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Partner Bruchs quoted in "Hotels are grappling with accessibility on websites"

Hotel News Now

Michael Best's Amy Bruchs was quoted in *Hotel News Now's* article, "Hotels are grappling with accessibility on websites" on April 4, 2019.

Passed by the U.S. Congress in 1990, the Americans with Disabilities Act (ADA) did not account for how consumers would come to interact with businesses via the internet and apps on smartphones. But now businesses, including hotels, which have done the work to make sure their physical properties are ADA-compliant and properly accessible to people with disabilities, must do the same for their digital properties, experts say.

That includes websites with screen readers for the blind and closed-captioning for the hearing-impaired. Failure to meet such standards often results in legal consequences.

Amy Bruchs, managing partner in the Madison, Wisconsin office of Michael Best & Friedrich LLP, said the same attention must be given to mobile apps. "I have seen an uptick of demand letters from plaintiffs regarding the accessibility of mobile phone apps—both in and out of the hotel industry," she said.

To read the entire *Hotel News Now* article, [click here](#).

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Amy Bruchs

aobruchs@michaelbest.com

T 608.283.2253

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