# VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses: statistical sources

The following data sources have been used within the [Accessible and Inclusive Tourism Toolkit for Businesses](https://www.visitbritain.org/business-advice/make-your-business-inclusive/visitengland-accessible-and-inclusive-tourism-toolkit). This document was last updated in November 2023.

## Introduction

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| **Statistic** | **Source** |
| The tourism sector is responsible for more than 10% of jobs worldwide. | [World Travel and Tourism Council Research Hub](https://wttc.org/research/economic-impact) |

## Section 2: The benefits of providing an inclusive experience

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| **Statistic** | **Source** |
| In this country almost one in four people are disabled. | [Family Resources Survey: financial year 2021 to 2022, Department for Work and Pensions](https://www.gov.uk/government/statistics/family-resources-survey-financial-year-2021-to-2022/family-resources-survey-financial-year-2021-to-2022#disability-1) |
| As of 2021, the average age in the UK is 40.7 years, and by 2040, nearly one in seven people are projected to be aged over 75. | [Office for National Statistics](https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2021#:~:text=The%20median%20age%20of%20the,median%20age%20at%2043.1%20years) |
| 430,000 British people with an impairment did not take a domestic trip between April 2017 and March 2018 due to the lack of accessibility provision. If each one had taken a trip this would have created £116.7million in extra revenue for tourism businesses in England. | [VisitEngland’s Non-Participation in Tourism Research Report 2018](https://www.visitbritain.org/research-insights/accessible-and-inclusive-tourism#accessibility-non-participation-tourism-2018) |
| 50% of people who identify as disabled did not take a holiday in England in the last 12 months that involved staying away from home for one night or more, compared to 35% of non-disabled people. | [Participation Survey 2023-24](https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication) |
| The Purple Pound represents the spending power of disabled people and is currently worth an estimated £274 billion to UK businesses per year. | [Purple](https://wearepurple.org.uk/the-purple-pound-infographic/) |
| Relating to annual tourism in England, the total expenditure generated by those with an impairment – travelling independently or within a group – is estimated to be £14.6 billion. | [VisitEngland’s Purple Pound research](https://www.visitbritain.org/business-advice/make-your-business-inclusive/discover-value-purple-pound) |
| One in four domestic holiday-makers with access requirements return to accommodation they have visited before, either because it has the specialist facilities required and/or it removes the stress and effort of trying to find somewhere different. | [National Accessible Scheme Review Consumer Research 2022](https://www.visitbritain.org/research-insights/accessible-and-inclusive-tourism#national-accessible-scheme-review-consumer-research-2022) |
| 70% of disabled people will not return to a business after receiving poor customer service. | [Purple Survey 2022](https://purpletuesday.co/) |
| It is estimated that 70 to 80% of impairments are non-visible. | [Invisible Disabilities in Education and Employment, UK Parliament 2023](https://post.parliament.uk/research-briefings/post-pn-0689/) |
| 20% of train stations in the UK have step-free access between the street and the platform, only 2% have level access with the train, meaning a ramp is required, and only 35% have accessible toilets. | [Disabled Persons Transport Advisory Committee: Working towards a fully accessible railway](https://www.gov.uk/government/publications/dptac-reference-frame-working-towards-a-fully-accessible-railway/dptac-reference-frame-working-towards-a-fully-accessible-railway) |
| 96% of all respondents have faced a problem with accessible accommodation while travelling; 86% have faced difficulties with air travel, and 79% have also experienced transportation problems while in their destination. | [MMGY Global: Portrait of travelers with disabilities, 2022](https://www.mmgyglobal.com/news/portrait-of-travelers-with-disabilities/) |
| Around 7% of disabled people in England use a wheelchair. | [Wheelchair data collection, NHS England](https://www.england.nhs.uk/statistics/statistical-work-areas/national-wheelchair/) and [Family Resources Survey 2018/2019](https://www.gov.uk/government/statistics/family-resources-survey-financial-year-201819) |
| 12 million people in the UK have some form of hearing loss, or one in five of the population. | [RNID Facts and Figures, 2023](https://rnid.org.uk/get-involved/research-and-policy/facts-and-figures/) |
| There are over two million people living with sight loss in the UK, with 320,000 people being registered as blind or partially sighted. | [RNIB: Key Information and Statistics on Sight Loss in the UK, 2024](https://www.rnib.org.uk/professionals/health-social-care-education-professionals/knowledge-and-research-hub/key-information-and-statistics-on-sight-loss-in-the-uk/) |
| It is estimated that one in seven people are neurodivergent. | [Support for Neurodiversity, University of Edinburgh, 2020](https://www.ed.ac.uk/equality-diversity/disabled-staff-support/neurodiversity-support) |
| There are around 700,000 people in the UK on the autism spectrum – that’s more than one in 100. | [British Medical Association](https://www.bma.org.uk/what-we-do/population-health/improving-the-health-of-specific-groups/autism-spectrum-disorder#:~:text=It%20is%20estimated%20that%20there,diagnosis%20of%20autism%20spectrum%20disorder) |
| approximately 900,000 people are living with dementia. | [Alzheimer’s Society: Facts about Dementia](https://www.alzheimers.org.uk/about-us/news-and-media/facts-media) |
| In the UK, 40 to 50% of unpaid family carers spend 100 hours a week supporting someone with dementia. | [Alzheimer’s Society, ‘Worst Hit’ report, 2020](https://www.alzheimers.org.uk/news/2020-10-05/exhausted-family-and-friends-spent-92-million-extra-hours-caring-loved-ones#:~:text=Tragically%2C%20even%20when%20putting%20in,care%20for%20since%2023%20March.) |

## Section 4: An inclusive welcome

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| **Statistic** | **Source** |
| 11,224 disability hate crimes were reported in England and Wales in 2022. | [Disability Hate Crime Report, Leonard Cheshire](https://www.leonardcheshire.org/about-us/our-news/press-releases/disability-hate-crimes-rise-record-levels) |
| On average, disabled people face extra costs of £583 each month. | [Disability Price Tag Report, Scope](https://www.scope.org.uk/campaigns/extra-costs/disability-price-tag/) |
| More than two thirds of people said that they felt uncomfortable around disabled people. | [Press Release, Scope](https://www.scope.org.uk/media/press-releases/brits-feel-uncomfortable-with-disabled-people/) |

## Section 5: Accessible features and facilities

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| **Statistic** | **Source** |
| Over a quarter of a million people in the UK require the use of a Changing Places facility to be able to get out and about with confidence, comfort and dignity. | [Disability Unit](https://disabilityunit.blog.gov.uk/2021/02/25/why-we-need-changing-places-toilets/#:~:text=Over%20a%20quarter%20of%20a,accessibility%20needs%20take%20for%20granted.) |
| Over 7,000 disabled people in the UK have assistance dogs. | [Assistance Dogs UK 2022](https://www.assistancedogs.org.uk/) |

## Section 6: Marketing your accessibility

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| **Statistic** | **Source** |
| In the UK alone, 7 million people have digital access requirements. | [Click Away Pound Report, 2019](https://www.clickawaypound.com/downloads/cap19final0502.pdf) |
| Only 0.06% of UK adverts currently showcase disability. As 16% of the global population is disabled, this statistic proves huge under-representation. | [All Response Media, 2021](https://www.allresponsemedia.com/theres-no-diversity-without-disability-in-advertising) and [Disability Factsheet, WHO](https://www.who.int/news-room/fact-sheets/detail/disability-and-health#:~:text=Key%20facts,1%20in%206%20of%20us.) |
| 95% of people surveyed will check accessibility in advance of going somewhere new.  96% say having accessibility information available in advance would make them more likely to visit somewhere.  77% have not visited a venue because they couldn’t find out about accessibility.  73% have had to leave a venue as it wasn’t accessible to them, with 75% of cases because facilities people were told would be available were not. | AccessAble’s [You and Yours Survey 2023/24](https://www.accessable.co.uk/articles/accessibility-and-you-survey-results-2023-2024) |
| 87% of disabled people and carers who look for accessibility information before visiting a new place checking a venue’s website. | AccessAble’s [You and Yours Survey 2023/24](https://www.accessable.co.uk/articles/accessibility-and-you-survey-results-2023-2024) |

## Section 7: Inclusive recruitment, employment and training

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| **Statistic** | **Source** |
| The disability employment rate was 52.6% in July to September 2022, compared to 82.5% for non-disabled people. | [Employment of Disabled People, 2022](https://www.gov.uk/government/statistics/the-employment-of-disabled-people-2022/employment-of-disabled-people-2022#:~:text=The%20disability%20employment%20rate%20was,the%20same%20quarter%20in%202013.) |
| in 2021, the BBC reported that 1 in 3 people see disabled people as less productive than their non-disabled peers and therefore unable to contribute as much to society. | [The workers keeping their disabilities secret, BBC](https://www.bbc.com/worklife/article/20211101-the-workers-keeping-their-disabilities-secret#:~:text=Research%20suggests%20that%20one%20in,plays%20out%20in%20workplace%20situations.) |