The Purple Pound
Volume and Value of Accessible Tourism in England

Trips and spend
The groups where a member of the party has an impairment

£12.4BN

Source: GBTS 2013

Contributed to domestic tourism

% of total volume
20% 14%

% of total spend
20% 14%

Source: GBTS 2013

Did you know...
Trip length and spend
Longer stay and higher spend

2.9 NIGHTS
£100

Source: GBTS 2013

Trip group age

AVERAGE LENGTH OF STAY
AVERAGE SPEND
£191
£184

Source: GBTS 2013

Traveller impairment breakdown

TYPES OF IMPAIRMENTS, IN PERCENT

Source: GBTS 2013