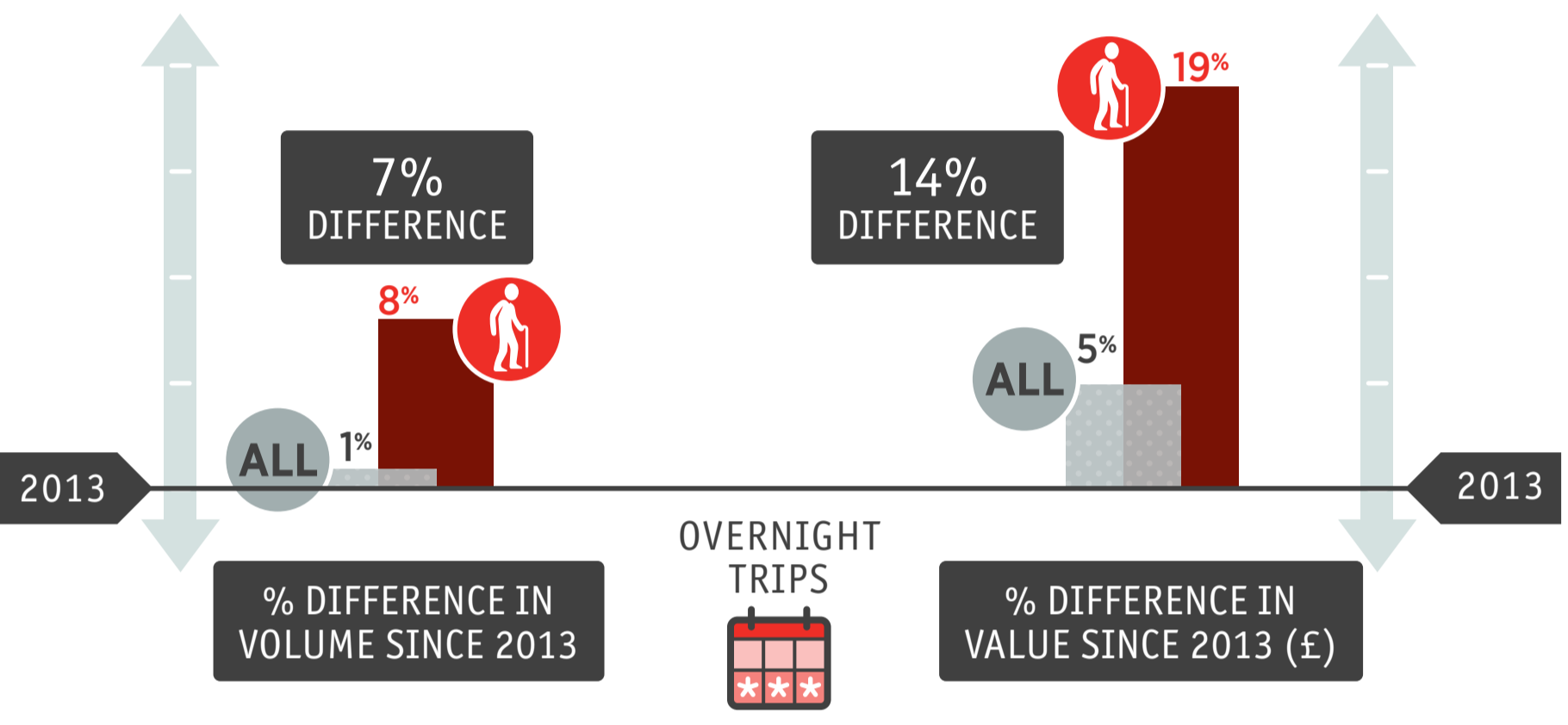
Contribution to domestic tourism

Trips taken by those with an impairment and their travelling companions



Source: GBTS 2015

% Difference in volume and value of overnight trips since 2013



Source: GBTS 2015

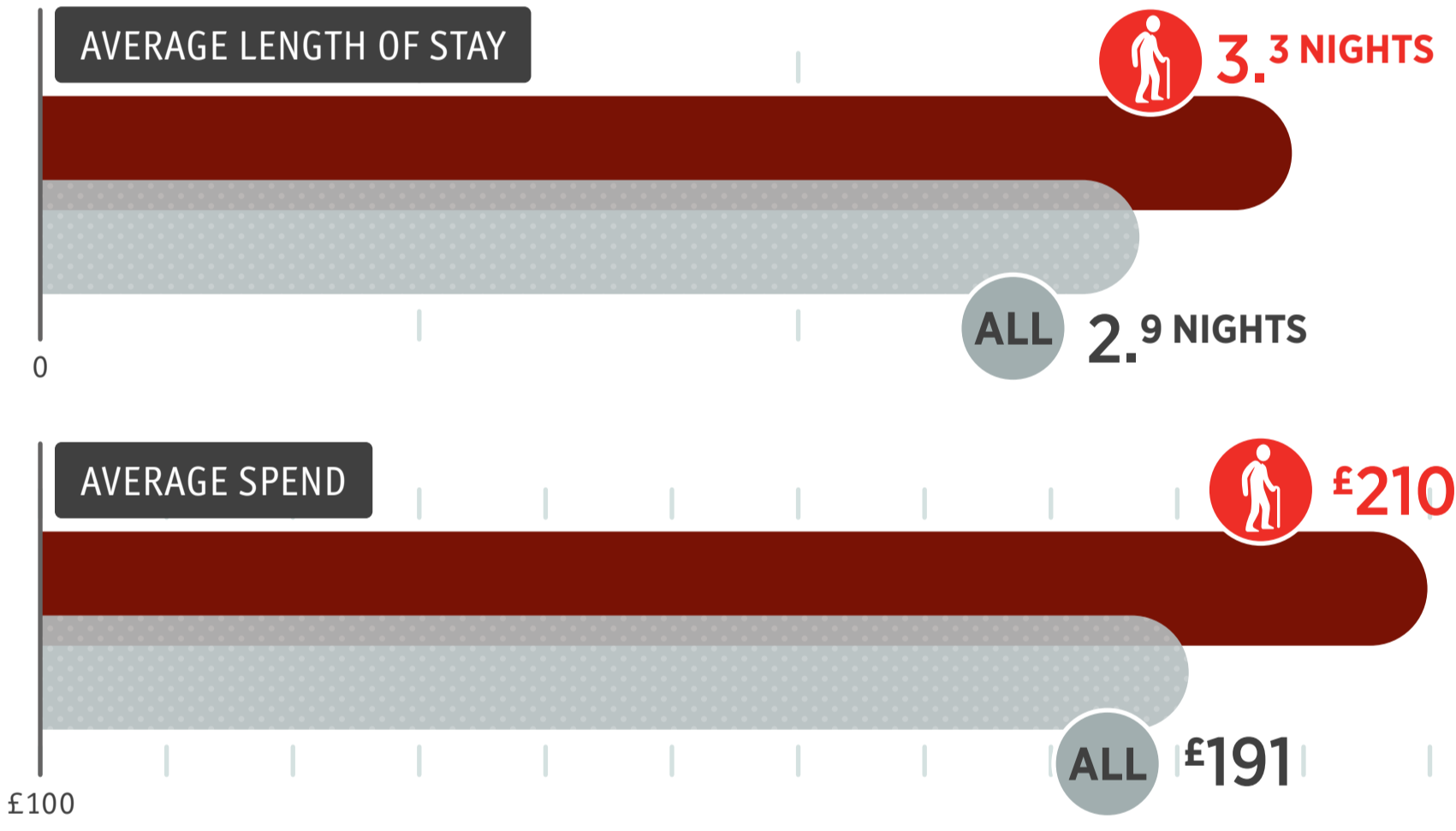
Did you know...

Trips taken by those with an impairment and their travelling companions

Trip length and spend

Longer stay and higher spend

OVERNIGHT TRIPS

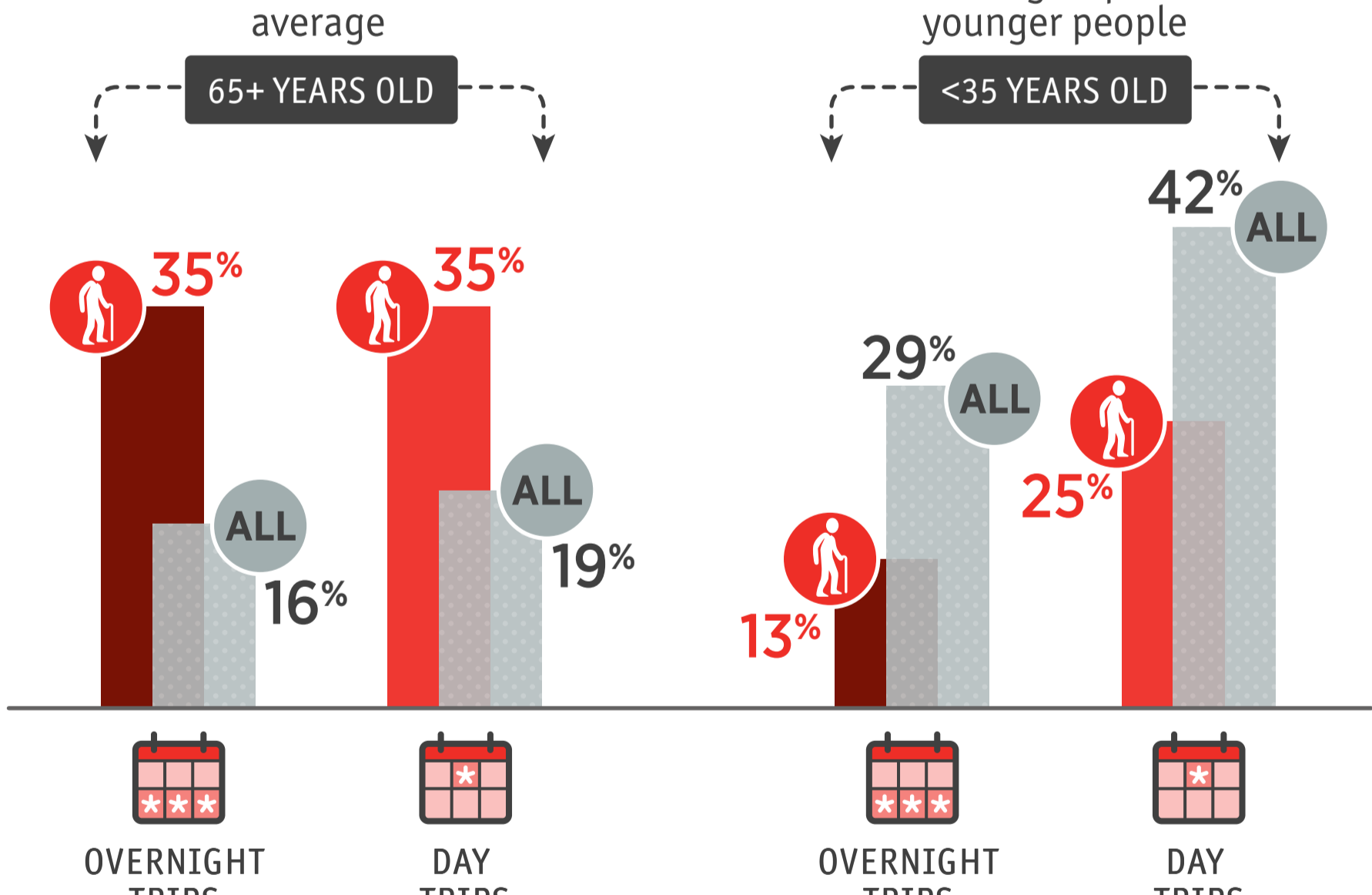


Source: GBTS 2015

Trip group age

Older than average

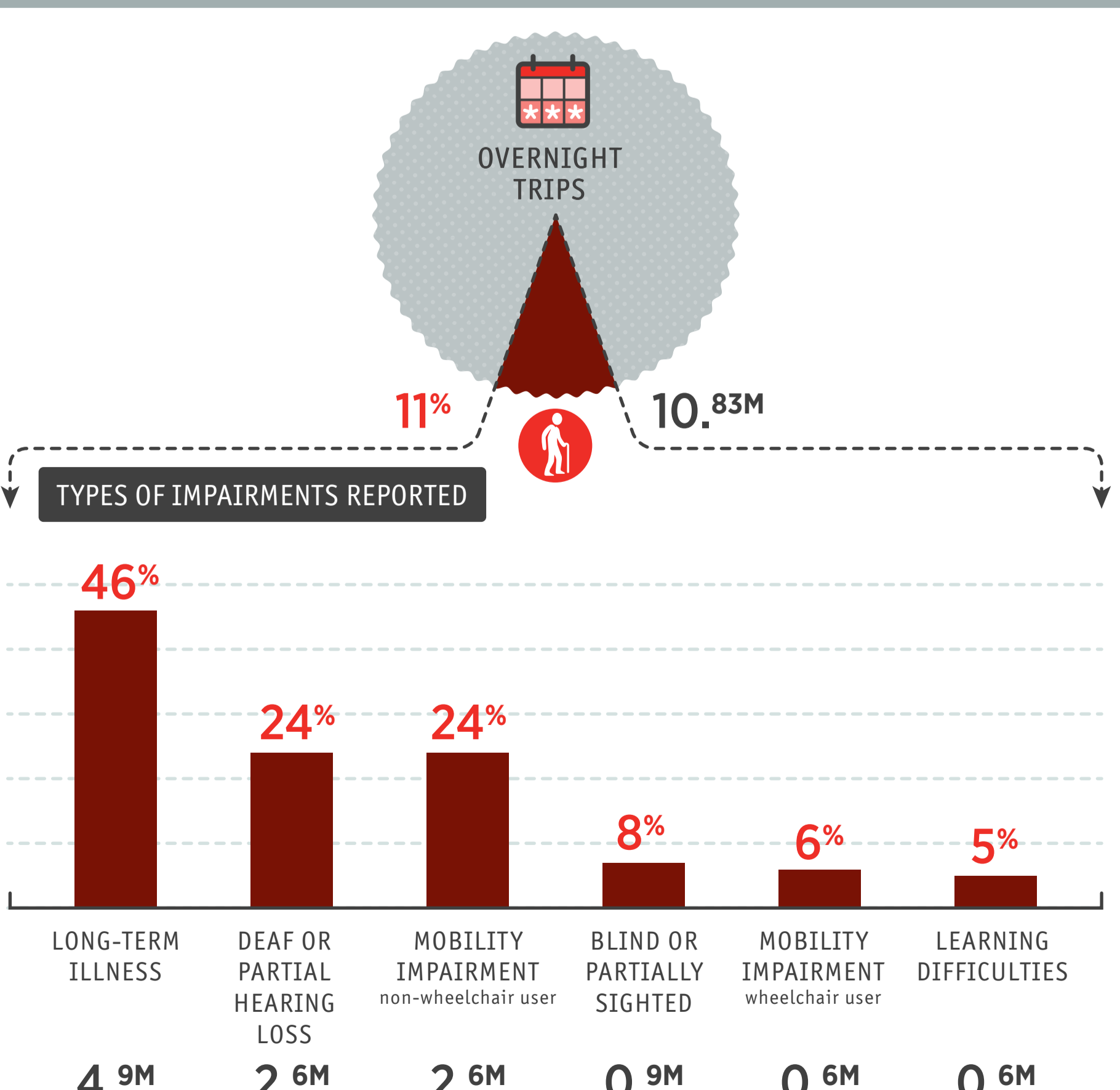
but still groups with younger people



Source: GBTS 2015 and GBDVS 2015

Traveller impairment breakdown

Trips where the respondent has an impairment



Source: GBTS 2015

SOURCES:

GBTS
The Great Britain Tourism Survey, measures the volume and value of domestic overnight tourism in Great Britain

GBDVS
The Great Britain Day Visits Survey, measures the volume and value of tourism day visits in Great Britain

IPS
The IPS (International Passenger Survey) measures the volume and value of inbound overnight trips to the UK

