



Is your tourism website accessible for all?

For more information visit
<http://hub.eaccessplus.eu>



Some people simply need an accessible website. Accessible websites are easier and faster to use

Quick & easy tips to make accessible websites

- Images and animations. Use the alt attribute to describe the function of each image.
- Image maps. Use client-side MAP and text for hotspots.
- Multimedia. Provide captioning and transcripts of audio, and descriptions of video.
- Hypertext links. Use text that makes sense when read out of context. For example, avoid "click here".
- Page organisation. Use headings, lists and consistent structure. Use Cascading Style Sheets (CSS) for layout and style where possible.
- Graphs & charts. Summarize or use the longdesc attribute.
- Scripts, applets & plug-ins. Provide alternative content in case active features are inaccessible or unsupported.
- Frames. Use NOFRAMES and meaningful titles.
- Tables. Make line-by-line reading sensible. Summarise.
- Check your work. Validate. Use tools, checklist and guidelines at <http://www.w3.org/TR/WCAG20/>

For complete Guidelines / Checklist: www.w3.org/WAI


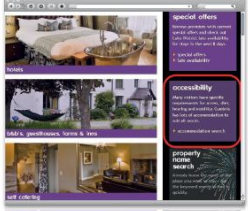


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eAccess+
the accessibility network
<http://hub.eaccessplus.eu>

Is your website attractive to all your customers?


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All kinds of customers are looking for Accessible Tourism information that can help them choose and enjoy YOUR destination

Provide accessibility information on your Tourism Website

- Gather objective and reliable accessibility information for venues, accommodation, attractions, transport and other tourism services, using an accredited accessibility audit partner where possible.
- Provide downloadable documents with summaries of accessibility information where possible.
- Publish accessibility information routinely in your mainstream marketing.
- Use alternative accessible formats, e.g. audio books and video guides, to get your information out to all customers.
- Include access as part of every promotion, whether it about events, special offers or things to do. Access information should always be present.
- Have a dedicated help-line for enquiries about access, with trained staff that are aware of the needs of customers with access requirements.
- Create an easily identifiable button or section on your Home Page for "Accessible Tourism" information. (Do not bury the information in a deep level of the site).
- Set up social media links on your website so that customers can bookmark, share and recommend you to others.
- Include user-generated content such as testimonials, photos and perhaps videos which show disabled people and others with access requirements enjoying the services you offer.
- Seek out access guide books, mobile apps, blogs and websites that refer to your destination, region or locality and link to these from your website. This will enable visitors to find accessible things to do and increase the chances that they will choose to visit.



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Accessible Self-Service Smart Devices

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Transport & ticketing Banking ATMs Tourism, travel and cultural information

...make all tourists' lives easier

Tips for selecting and installing a self-service terminal

- Position of terminal must allow adequate access for visitors with mobility and sensory restrictions
- Screen and controls must be reachable, clearly visible and usable, also for short people and personseated in a wheelchair
- Labels and instructions in large, legible fonts, with audio support
- Raised keys and buttons are easier to find and use for people with low vision
- Icons and screen text must be large enough for low vision users to see
- Use clear, unambiguous text. Keep instructions simple.
- Shade the screen from sun or electric light to avoid reflections

Tips for Audio and Video-Guides and other smart devices

- A lanyard is good for users who cannot hold the device
- A plug-in headset gives better audio and is easier for users who cannot hold the device
- Buttons should be large, with clear, raised symbols and markings for people with low vision
- The display, if any, should have high resolution and high contrast for people with low vision




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