



**fiftyfive5**  
Part of Accenture Song

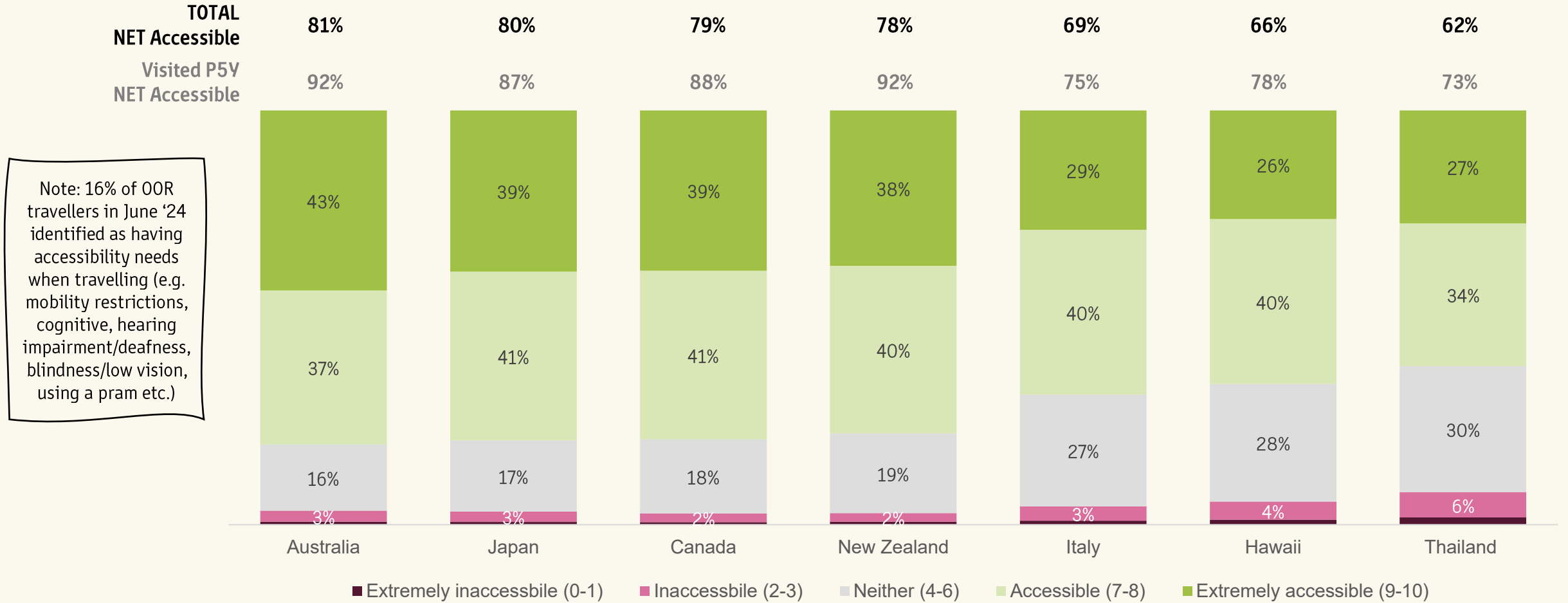
**TOURISM TASMANIA – MARCH 2025  
ACCESSIBILITY INSIGHTS**



# ACCESSIBILITY

# AT A GLOBAL LEVEL, AUSTRALIA IS PERCEIVED TO BE THE MOST ACCESSIBLE DESTINATION, FOLLOWED CLOSELY BY JAPAN

## ACCESSIBILITY PERCEPTIONS OF AUSTRALIA AND KEY COMPETITORS (OF THOSE AWARE OF DESTINATION)

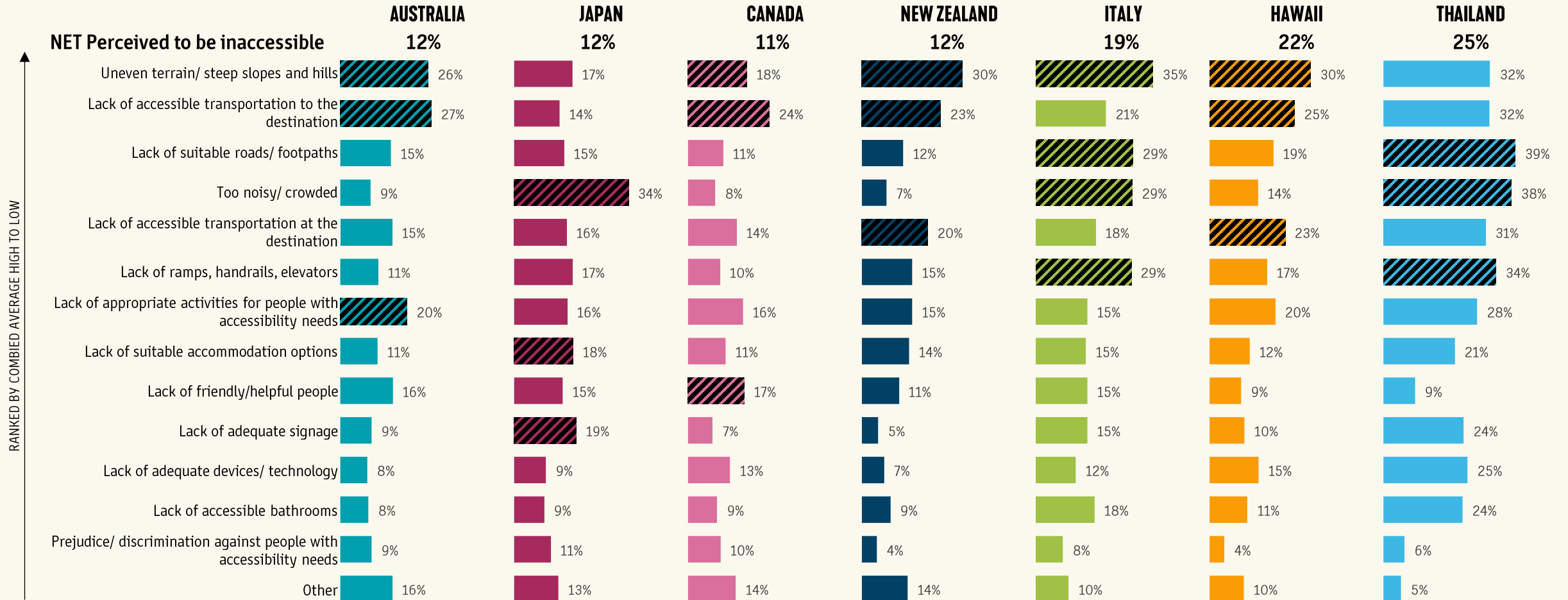


Note: 16% of OOR travellers in June '24 identified as having accessibility needs when travelling (e.g. mobility restrictions, cognitive, hearing impairment/deafness, blindness/low vision, using a pram etc.)

ZO. Which of these accessibility needs do you have travelling?  
 ACC1. How accessible do you think each of these destinations are for people with different accessibility needs (like using prams, wheelchairs, having low or no vision, hearing impairments, hidden disabilities, or cognitive impairments etc.)?  
 Base: Jun '24 Those aware of and/or consideration the destination – Australia n=2,453, Japan n=2,548, Canada n=1,556, New Zealand n=1,952, Italy n=2,030, Hawaii n=1,881, Thailand n=1,904. Jun '24 Those who have visited the destination in the past 5 years – Australia n=528, Japan n=613, Canada n=236, New Zealand n=270, Italy n=390, Hawaii n=158, Thailand n=457

# THOSE WHO RATED AUSTRALIA POORLY FOR ACCESSIBILITY, NOTED THE TOP REASONS AS BEING UNEVEN TERRAIN/STEEP SLOPES/HILLS, A LACK OF ACCESSIBLE TRANSPORTATION TO GET HERE AND A LACK OF SUITABLE ACTIVATES FOR THOSE WITH ACCESSIBILITY NEEDS

## REASONS FOR PERCEIVED INACCESSIBILITY (OF THOSE AWARE OF DESTINATION WHO PERCEIVE IT TO BE INACCESSIBLE)



ACC2. Which of the following are reasons for why you gave [PIPE IN DESTINATION] a rating of [INSERT RATING FROM ACC1]?  
 Base: Jun '24 Those aware of and/or consideration the destination and gave a rating of 5 or less at ACC1 - Australia n=278, Japan n=297, Canada n=179, New Zealand n=234, Italy n=400, Hawaii n=403, Thailand n=473

Indicates the top three for each destination