

The State

of the

Hospitality Sector

Accessibility Report

2026

About This Study

The hospitality sector stands at a defining moment in digital transformation. As travel planning and booking have moved almost entirely online, the expectation for intuitive, inclusive, and accessible digital experiences has never been greater.

Hospitality brands now serve a broad and diverse **user base** —including:

Travelers
with
disabilities



Rapidly aging
global
population with
visual
impairments

These two demographics hold significant discretionary income and travel more frequently than other/younger demographics.

These travelers rely heavily on hotel and lodging websites to:

- Assess properties
- Compare amenities
- Select dates
- Complete bookings

Every inaccessible interface—whether a poorly labeled calendar widget, a low-contrast pricing element, or a complex property listing filter—represents not just a usability problem, but a barrier to equitable access.

In December 2025, the QualiBooth Accessibility Team conducted a study to provide a clear, data-driven overview of the state of accessibility in the hospitality industry. Our goal is to help organizations understand where they stand, where the industry is moving, and what steps they must take to meet the standards expected by travelers, regulators, and the market itself.

Proactive accessibility is a strategic imperative. Companies that invest in accessible digital experiences are not only complying with WCAG 2.2 and emerging global regulations—they are choosing to welcome every traveler, on every device, and at every stage of the guest journey.

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1. Foreword by Jovana Muzurovic, Head of Customer Success and Partnerships



The hospitality and travel industry is one of the largest sectors in the global economy, serving billions of travelers each year. At the same time, more than **1 billion people worldwide live with a disability**, making accessibility a critical consideration for how travel experiences are designed and delivered.

As digital platforms increasingly shape how people research, book, and experience travel, accessibility has become a central topic in political, regulatory, and business conversations across the sector.

At its core, **digital accessibility** means creating online experiences that everyone can perceive, navigate, and use—regardless of visual, auditory, motor, cognitive, or neurological differences. It also ensures compatibility with assistive technologies such as screen readers and voice recognition software. When accessibility is overlooked, digital platforms risk creating new, avoidable barriers that limit access to information and services.

Too often, accessibility is treated as a one-time compliance exercise. In reality, it should be an **ongoing practice**, integrated into everyday design and development workflows and supported by trusted partners who help organizations move forward in a practical, sustainable way.

To support this shift, QualiBooth conducted a comprehensive study of digital accessibility in the hospitality industry. This research provides **clear benchmarks and actionable insights**, helping organizations understand where they stand today and how to build more inclusive, compliant, and user-friendly digital experiences for the future.

Sincerely,

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2. Introduction and Key Findings

2.1. Introduction

This study assesses **digital accessibility across** a sample of **hospitality websites** in Europe and surrounding regions, including global U.S.-based hotel chains. Using **QualiBooth's automated scanning engine** and a **WCAG 2.2**-aligned scoring system, we evaluated accessibility across key **user flows** on both **desktop and mobile** booking journeys in:

- Homepages
- Property Listing Pages
- Contact Pages

Each scan provides:

- ✓ **A 0–100 accessibility score**, with a higher score indicating greater adherence to **WCAG 2.2 guidelines** (Web Content Accessibility Guidelines, the global standard set by the World Wide Web Consortium).
- ✓ Number of **total issues**
- ✓ Count of **critical and high-severity issues**
- ✓ **Device-level** comparison
- ✓ **Page-type** performance trends

Why Hospitality Accessibility Matters More Than Ever

The hospitality sector, in contrast to general eCommerce, places particular emphasis on serving the following customer segments:

- **Travelers with disabilities**, including millions with low vision, mobility impairments, cognitive differences, and reduced dexterity
- **Aging adults**, whose numbers are rapidly growing and who hold the highest share of disposable income
- **Families booking for seniors**, where accessibility determines booking feasibility
- **International travelers with** varied linguistic and **assistive technology needs**

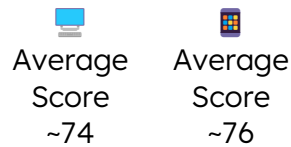
Inaccessible digital experiences often translate directly into:

- × **Abandonment** of the booking journey
- × **Inability to complete** date or guest selections
- × **Difficulty comparing** properties
- × **Reduced trust** in a specific brand or site
- × **Migration** to a competitor with better accessibility

In short, the implications of poor accessibility are not abstract—they have immediate financial consequences.

2.2. Key Findings Summary



Key Finding 1: Overall scores show moderate accessibility, but with major inconsistency.



Although the hospitality industry demonstrates progress in adopting accessibility practices—reflected in **average scores of ~74 on desktop and ~76 on mobile**—performance remains highly inconsistent across the digital journey.

While **about one-third of pages in the study score 80+**, indicating strong foundations, roughly **one in five pages still score below 60**, with **200–250 accessibility issues on average**. The most severe breakdowns occur on property listing and booking-adjacent pages, where dense interactive elements cause accessibility scores to drop as low as the high 60s on average. As a result, travelers—especially users with disabilities and visual impairments—may initially experience an accessible interface, only to encounter critical barriers at the very point where they intend to compare rooms or complete a booking, leading to immediate abandonment and revenue loss.

Key Finding 2: Contact pages score highest; listing pages score lowest.

| Page Type |  Average Score |  Average Score |
|--------------|---|---|
| Contact Page | ~82 | ~83 |
| Home Page | ~73 | ~75 |
| Listing Page | ~68 | ~70 |

Listing pages consistently underperform due to:

- × Dynamic filters
- × Sorting controls
- × Property card grids
- × Image galleries
- × Date pickers
- × Pop-ups and cookies banners

These complex components often break keyboard navigation, screen-reader friendliness and visual clarity. This is critical because listing pages represent the core decision-making interface for bookings. When these pages fail, revenue drops.

Key Finding 3: Mobile experiences slightly outperform desktop.

Mobile scores average ~2 points **higher than desktop.**

However, device parity is inconsistent because some pages are significantly more accessible on mobile, while others are significantly worse.

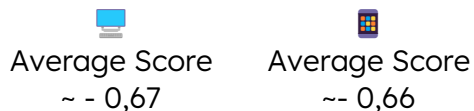
Examples of common mobile barriers:

- × Tiny touch targets
- × Overlapping modals
- × Hamburger menus that confuse screen readers
- × Persistent sticky bars that trap focus

The general population relies heavily on **mobile devices**, making accessibility on these interfaces essential. When mobile elements are already small, even minor accessibility issues can make it extremely difficult—or impossible—for users with visual impairments to interact with the content.

Key Finding 4: Issue volume strongly predicts accessibility experience (and booking success).

Strong negative correlation



Issue volume by score tier

| | |
|------------------------|--------------|
| 80+ Score: | ~15 issues |
| 60 - 79 Score: | ~50 issues |
| Below 60 score: | ~200+ issues |

Low-scoring pages represent material usability barriers:

- × Unlabeled property cards
- × Inaccessible date widgets
- × Unclear buttons
- × Hidden interactive content

These inhibit a significant share of travelers from completing bookings, including non-disabled users who wish to navigate with a keyboard.

Key Finding 5: Country-level variation is narrow but meaningful.

Unlike the eCommerce sector—where country averages varied widely from 36 to 77—hospitality accessibility shows tighter clustering (typically 70–82 range). This suggests:

- More uniform CMS and booking-engine templates
- Shared design systems across hotel chains
- Greater standardization in property listing layouts

Key Finding 6: Recurring accessibility failures cluster around dynamic booking components.

Throughout the study, several issues consistently appeared, highlighting the **most common accessibility failures**.

1. **Low contrast text** (prices, dates, hotel summaries)
2. **Missing form labels** (dates, search bars, guest selectors)
3. **Keyboard traps** (modals, filters, calendars)
4. **Improper headings** (screen readers cannot skim listings)
5. **Unannounced dynamic updates** (filter changes not announced)
6. **Tiny touch targets** (especially on mobile filters)
7. **Poorly coded property cards** (screen readers read “button, button, button...”)

Each of these failures has direct implications for adaptive technology users—leading to abandonment, confusion, or inability to compare properties.

Key Finding 7: Accessibility directly affects revenue, trust, and competitive differentiation.

High accessibility correlates strongly with:

- Higher booking completion
- Lower abandonment
- Increased customer satisfaction
- Improved brand trust
- Higher lifetime value
- Lower call center load

As the European Accessibility Act (EAA) enforcement increases in Europe and the American Disability Act (ADA) continues in the US, inaccessible hospitality sites also face:

- Non-compliance risks
- Penalties
- Reputational damage

Accessibility is no longer a niche requirement; it is a core pillar of **digital hospitality strategy**.

3. Methodology

3.1. Scope

Scope of Analysis

The study evaluates **139 hospitality websites** across Europe and surrounding regions to provide a data-driven assessment of their accessibility. Conducted between **November and December 2025**, the analysis used **QualiBooth’s automated accessibility scanning technology**, aligned with the latest **WCAG 2.2 criteria**.

The goal of the study is to benchmark the **digital experience travelers encounter when researching and booking accommodations online**, highlighting both areas of excellence and ongoing challenges. Findings carry important implications for **compliance with the European Accessibility Act (EAA)**.

Each website was evaluated through structured automated scans, producing a **0–100 accessibility score** that reflects real-world usability for people with disabilities. The audit included both **desktop and mobile** versions of three critical page types in the booking journey:

- **Home Pages** – where users are introduced to the brand and primary navigation
- **Property Listing Pages** – where users compare and make decisions
- **Contact Pages** – where users seek assistance before booking or traveling

Scoring Mechanism

Pages started with a score of 100, with deductions based on issue count and severity.

Deductions are applied based on:

- × Issue count
- × Severity weighting (Critical > High > Medium > Low)
- × Device-specific behavior
- × Assistive technology compatibility

Interpretation

| | |
|-----------------|---|
| 85+ | Strong accessibility |
| 60 - 84 | Partial compliance, notable barriers remain |
| Below 60 | High risk zone; severe WCAG violations likely |

This software-based testing provides an automated assessment against WCAG 2.2 standards. A score of 100 in this report does not imply that a site is 100% accessible, nor does a score of 100 imply 100% compliance.

It's important to note that complete accessibility evaluation requires:

1. Software-based testing to efficiently detect common issues.
2. A full manual audit by a trained professional to assess nuances such as context, usability, cognitive load and assistive technology compatibility that cannot be fully evaluated through automation alone.

3.2. Data Collection

Scores were derived from QualiBooth's accessibility testing platform, Agora AI, to ensure consistency. The testing evaluated compliance with WCAG 2.2 standards.

Pages were analyzed using:

- Automated WCAG scanning (QualiBooth's Agora engine)
- Detection of:
 - × missing labels
 - × broken ARIA
 - × focus traps
 - × contrast errors
 - × semantic violations
 - × inaccessible modals
 - × keyboard issues

Screenshots, DOM analysis, and rule-validation metrics were combined to evaluate each page. Pages that were blocked from software scans or were unavailable for technical reasons were identified and removed from the dataset.

4. Top Performers and Emerging Trends

Although the hospitality dataset is smaller than QualiBooth’s previous 500-site eCommerce study, distinct patterns still emerge. Some websites consistently lead the way, showcasing accessible design systems, modern UI frameworks, and well-structured semantic architecture.

4.1. Characteristics of High Performing Hospitality Websites

Hospitality sites that score above **90** share several key qualities:

1. Strong Information Architecture

Top performers maintain:

- Clear heading hierarchies
- Correctly used HTML5 landmarks
- Descriptive labels for navigation items
- Predictable, repeatable layouts

For travelers using screen readers, this allows efficient page scanning and orientation—critical when comparing multiple hotels or room types.

2. Keyboard Operable Journeys

High-performing sites enable:

- Navigation of all property cards
- Operable filters and sorters
- Accessible date-picker flows
- Fully keyboard-accessible modals

This is essential for users that:

Have motor impairments

Have temporary injuries

Are older adults who cannot reliably use a trackpad

Use screen-reader and switch devices

3. Strong Visual Accessibility

Top performers adhere to:

- WCAG contrast minimums
- Scalable text
- Adequate spacing
- Legible font sizes

Hotel pricing details, dates, and room categories appear in high-contrast formats—improving readability for users with reduced vision.

4. Consistent Form Usability

Accessible contact forms include:

- Visible, descriptive labels
- Clear error messages
- Logical focus order
- Properly grouped fields

This reduces form abandonment and improves contact conversion—critical for guests seeking pre-booking support.

5. Mobile-First Design Principles

Many high-scoring sites:

- Simplify complex interfaces for mobile
- Prioritize touch targets
- Minimize pop-ups
- Adopt streamlined navigation

This naturally benefits accessibility and reduces friction for mobile bookings—an increasingly common behavior for older travelers.

4.2. Persistent Areas of Weakness

Leading sites show vulnerabilities in more complex areas such as:

1. Dynamic and Interactive content. Calendars, carousels, and filters often:

- × Lack keyboard support
- × Trap focus
- × Fail to announce changes
- × Have unlabeled buttons
- × Mis-order tabbing sequences

This disproportionately harms screen-reader users, keyboard-only users and other users who struggle with fine motor precision.

2. Poor Multimedia Accessibility. Hotels often feature:

- Background videos
- Property reels
- Animated introductions

But captions, transcripts, and descriptive text are often missing, which are critical for making this content usable for users with certain disabilities.

3. Authentication & Cookie Modal Issues.

Increasingly common problems:

- CAPTCHA barriers
- Cookie consent banners obstructing interactions
- Modals without focus management

The practice of Content Distribution Networks (CDN) use of CAPTCHA to block Large Language Model training is increasing. This can decrease hosting costs, but these can also fully block travelers relying on assistive technologies if improperly delivered to the user.

4. Cross-platform Inconsistency: Some hotels invest heavily in desktop design but leave mobile templates outdated. Others modernize mobile but maintain old desktop templates. For users switching between devices, this inconsistency breaks trust and increases cognitive load.

5. Vendor & Template Dependencies: Hotels using external booking-engine templates face added risk:

- Restrictive UI components
- Limited customization
- Vendor delays in accessibility improvements

Significant amounts of inconsistency across brand touchpoints will cause user engagement to suffer. Consideration must be taken to unify navigation, templates, and accessibility activities to decrease the load on users.

6. User and Property Generated Content: Booking engines and hotel groups face significant risk from content introduced by individual users and by property managers:

- Ratings, images, and videos of this sort do not follow acceptable practices of accessibility
- Content focuses on price, promotion, and search optimization
- Plugins to enable this content introduce template and management issues

Content injection by Users and Property Managers can be a significant benefit for end users, but can also create many issues for the end user if templates are not optimized, thereby reducing accessibility scores.

5. Country & Regional Rankings

The hospitality dataset is smaller than the QualiBooth eCommerce study sample, yet still reveals meaningful geographical patterns. While hospitality scores cluster tightly, suggesting similar infrastructure and vendor ecosystems, subtle differences appear:

5.1 Insights from Country-Level Aggregates

Countries with Higher-Than Average Scores

| Country | Total Ranking | Average Scores |
|----------------|---|----------------|
| Switzerland CH |  | 79.9 |
| Norway NO |  | 75.6 |
| Sweden SE |  | 72.5 |

These regions often:

- Use modern CMS systems
- Employ standardized booking engines
- Have strong consumer protection cultures
- Prioritize clarity over heavy branding

Countries with Mid-Range Scores: Most participating markets clustered near the mid-point, In the high-60s:

| Country | Total Ranking | Average Scores |
|-------------------|---------------|----------------|
| Spain ES | 4 | 71.6 |
| Portugal PT | 5 | 70.8 |
| United Kingdom GB | 6 | 70.3 |

This consistency contrasts sharply with eCommerce study, where national averages ranged from 36 to 77.

Interpretation: Hotels appear to outsource digital infrastructure to:

- Booking-platform providers
- Franchise-wide design systems
- CMS vendors specializing in hospitality

As a result, accessibility tends to be more “template-driven” and less varied by country.

6. Accessibility Scores by Page Type

Page type is the strongest predictor of accessibility score in hospitality.

6.1 Contact Pages (Highest Scores)

The Contact Pages of the hospitality sites were chosen as a standardization proxy for the conversion point of hospitality websites in this study. Not all hotel chains have automated booking engines, and if they do, these booking engines may require logins and access issues for end users (and our study).

Contact Us pages are consistent within the industry and have:

- Simple, predictable layouts
- Clear forms with fewer inputs
- Minimal dynamic content

Average Scores



~82

~83

In this way, users with disabilities, including those with visual impairments, can reliably:

- Find contact information
- Submit inquiries
- Request support

While this is encouraging, it remains **insufficient**. Contact pages alone cannot compensate for inaccessible booking workflows, which often lack the basic information needed for comparison, informed decision-making, and completing a booking.

6.2 Home Pages (Moderate Scores)

Home pages serve as the primary entry point for most users, showcasing:

- Promotional banners
- Hero images
- First navigation experience
- Marketing-driven content

Average Scores



~73

~75

Some common issues that we found in the home pages were:

- × Carousels without controls
- × Low-contrast promo text
- × Overlapping sticky elements

These create friction but rarely prevent access entirely because users can utilize multiple paths through the website to find additional information (e.g. Search, Navigation, etc.)

6.3 Listing Pages (Lowest Scores)

These are the most problematic page types in the dataset due to the complexity of content and the use of the Contact Us page as a proxy for the complicated booking engines.

Why they fail:

1. Complex calendars

- × Hard for visually impaired users
- × Hard for screen readers
- × Hard for motor-impaired users

2. Dense card layouts

- × Poor hierarchy
- × Repetitive ARIA labels
- × Inconsistent alt text

Average Scores



~68



~70

3. Dynamic filtering

- × Updates not announced
- × Filter toggles unlabeled

4. Small touch targets on mobile

- × Updates not announced
- × Filter toggles unlabeled
- × Narrow filter dropdowns
- × Tiny icons

This page is where users determine property availability and get their first sense of whether a property meets their needs. It is a **critical decision point**—barriers here can directly reduce booking conversions, as they may prevent users from proceeding further.

7. Desktop vs. Mobile Analysis

7.1 Score Gap Patterns

Across the hospitality websites analyzed, mobile versions scored on average approximately **2 points higher** than their desktop counterparts. However, this average masks a wide variance:

- Some pages performed **significantly better on mobile**, with differences of up to **+20 points**.
- In contrast, other pages scored **higher on desktop**, with gaps reaching **+15 points**.

7.2 Why Mobile Often Wins

Mobile interfaces frequently outperform desktop in accessibility for several reasons:

- **Cleaner layouts** Mobile pages are often simplified to fit smaller screens, reducing visual clutter.
- **Fewer simultaneous components** Limiting content density makes navigation and focus management easier.
- **Larger touch targets** Buttons, links, and controls are generally bigger, benefiting users with motor difficulties.
- **More modern CSS frameworks** Many mobile-first designs utilize up-to-date, responsive frameworks that inherently improve semantic structure and accessibility.

As a result, for certain user interactions—particularly quick scanning, simple forms, or booking searches—mobile often provides a smoother, more intuitive experience.

7.3 Why Mobile Sometimes Fails

Despite these advantages, mobile interfaces can introduce unique accessibility challenges:

- × **Poorly coded hamburger menus** Hidden navigation can confuse screen users or those unfamiliar with gestures
- × **Sticky banners that trap focus** Persistent elements may block underlying content or interrupt navigation flow.

- × **Tiny filter controls** Users with low vision or motor impairments struggle to interact with small inputs
- × **Overlapping modals** Pop-ups can obscure critical information and prevent completion of key tasks

These issues are particularly problematic for **visually impaired users**, who may rely on assistive technologies to navigate content. Small targets, hidden or non-linear navigation patterns, and improperly managed focus create barriers that can frustrate users and directly impact conversions.

8. Issue Severity & WCAG Patterns

The analysis of the dataset reveals **clear and recurring accessibility patterns** across hospitality websites, highlighting areas where users encounter the most significant barriers.

8.1 Most Common Critical Issues

- × **Missing form labels** Forms without proper labels prevent screen reader users from understanding input purposes.
- × **Keyboard traps** Users navigating with keyboards can get stuck in interactive elements, blocking further access.
- × **Interactive elements without accessible names** Buttons, links, and controls without meaningful labels confuse assistive technologies.
- × **Buttons announced as “button button”** Redundant or incorrect announcements hinder comprehension.
- × **Date pickers not keyboard-navigable** Users cannot select dates without a mouse, excluding keyboard-only navigation.

These critical issues **directly prevent users from completing essential tasks**, such as booking a room or submitting a contact request.

8.2 Most Common High-Severity Issues

High-severity issues were also prevalent and, while not always blocking, **significantly hinder the user experience**:

- × **Low contrast** Text or interactive elements that are hard to distinguish create barriers for users with low vision.
- × **Incorrect heading hierarchy** Poorly structured headings impede content scanning and navigation for screen reader users.
- × **Non-descriptive links** Generic link text like "Learn more" or "Details" lacks context, making it difficult to understand the link's purpose
- × **Dynamic updates unannounced** Changes to content that are not signals to assistive technologies can confuse users navigating with screen readers

These high-severity Issues primarily affect

- Users with **low vision**
- Users with **motor impairments**
- **Screen-reader users**
- Users with **declining fine motor skills**

Addressing these high-severity issues is essential, as they significantly impact usability and can create persistent barriers for users relying on assistive technologies.

9. Accessibility Implications for Booking Behavior

Accessibility issues have a **direct impact on the travel booking process**, disproportionately affecting some of the most valuable segments of travelers. These barriers can lead to frustration, abandoned bookings, and lost revenue for the hospitality sector.

| Segment | Behavior | Challenges |
|-----------------------------------|---|---|
| Baby-Boomers & Aging Adults (55+) | <ul style="list-style-type: none"> • Travels more frequently • Books longer stays • Spends more per trip | <ul style="list-style-type: none"> × Reduced vision × Reduced contrast sensitivity × Difficulty with small touch targets × Difficulty with complex navigation |
| Travelers with Disabilities | <ul style="list-style-type: none"> • Travels often with companions, influencing group bookings • Represents billions in unmet global demand | <ul style="list-style-type: none"> × Keyboard-only navigation × Screen-reader-dependent navigation × Need for consistent semantics × Need for descriptive text |
| Travelers on Mobile Devices | <ul style="list-style-type: none"> • Uses mobile devices increasingly for bookings • Experiences frustration from accessibility issues, leading to abandoned bookings and negative brand perception | <ul style="list-style-type: none"> × Small touch targets × Hidden or non-intuitive navigation patterns × Sticky banners and overlays that interfere with content × Overcrowded property cards making scanning difficult |

Failure to address these issues leads to:

- Lower revenue
- Higher abandonment
- Increased call center load
- Lower repeat business

10. Conclusion

The hospitality industry has achieved moderate but inconsistent accessibility performance. While contact pages and modern mobile designs show promising trends, property listing pages—the heart of the digital guest journey—remain significant barriers to travelers with disabilities and compromised motor capabilities.

Improving accessibility is both a compliance requirement and a business opportunity. Hospitality brands that prioritize accessibility will:

- Improve conversion rates
- Reduce friction and abandonment
- Earn trust with a critical segment of travelers
- Reduce legal and reputational risk
- Build inclusive digital guest experiences that reflect real-world hospitality values

Accessibility is not simply about meeting WCAG—it is about welcoming every traveler.

11. About QualiBooth

[QualiBooth](#) is dedicated to helping brands deliver inclusive, compliant, and user-friendly online experiences. Our Digital Accessibility Solutions identify barriers to digital accessibility, prioritize them based on both WCAG 2.2 guidelines as well as impact to users, and provide example code (AI-generated when using our Agora AI solution), enabling development teams to rapidly deliver best-practice content and maximize total potential market reach.



If you'd like to see how your site performs in these areas, or compare it with the study, you can get your own score along with a list of issues and recommended solutions on how to fix them.

[Scan your web for free](#)

[Contact us](#)


12. Appendix

Appendix A: Page-Type Score Summary Table

| Page Type |  |  |
|--------------|---|--|
| | Average Score | Average Score |
| Contact Page | ~82 | ~83 |
| Home Page | ~73 | ~75 |
| Listing Page | ~68 | ~70 |

Appendix B: Issue Volume by Score Tier




Strong negative correlation

| | |
|---|---|
|  |  |
| Average Score | Average Score |
| ~ - 0,67 | ~- 0,66 |

Issue volume by score tier




| | |
|-----------------|--------------|
| 80+ Score: | ~15 issues |
| 60 - 79 Score: | ~50 issues |
| Below 60 score: | ~200+ issues |


Appendix C: Country ranking

| Country | Total Ranking | Average Combined |
|-------------------|---|------------------|
| Switzerland CH |  | 79.9 |
| Norway NO |  | 75.6 |
| Sweden SE |  | 72.5 |
| Spain ES | 4 | 71.6 |
| Portugal PT | 5 | 70.8 |
| United Kingdom GB | 6 | 70.3 |
| Greece GR | 7 | 70.2 |
| Netherlands NL | 8 | 70.1 |
| France FR | 9 | 69.4 |





| Country | Total Ranking | Average Combined |
|------------|---------------|------------------|
| Italy IT | 10 | 68.7 |
| Austria AT | 11 | 68.5 |
| Germany DE | 12 | 65.8 |
| Ireland IE | 13 | 61.9 |
| Belgium BE | 14 | 61.6 |

Country ranking by desktop

| Country | Ranking | Average Desktop Score  |
|-------------------|---|---|
| Switzerland CH |  1 | 78.6 |
| Norway NO |  2 | 74.1 |
| Sweden SE |  3 | 71.4 |
| Spain ES | 4 | 70.8 |
| Greece GR | 5 | 70.4 |
| United Kingdom GB | 6 | 70.2 |
| Portugal PT | 7 | 69.7 |
| Netherlands NL | 8 | 68.8 |
| Italy IT | 9 | 68.5 |
| France FR | 10 | 68.1 |
| Austria AT | 11 | 67.8 |
| Germany DE | 12 | 64.8 |
| Ireland IE | 13 | 61.2 |

| Country | Ranking | Average Desktop Score  |
|------------|---------|---|
| Belgium BE | 14 | 60.3 |

Country ranking by mobile

| Country | Ranking | Average Mobile Score  |
|-------------------|---|---|
| Switzerland CH |  | 81.2 |
| Norway NO |  | 77.1 |
| Sweden SE |  | 73.5 |
| Spain ES | 4 | 72.4 |
| Portugal PT | 5 | 71.2 |
| Netherlands NL | 6 | 71.4 |
| France FR | 7 | 70.7 |
| United Kingdom GB | 8 | 70.3 |
| Greece GR | 9 | 69.9 |
| Austria AT | 10 | 69.3 |
| Italy IT | 11 | 68.9 |
| Germany DE | 12 | 66.8 |
| Belgium BE | 13 | 63.0 |
| Ireland IE | 14 | 62.5 |