

Stay ADA-Compliant: Small Changes That Make a Big Difference

It seemed like winter was going to last forever, and now that spring has sprung, we are reminded that summer is right around the corner! It's a good time to make a quick ADA audit. This article is a quick reminder about accessible sites, amenities, and compliance with updates that busy campgrounds owners and operators sometimes overlook.

ADA Rule on Web and Mobile App Accessibility

While legislation and regulation has helped curtail frivolous lawsuits targeting small business owners, ensuring both digital and physical accessibility not only helps in complying with legal requirements but also enhances the experience for all guests, promoting inclusivity and potentially expanding your customer base.

Here are a few ways you can get a "digital accessibility check-up" to see if your campground's website, booking platform, and other marketing tools are ADA-compliant:

1. Free Online Tools (for a Basic Self-Check)

You can run a free scan using:

WAVE Web Accessibility Evaluation Tool (wave.webaim.org)

Google Lighthouse (Built into Chrome Developer Tools)

👉 These tools will flag common issues like missing image alt text, bad color contrast, unlabeled forms, and navigation problems.

2. Hire a Digital Accessibility Consultant

Some firms that specialize in accessibility audits for small businesses include:

AccessibilityOz (accessibilityoz.com) – Offers website audits specifically tailored to smaller organizations.

Deque Systems (deque.com) – Known for detailed audits and remediation services.

Siteimprove (siteimprove.com) – Good if you want ongoing accessibility monitoring bundled with SEO and performance tools.

👉 They typically offer a full audit, a prioritized list of fixes, and a certification letter you can show if needed.

3. Talk to Your Website Provider

If your campground's website was built by a provider like CampgroundViews, ResNexus, CampSpot, Good Sam, etc., many now offer ADA compliance upgrades or can recommend a partner for you

4. Associations and Nonprofits

Organizations like the Mid-Atlantic ADA Center or the ADA National Network offer free or low-cost guidance to small businesses — they won't fix your site, but they can review it and recommend next steps.

(adata.org)

Quick Tip for Campgrounds:

Plaintiffs are still out there targeting small businesses under Title III ADA rules — so it's best practices to:

- Post an Accessibility Statement on your site
- Make a “good faith effort” to fix basic problems (even if you can't afford a full redesign)
- Document everything you do — it shows you're trying to comply

And don't forget:

Assess Physical Facilities: Conduct an audit of your campground's physical infrastructure to identify and address any accessibility barriers.

Staff Training: Educate your staff on ADA requirements and best practices for assisting guests with disabilities.

Stay Informed: Keep abreast of ADA updates and consult resources like ADA.gov for guidance.