

Kéroul

Tourisme et culture pour
personnes à capacité
physique restreinte



Kéroul, récipiendaire
du Prix Ulysse décerné par
l'Organisation mondiale du tourisme



PRESS RELEASE For immediate release

People with physical disabilities in Québec represent a tourism and cultural market worth over a billion dollars

Montreal, March 1, 2012 – Kéroul has just published a *Study on the behaviours and attitudes of people with a physical disability, with respect to tourism, culture and transportation in Québec*. The study findings highlight the importance of this segment of the population in terms of market size, consumption of tourism and cultural products, and economic value. *"It is a niche market estimated to be worth more than \$1 billion," said Kéroul's Chief Executive Officer André Leclerc. "And, because of our society's aging demographics, it's a fast-growing market."*

After providing a general overview of this population—over 800,000 people with a broad range of backgrounds—the study examined their habits with regard to patronizing cultural activities or sites such as restaurants, lodging (hotels, etc.), theatres, cinemas, concert halls, museums, historical sites, libraries, art galleries, book fairs, archive repositories, and bookstores. It also examined their participation in celebrations and festivals, and their assessment of the available types of paratransit services.

More specifically, the study revealed that members of this group travel for business, visit family and friends, and enjoy the tourist and cultural attractions Québec has to offer. Among them, 64% were aged 55 and over, and 28% had family incomes of over \$40,000. In the past 24 months, 59% took at least one trip, with the average being nearly six trips. The average length of stay in Québec was four days, which is a longer stay when compared with data for the overall population. Many people with disabilities travel with their families (64%) or with friends (12%). A separate study conducted in 2010 for Kéroul also indicated that this tourism niche market in neighbouring regions (i.e. Ontario, New Brunswick and New England) represents a significant economic potential for Québec. Various versions of the study, including the main findings, a summary and the full-length version, can be found on Kéroul's website (www.keroul.qc.ca/en/publications). The findings will be presented at



conferences involving various organizations and stakeholders interested in learning more about how to better serve this strategic market and promoting this win-win strategy. Kéroul wishes to thank for their financial support and expertise : the Office des personnes handicapées du Québec, the ministère du Tourisme, the ministère des Transports and the ministère de la Culture, des Communications et de la Condition féminine.

A non-profit organization founded in 1979 and key consultant for Tourisme Québec regarding accessibility, Kéroul works in partnership with the private and public sectors to increase the accessibility of tourism and cultural infrastructures for people with limited physical ability. The creator of *The Accessible Road*, Kéroul received the prestigious Ulysses Award in 2011 from the World Tourism Organization (UNWTO).

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Sources:

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References: www.keroul.qc.ca