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Visit Albuquerque Announces ADA Website Enhancements

*Organization integrates AudioEye on VisitABQ.org
to make trip planning more accessible*

ALBUQUERQUE, N.M. – (Aug. 11, 2020) – Visit Albuquerque, the city's Destination Marketing Organization (DMO), has made enhancements to its website at VisitABQ.org that are designed to make planning a trip to Albuquerque more digitally accessible for members of the disabled community.

Over the past several months, the organization has worked to upgrade its website to be in compliance with the Americans with Disabilities Act (ADA). The organization began integrating these updates in May and full implementation was completed in July. The enhancements include digitally assistive tools beneficial to all visitors to the website, but are especially helpful for aging populations; those with vision, hearing, motor and cognitive disabilities; and those who are color blind, dyslexic, learning to read, studying a second language or who just prefer listening instead of reading.

"These enhancements make our website more welcoming and inclusive for a broader audience of users," said Tania Armenta, President & CEO of Visit Albuquerque. "In addition, we are working to provide additional accessibility resources and guides that will be helpful to those looking to visit Albuquerque in the future."

Visit Albuquerque partnered with AudioEye, an industry-leading digital accessibility software solution, to provide all website visitors with equal access and a fully customizable user experience that can be tailored to individual needs.

The organization's ADA compliance was certified through its partnership with AudioEye and website partner Simpleview.

In navigating to [VisitABQ.org](https://www.visitabq.org), visitors will notice a blue and white icon in the lower right-hand corner of each web page on the site. Clicking the icon expands the AudioEye Toolbar, which allows visitors to change the page layout, font size, contrast and background colors, and also gives the visitor the option to have information on the page read aloud.

"We are passionate about promoting the city as a world-class tourism destination for all," said Armenta.

About Visit Albuquerque

Visit Albuquerque is an accredited destination marketing organization (DMO), and a private, not-for-profit organization [501(c)(6)]. The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention, sports and visitor destination. For more information, go to [www.VisitABQ.org](https://www.visitabq.org).

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