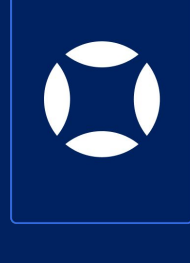


Digital accessibility isn't a luxury — it's the law

Travel, entertainment, and dining should be accessible to everyone, but accessibility barriers can make it harder for people with disabilities to plan trips or make reservations.



Accessibility barriers can put travel plans on hold

81% of travelers research trips online before booking, yet accessibility barriers like poor color contrast and missing alt text make it harder for people with disabilities — especially aging travelers with low vision — to plan their trips.

As part of our [2025 Digital Accessibility Index](#), we scanned **53,230 pages across 1,609 travel and hospitality websites** and found that the average page had 255.4 accessibility violations that could impact users and drive down conversion rates.

BY THE NUMBERS

255.4

average accessibility issues per page.

85.3

color contrast violations per page, one of the highest rates across industries.

37%

of travelers are over the age of 60, when visual acuity typically starts to decline.



TOP ISSUES

Make every guest feel welcome — starting online

Planning a trip or making reservations online should be easy for everyone. But for the 1.3 billion people globally with a disability, accessibility barriers like poor color contrast and inaccessible forms create friction — leading to lost bookings and frustrated customers.



31%

OF IMAGES HAVE VAGUE OR MISSING IMAGE ALT TEXT

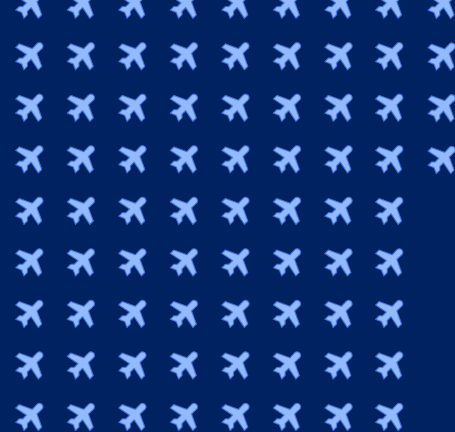
Most travelers rely on photos of amenities or rooms to make booking decisions, yet travel and hospitality sites had an average of 26.9 inaccessible images per page.

Without clear, descriptive alt text, people with visual disabilities have a harder time making informed choices about where to stay, what to do, and where to eat.

85.3

VIOLATIONS OF WCAG'S MINIMUM COLOR CONTRAST REQUIREMENTS PER PAGE

Poor color contrast can make it difficult for people with visual disabilities to navigate between pages, read about amenities, or complete booking forms.



36%

OF PAGES HAVE KEYBOARD ACCESSIBILITY ISSUES

When menus, buttons, and forms can't be accessed without a mouse, blind and mobility-impaired travelers may be unable to navigate between pages or make reservations.

77%

OF ALL PAGES HAVE LINKS THAT ARE NOT CLEAR TO ALL USERS

When a link's purpose isn't clear, it can be difficult for travelers to navigate between pages or find key information about accommodations, policies, and more.



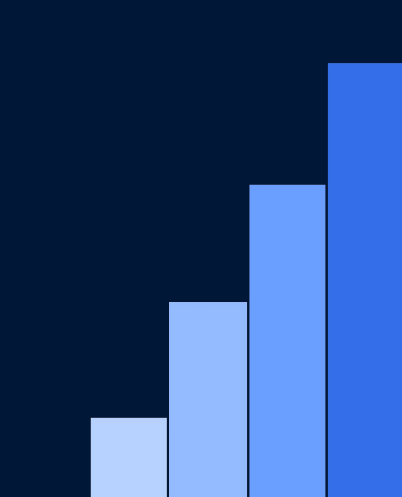
“Travel sites can do a lot of things well. But if the booking process is clunky, that's what [will] stick in everybody's mind.”

MAXWELL IVEY
AUDIOEYE ALLIANCE MEMBER

LEGAL REQUIREMENTS

Accessibility isn't just good business; it's the law

With recent updates to accessibility laws like the **Americans with Disabilities Act** (ADA) and the **European Accessibility Act** (EAA), it's critical for travel and hospitality brands to understand their digital accessibility requirements.



4605

In 2023, plaintiffs filed 4,605 digital accessibility-related lawsuits in state and federal court — 683 more than in 2022.

Deliver an accessible experience to every guest

At AudioEye, our combination of powerful automation, expert custom testing, and dedicated legal support helps you deliver an accessible experience to every user.

Check out a [demo of our tools and services](#) or [talk to an expert](#) about your accessibility needs.

▼ 67%

AudioEye customers saw a **67% reduction in valid legal claims**, compared to other industry solutions.