

CONTACT: Binh Nguyen
(717) 389-2928, binh@cashmanandassociates.com
Eric Cortes
(267) 643-1329, eric@visitphilly.com

VISITPHILLY.COM LAUNCHES AUDIOEYE TO MAKE SITE EVEN MORE ACCESSIBLE FOR PEOPLE WITH DISABILITIES

New Platform Helps Those With Visual Impairments & Other Disabilities Plan Trips To Philadelphia

PHILADELPHIA, April 13, 2022 – VISIT PHILADELPHIA’s popular destination website, visitphilly.com, is now easier to use for people with disabilities. A new suite of features lets laptop or mobile users change colors, contrast, typeface, font size and more. The AudioEye accessibility platform upgrade is the latest ADA enhancement since VISIT PHILADELPHIA launched an [accessibility guide](#) on the site in November 2018. The recently updated page details transportation options for Philly visitors, accessible amenities at attractions and restaurants, assistance services and FAQs.

How It Works:

AudioEye went live on visitphilly.com in March. A blue and white person icon now appears on the bottom of the website screen. When site users hover over the circle, they can explore their accessibility options. From there, users can click on “visual toolkit,” and choose from 12 assistive tools that help all site visitors, particularly aging populations; those who have visual, motor and intellectual disabilities; those who are color blind, epileptic and dyslexic; and those who are learning to read or learning a second language. The new features provide:

- yellow reading guide line
- highlighted reading bar to emphasize text
- multiple color contrast options
- highlighting of headings, links and buttons for easy navigation
- instant text enlargement
- instant spacing enlargement
- options to change font
- disabling of animations
- text display for photos (in which text doesn’t typically appear)
- plus, an easy reset button, as users learn which features suit them best

The system isn’t static. AudioEye makes continual improvements through real-time monitoring that scans the site during every use. Insights are gathered, issues encountered and immediate remediations are performed.

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Page 2/AudioEye

“Now that we’re coming out of the pandemic, we’re able to refocus on priority projects that help us drive visitation to Philadelphia,” said Neil Frauenglass, chief marketing officer, VISIT PHILADELPHIA. “We want planning a trip here to be easy for everyone, and we’re proud that our highly trafficked website will provide that ease for all people who want to visit our great and welcoming region.”

VISIT PHILADELPHIA® is our name and our mission. As the region’s official tourism marketing agency, we build Greater Philadelphia’s image, drive visitation and boost the economy.

On Greater Philadelphia’s official visitor website, visitphilly.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly’s social media channels.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.