



Is your Hotel Website ADA Compliant?

By Nimesh Dinubhai of [websrefresh](http://websrefresh.com)



I know the ADA compliance statutes and requirements can be a bit overwhelming with the many changes that keep popping up for Hoteliers and businesses alike. But I honestly think there is a bigger picture that is being missed.

According to the US Census Bureau, 1 in 5 Americans have some form of disability. That's almost 20% of the US population! That number is astounding but here is something more to think about; they are spending over \$17.3 billion dollars on travel every year.

It is so very important, now more than ever, to update your existing websites to be ADA compliant; not because you must, or that it is "the right thing to do"; but because you may be missing out on bookings from many disabled travelers that are unable to book your hotel online. Lawsuits have been filed already and very soon, there will be required mandates that will result in even more lawsuits. So it just makes sense to take care of it now and take advantage of revenue from the additional bookings.

I have created a simple step by step plan on what is needed to be compliant and to prevent future lawsuits. The end result is simple; your website will be compliant, you will be showing your respect to those that are disabled, and finally, you will pick up on bookings that may have been missed in the past.

So, let's get started.

The first step is testing your existing website to see how "ADA compliant" it really is. All websites should be enabled to be read and navigated by screen readers, which are often used by consumers with disabilities. While there are no established set requirements yet, these basic functionalities or questions should be asked to see if your site can be navigated by a person with disabilities:

- ✓ Can a user navigate a website without the use of a keyboard (or mouse)?
- ✓ Do all the call to action buttons have labels or adequate prompting?
- ✓ Do all the images on your site have tags or labels making it easier to locate?
- ✓ Does your website have popups or rely on CAPTCHA tools?
- ✓ Do pictures show disability rooms and the Pool area?

The next step is finding a qualified web designer that has unique experience creating or updating sites to specifically be ADA compliant. As this has become a new issue (within the last couple years), there may be many web designers that are not familiar with the compliancy mandates. It's best to ask whether they have completed website accessibility training to be sure you are picking the best company to design or redesign your website.

Another important addition to your site should be a Website Accessibility Page; a tab with a website accessibility statement, a common list of all your accessible amenities and services, and an overview of your accessible rooms.

There are many more aspects to making your website compliant, these are just a few basic steps, your qualified web designer will have all the specifications. The important thing is taking that step to update your site to avoid any future lawsuits and to tap into bookings that could add to your revenue stream. A lot of hotels rely on government travelers as part of their everyday revenue. Adhering to government standards is a must for catering to these guests and to the many with disabilities that rely on accessibility when booking their travel.

Visit <http://websrefresh.com> and discuss with them regarding your website to be ADA Complaints.