



# 2020 Inclusion & Diversity Report

# Welcome

By Expedia Group's Inclusion & Diversity Team

Travel is a force for good. At Expedia Group, it's our mission to power global travel for everyone, everywhere, because we know that travel strengthens connections, broadens horizons, and bridges divides. And to do this work, we rely on the diverse backgrounds and experiences of our employees, travelers, partners and communities.

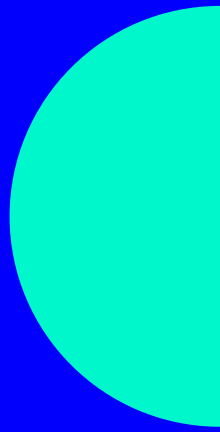
We believe it's a privilege to work in the travel industry, where we can bring people abroad, immerse them in new languages and communities, and give them a chance to experience the world. Through travel, people from disparate backgrounds come together to share their rich history and traditions and feel connected to something greater than themselves.

We also embrace the duty to create safe travel opportunities and remove barriers for our partners and travelers. This is especially critical for marginalized communities who may be the target of harmful behavior because of the color of their skin, the equipment they use for their disabilities, their gender identity, or the gender of their partner.

With approximately 18,000 employees across 50 countries speaking 77 languages, we recognize we serve our travelers, partners and communities best when we represent the diversity of our travelers and work as allies to create an inclusive culture both within Expedia Group and the travel industry our travelers navigate. To best serve our employees, travelers, partners, and community, we are focused on building workplaces that prioritize and value a sense of belonging, respect, and equal opportunity.



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**Our Employees:** How we recruit, retain, develop, and measure our increasingly diverse workforce.

**Our Partners:** How we are weaving inclusion through our partnerships and leading the travel industry toward more conscious inclusion.

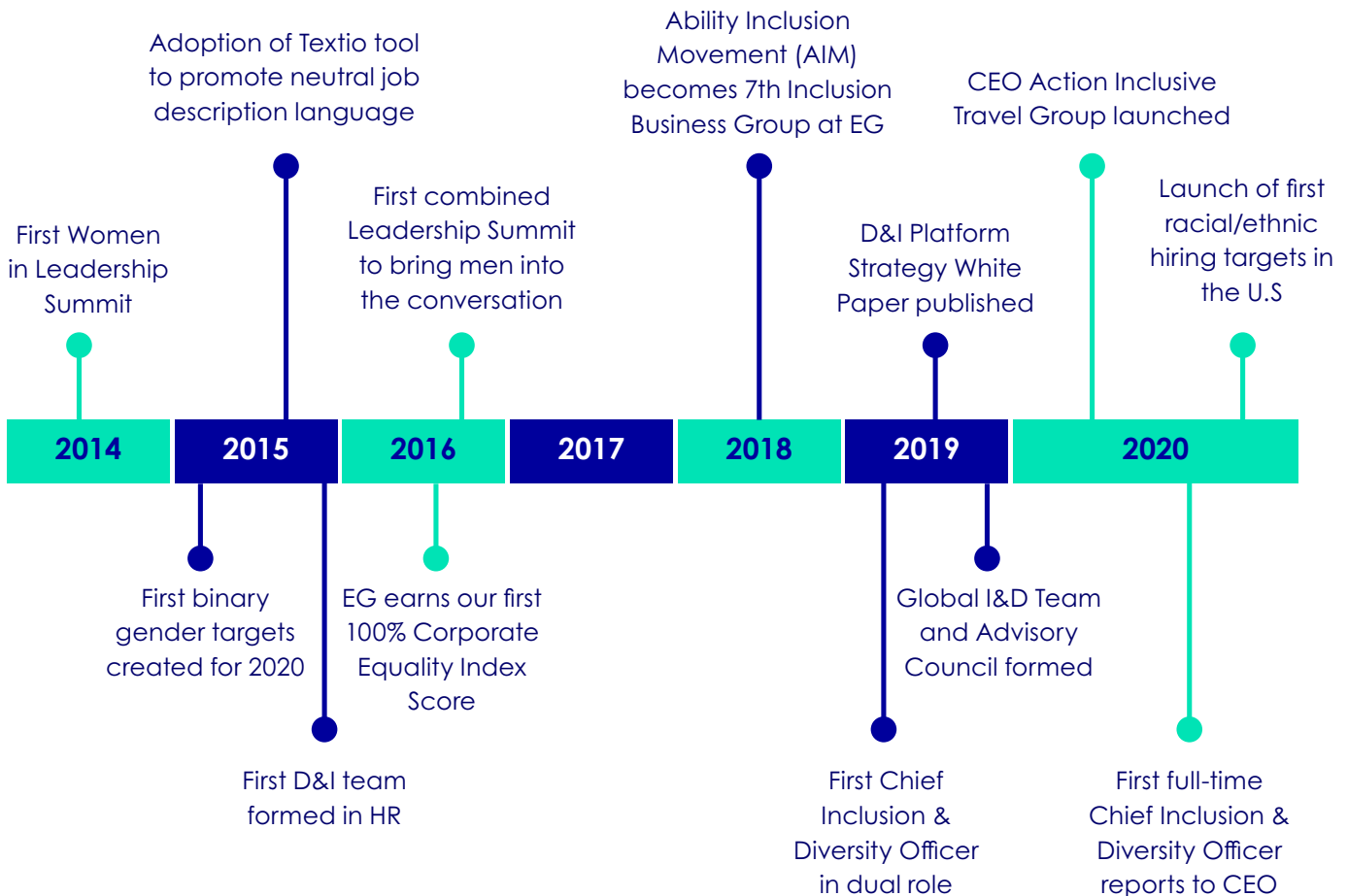
**Our Travelers:** How our brands have started refining their marketing efforts and recognizing the value of under-represented travelers.

**Our Communities:** How we serve under-represented communities where we live and work.

**Our Insights and Next Steps:** How we are accelerating our inclusion and diversity initiatives along with final thoughts, acknowledgements, data analysis, and glossary of terms.



# Inclusion Journey





# Spotlight: Our Employees



Over Expedia Group's history, we developed numerous inclusion and diversity initiatives, from our efforts to increase the representation of under-represented identities within our Inclusion Business Groups, to benchmarking with external organizations like the Human Rights Campaign and Disability Equality Index. In the past year, we have coalesced separate initiatives and knowledge into a centralized global function with established data reporting to enable us to be more impactful.



One example that we are particularly proud of is our work with women's representation throughout our organization. Since 2015, Expedia Group has placed clear workforce targets on binary gender, resulting in the increase of women in our tech org by 6 percentage points in 5 years, and an increase in executive women by 5 percentage points in the same timeframe. These targets have been substantiated by mandated diverse slates for all managerial roles, as well as a referral bonus that pays out double for women in tech roles. This sharp focus has allowed Expedia Group to stand out positively from peers in terms of recruiting and developing women across the organization.

We have not been as intentional around racial/ethnic targets in the U.S., which is why representation over the past few years has been stagnant. In order to accelerate hiring and advance a more diverse workforce, in 2020, we created racial/ethnic hiring targets, referral awards, and more. There is always more to be done, and we're continuing our work in 2021 to create and sustain an inclusive culture for historically marginalized identities.



# Understanding our people

One of the most important steps to achieving our inclusion and diversity goals is to understand the make up of our global workforce and how it compares to the communities in which we work.

Through our data analytics strategy, we strive to identify, understand, and address identity-based trends. In doing so, we can measure progress against data-driven goals for increased headcount, hiring, compensation, advancements, and retention of underrepresented and historically marginalized groups at Expedia Group. Some of our methods include:

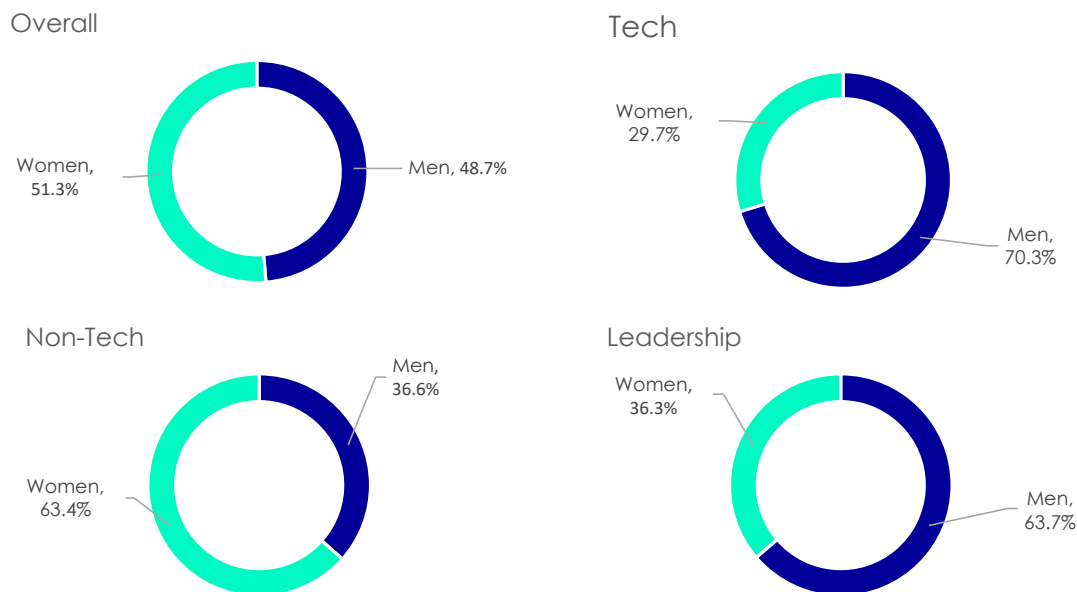
**Listening** – Moving to less-frequent, bulky surveying to more-frequent listening and nudging, and ensuring that inclusion and diversity-related questions are circulated to employees. Publishing aggregated results for all employees to access and segmenting them by binary gender globally and race/ethnicity in the U.S.

**Benchmarking** – Participating in benchmarking initiatives including DisabilityIn's Disability Equality Index, McKinsey's Women in the Workplace, and Human Rights Campaign's Corporate Equality Index.

**Publishing Data** – Increasing visibility by publishing our Expedia Group global binary gender and U.S. race/ethnicity data to all employees starting in May 2020 and moving forward.

## 2020 Global Binary Gender Representation

Alt text translations of chart visuals can be found in the appendix

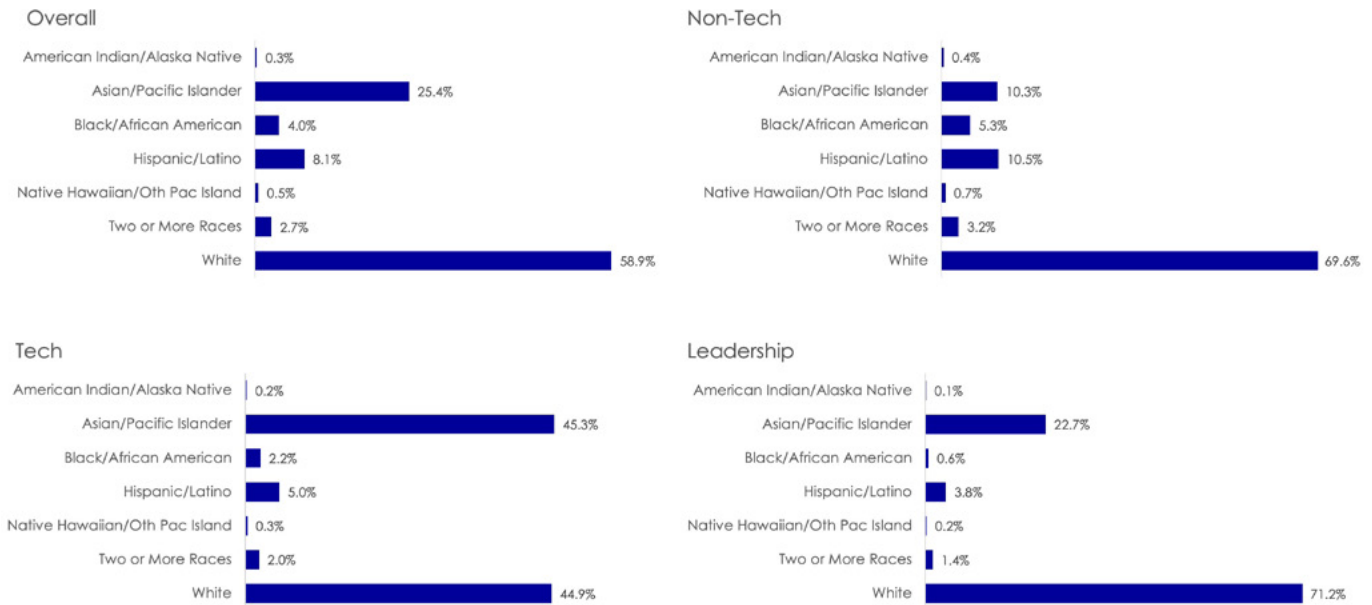


Employee stats only include employees who have disclosed their gender. We have not included employees who have not self-identified. Data snapshots are taken from end of December of each year.





## 2020 U.S. Race/Ethnicity Representation



Employee stats only include employees who have disclosed their race/ethnicity. We have not included employees who have not self-identified. Data snapshots are taken from end of December of each year.

## Attracting diverse talent

Attracting diverse candidate pools require an ongoing and comprehensive strategy that includes marketing, job postings, recruitment collaboration, and early career pathways. Here are some ways that we're working toward this goal:

**Sharing Our Stories:** Expedia Group builds our employment marketing and social media content around our employees – telling their stories of growth, development, and impact at work and in their communities. We tell their stories via social media outreach, speaking engagements, and on our landing page, [Life At Expedia Group](#).

**Inclusive Job Descriptions:** Since 2015, we have used a writing-enhancement service to ensure

our job descriptions have a gender-neutral tone. As of late 2019, have used Textio to author 5,600+ job descriptions and replace 3,800 words to be more inclusive. And that effort has paid off: We found that job descriptions with the best gender-neutral score attract 53% of candidates identified as women, compared to 40% for gender-biased descriptions, and that these roles fill five days faster than average.

**Early Careers:** Early careers, including campus hiring, brings exceptional talent into our organization each year. With a heightened focus on women in technology, we achieved 50% representation for our 2020 technology intern cohort globally.



# Inclusivity in our Hiring Process

Driving inclusivity and removing bias and discrimination throughout our hiring process is critical to ensuring the diversity of our candidate population is reflected in our hiring results. We continue to iterate and improve our policies and practices to be more inclusive with a particular focus on:

**Hiring Pipeline Data:** Since setting our representation goal in 2015, our hiring pipeline data for global binary gender is tracked from initial application to offer acceptance. This creates accountability for each hiring manager and helps ensure women applicants are not adversely impacted at any stage of the hiring process.

**Mixed-Gender Interviewing:** We have mandated mixed-gender interviewing (both candidate slates and interviewing teams), improving the interview experience for candidates and increasing the likelihood of improving gender balance through hiring.

**Skill-Based Interviews:** To eliminate bias in evaluating candidates, our screens and interviews are designed to be competency and skill-based and applied consistently across position types and job families. We continue to build transparency into our job architecture to articulate what skills are required to do our jobs and which are recommended or additive.

**Accessible Tools:** We are increasing accessibility for candidates globally through video interviewing and technical assessment tools. All tools are reviewed to ensure they are accessible to candidates requiring assistive technologies.



Employee panel hosted out of our Chicago, U.S. office.



# Our Path Forward

1

**Diverse Hiring Targets:** Due to the gaps of women in technology and leadership, as well as the under-representation of Black, Latinx, American Indian, Alaska Native, Native Hawaiian & Other Pacific Islanders, and employees with two or more races, in 2020 we created new hiring targets. We are targeting women to occupy 50% of roles at all levels by the end of 2025, and 25% of U.S. external hires to come from racially and ethnically under-represented identities by the end of 2021. We are also investing in diverse sourcing channels to enhance our talent outreach. In addition, we are enabling our employees to play their part in building our employer brand by using our content sharing platform.

2

**Job Requirement Review:** Removing ancillary or arbitrary educational requirements and questions around salary history from job postings that may present a barrier to potential candidates from socio-economically disadvantaged communities.

3

**Community Collaboration:** Collaborating more closely with our Inclusion Business Groups to enhance company representation and candidate engagement at key recruitment events globally.

4

**Training:** Mandating new Expedia Group-wide interview training and inclusive recruiting interactive workshops that incorporate bias awareness and mitigation in hiring.

5

**Sourcing Capability:** Building our Sourcing capability so that every part of our frontline hiring team is well positioned to integrate diversity hiring into our day-to-day recruitment operations.

6

**Fit for Purpose Hiring Capacity:** Increasing our global talent acquisition headcount in North America by 30% so we have more resources dedicated to finding diverse talent



# Helping our employees achieve their best

Expedia Group maintains a high-performance culture in the ever-changing travel industry by investing in our employees. We believe performance and wellbeing go together, so we offer progressive benefits and prioritize mental health as a demonstration of our commitment to our employees' wellbeing. This was particularly important during our ongoing response to COVID-19 and its impact on our employees and industry.

## Performance and Development

We aim to make sure employees have the tools and support they need to achieve success. In order to retain and develop diverse talent, we've instituted the following:

1

**Mitigating Bias in Performance Conversations:** Rolling out a learning module and performance review writing checklist focused on recognizing and addressing how our potential biases may influence our decision-making process when evaluating employee performance.

2

**Inclusive Talent Reviews:** Embedding inclusion and equity in our conversations about evaluating our talent's potential through the creation and presentation of resources including I&D definitions, best practices, and advice on how to mitigate bias within talent review conversations.

3

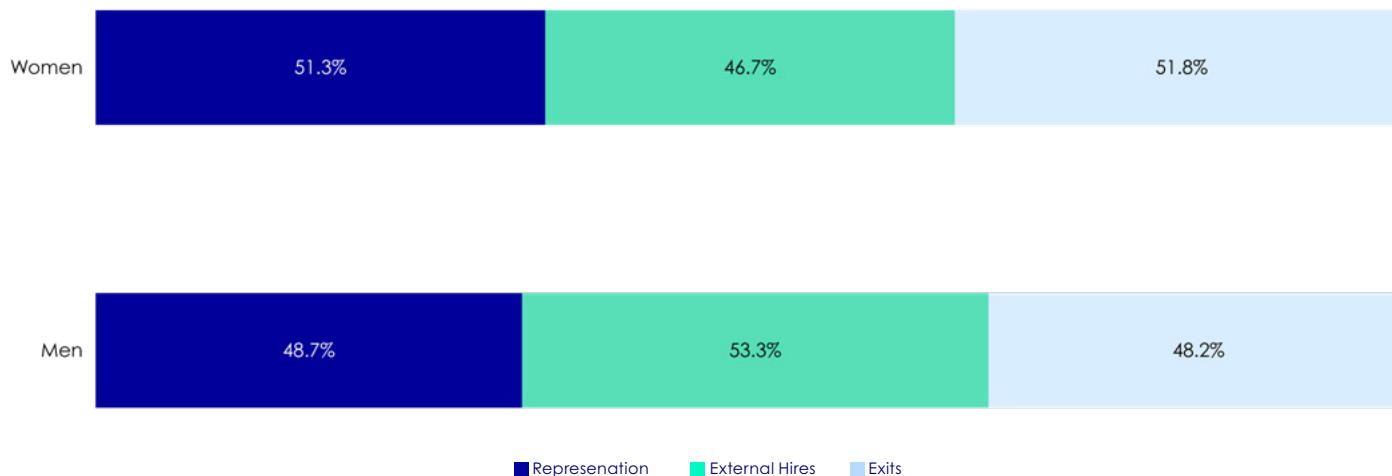
**Giving/Receiving Feedback:** Adding an I&D lens into the launch of Giving/Receiving Feedback, including best practices for inclusive language and creating safe spaces for feedback conversations.

4

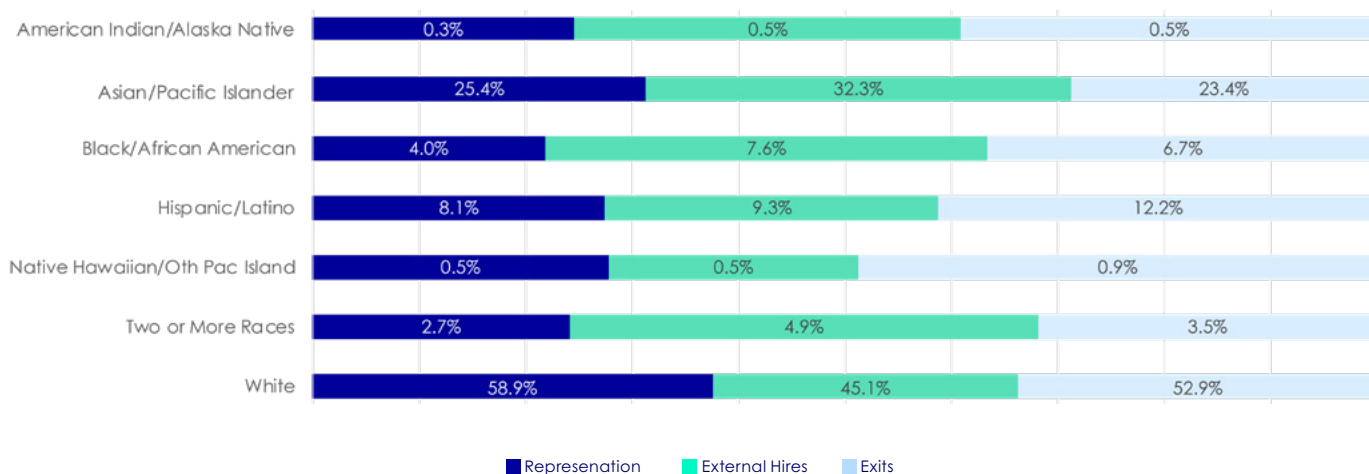
**Goal Setting:** Asking all employees to focus one of their three quarterly goals on inclusion and diversity.



## 2020 Global Binary Gender Representation, External Hires, and Exits



## 2020 U.S. Race/Ethnicity Representation, External Hires, and Exits



Employee stats only include employees who have disclosed binary gender, and exact race/ethnicity. We have not included employees who have not self-identified. Data snapshots are taken from end of December of each year.

## Mental Health– A Recent History

Creating an inclusive work environment includes removing stigma around mental health, especially for under-represented communities who face multiple and intersecting systems of oppression.

- In early 2019, discussions about mental health gained momentum when 500+ employees participated in employee-led Wellness Month events.
- The Ability Inclusion Movement (AIM) Inclusion Business Group hosted events including keynote speakers, employee panels, and engagement opportunities during World Mental Health Day with 200+ attendees
- 12 region-specific trainings about “Managing Stress at Work” were made available globally, with offerings for both managers and employees.
- In late 2019, [Mental Health First Aid™](#) (MHFA) was launched in Seattle, London, Sydney, Brisbane and Gurgaon offices to train employees on acting as the first line of support for someone in need, talking through difficult situations affecting employees' mental health, and connecting to Employee Assistance Program (EAP) resources or a professional. After a successful launch, Austin and Montreal offices held sessions in early 2020. Expedia Group has 130 employees who are Mental Health First Aid™ responders in 5 countries.
- The Expedia Group Wellbeing Hub aggregates resources for employees globally, including our EAP, which provides free counseling services

for employees and their household members and resources for self-learning like the Expedia Group Mental Health Resource Guide.



Employees in our Gurgaon, India, office successfully complete training for Mental Health First Aid.

## Inclusive Benefits

We offer progressive, inclusive benefits, that include (may vary by region):

**Parental/Adoptive Leave**

**Employee Assistance Program**

**Global Wellness & Fitness Reimbursement**

**Military Leave**

**Transgender Inclusive Benefits (U.S. only)**

**Fertility Inclusive Benefits (U.S. only)**

**Back-up Day Care (U.S. only)**



## COVID-19 Response

The COVID-19 pandemic required a global response strategy to support our employees through unprecedented times. For all of our people, we built a universal platform support hub and ensured consistent messaging for our regional hubs.

**Health & Wellness Resources:** We expanded every employees' wellness reimbursement criteria to include expenses related to dependent and pet care, home office equipment, education, and mental health support. Home workouts from our fitness vendor were amplified virtually. Our Employee Assistance Program offered free counseling services for employees and immediate family members. We globally launched "Managing Your Mental Wealth During Challenging Times," an interactive webinar with an activity booklet available in three languages and reaching hundreds of employees. We ensured wellness resources were centralized on our intranet and that speakers were regularly brought in to better support our employees, including a keynote from Dr. Michael Gervais, a high performance psychologist, which reached 5,000 employees live.

**Social Connections:** Expedia Group created new Slack channels for employees to share resources for general COVID-19 updates, working from home tips, and parenting while working from home. We spotlighted [Expedia Group Caregivers](#), showing employees that they are not alone, and we can learn from, commiserate with, and lean on each other. In addition, we launched Junior Journeys and a YMCA partnership, which

focused on connecting caregivers to resources that provided needed distractions for kids as well as homework help.

**Supporting Travel Professionals:** We launched [Expedia Group Academy](#) in July 2020, an education program designed to help displaced or furloughed travel workers expand their skill sets, develop professional networks, and open career opportunities while the industry recovers.



Employees, from left to right, Adam Furgison (he/him/his), and Rozenia Stanford (she/her/hers) pose with their children who share their offices during COVID-19 lockdowns.



# Engaging and creating a sense of belonging

We celebrate our diverse employee population through our Inclusion and Diversity Advisory Council, our Inclusion Business Groups, our Inclusion Champions Program, and more.

## Inclusion & Diversity Advisory Council

The Inclusion & Diversity Advisory Council was launched in January 2020 to leverage 25+ senior leaders across all Expedia Group divisions and super-regions, ensuring inclusion work is locally relevant and embedded into all areas of the business. Council members are nominated based on demonstrated commitment to inclusion and diversity (I&D), positionality, and influence within their organization to drive impact, as well as their diverse backgrounds, lived experiences, and geographic locations. The Council supports our I&D priorities by acting as a sounding board for our strategy and tactics, serving as internal spokespeople and role models on I&D topics, and cascading our key messages to their teams and local regions.

## What has the Council achieved to date?

### Employees

- Created I&D guidelines for Talent Reviews
- Accelerated digital accessibility workstream
- Prioritized I&D team learning and training sessions
- Created regional and divisional I&D priorities and local activations

- Incorporated inclusion in internal communication and listening strategies

### Industry/Partners/Travelers

- Clarified escalation process for partner-facing employee discrimination and triangulation with discriminatory traveler reviews
- Delivered inclusive marketing training and Embedded I&D into marketing processes
- Spoke publicly about I&D for industry interviews, panels, and events

### Communities

- Volunteered for leadership roles on community organizations
- Spoke at Congressional Black Caucus Tech 2020
- Signed [Viewpoint on Marriage Equality in Japan](#)



*"We have many young, passionate employees at Expedia Group, and I am passionate about ensuring that they develop into the next generation of leadership for the company."*

**-Michael Dykes**, he/him/his,  
Senior Director and Advisory Council member



## Inclusion Business Groups

We welcome our employees in forming self-organized Inclusion Business Groups (IBGs) to support and celebrate underrepresented communities at Expedia.



### IBGs provide key resources such as:

#### Inclusion and Community

- Provide safe communities of solidarity and a network to members of underrepresented identities and their allies
- Promote and demonstrate acceptance through allyship and advocacy

#### Professional Development

- Foster career and personal growth to allow our employees to develop new strengths, skills, and interests
- Support: Leaders are allocated 10% of their work hours to serve their respective IBGs

#### Advocacy

- Raise awareness of underrepresented community needs and challenges
- Attract and retain talent (in partnership with Talent Acquisition)
- Partner with stakeholders to help create inclusive changes across the business





*"LEAD focuses on the Latinx community and its allies at Expedia Group. We aim to provide a better outcome for our community by attracting and retaining talent, providing leadership opportunities and resources, but overall, we focus on creating a deep sense of belonging and community that allows us to be our best authentic self."*

**-Daniela Veloz**, Global President, Latinx Expedia and Allies for Development (LEAD) She/Her/Hers

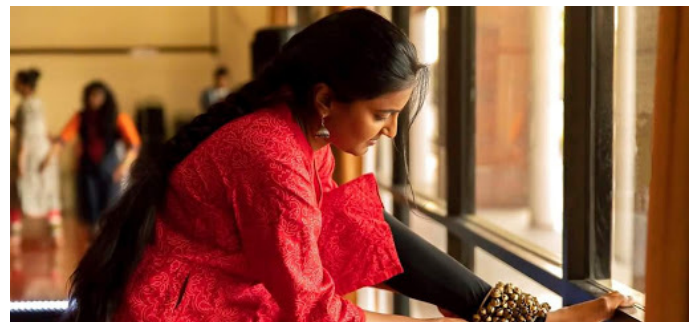


*"Inclusion Business Groups serve as a resource for the organization to increase and retain talent. We also serve as a voice to understand the untapped potential of the community. Our knowledge and perspective provide a path forward to true inclusion and diversity."*

**-Jesse Nubie**, Global President, Black Expedia Allied Movement (BEAM) He/Him/His

## Inclusion Champions Program

Our employee volunteers have been instrumental in lifting the I&D agenda to new heights across the globe. Inclusion Champions participants tackle I&D projects in content development, event planning, research, and benchmarking, as well as program execution. Since 2019, the Inclusion Champions program has scaled company-wide with almost 600 champions completing 50+ projects including publishing resource guides, piloting new initiatives, rebranding benefits with a mental health lens, developing mentoring programs, and building the commercial case for marketing to diverse travelers.



2019 Asian Heritage Month included Bollywood dancing lessons from employees like Priyanka Ayyagari (she/her/hers) of our Asian Community at Expedia Group (ACE) Austin chapter.



# SPOTLIGHT: LGBTQIA+ Inclusion

## Transgender & Gender-Nonconforming Inclusion

**Advisory Council (TGNC IAC):** In 2020, Expedia Group accelerated our efforts toward driving gender equality by establishing a formal working group called the TGNC IAC. The TGNC IAC is a global volunteer employee group of transgender and gender-nonconforming community members and allies who build inclusive practice and policy. The TGNC IAC raises awareness, promotes inclusive behavior, and designs resources to advance equality for all members of the gender spectrum.

**Pronouns:** To foster global engagement about gender, we integrated pronouns and gender identity options into our Human Resource platforms, email signatures, and personal profiles for those who wish to share their pronouns.

**Public Policy:** As a company, we signed the UN Standards of Conduct for Business that declare LGBTI Rights are Human Rights.



*I would like to ask you all for one very small favor, which is within reach for all of you: Be approachable, reach out to people, and never assume someone's gender. This very simple gesture can make a tremendous difference in someone's life, show you care, and show respect."*

**-Majojo Kuss,**  
Global VP EMEA and APAC, Pride at Expedia Group, He/Him

## Companies should...



### RESPECT HUMAN RIGHTS

of LGBTI workers, customers and community members



### ELIMINATE DISCRIMINATION

against LGBTI employees in the workplace



### SUPPORT LGBTI STAFF

at work



### NOT DISCRIMINATE

against LGBTI customers, suppliers and distributors-and insist that business partners do the same



### STAND UP FOR HUMAN RIGHTS

of LGBTI people in the communities where they do business



# SPOTLIGHT: Racial and Ethnic Inclusion

Expedia Group amplified efforts toward racial equity in 2020

- **Voices of Change:** To shift mindsets, we launched a speaker series that brings in external experts with different and intersecting identities and backgrounds to share their lived experiences and expertise with our employees.



**“It takes more than courage to talk about race at work, it takes care and intent.”**  
- Ijeoma Oluo

- **Resource Guides and Ally Action Cards:** To supplement our Inclusive Learning Series, we offer several resources exploring topics like anti-racism, racial and ethnic diversity, and allyship for employees and partners to leverage at their own pace.
- **Community Observances:** Globally Expedia Group commemorates observances aligned with and chosen by our Inclusion Business Groups. These activations incorporate speakers, events, learning opportunities, service, and networking events that bring communities together and promote awareness. For example, Asian Pacific American Heritage Month is scaled globally in the month of May through the Asian Community at Expedia (ACE) IBG.
- **Marketing Efforts:** Our content teams have worked with Getty and Shutterstock to create photo collections that reflect all of our travelers. Throughout the company, our marketing teams

have partnered with agencies specializing in representing travelers of color, conducting research, and creating action plans to integrate the learnings into our products. Brands like Vrbo, Travelocity, and Wotif are creating a path to better serving Black, Latinx, and Indigenous communities. Our platforms have also been undergoing audits of offensive language and replacing them with culturally appropriate and inclusive terminology. We also recently gave travelers the ability to mark reviews as helpful to members of Black, Latinx, Asian, LGBTQIA+, or disabled communities. We recognize that at present, safety and ease for some is not equivalent to safety and ease for all.

- **Black Lives Matter:** Following the 2020 deaths of Ahmaud Arbery, Breonna Taylor and George Floyd, protests about police brutality against the Black community and the Black Lives Matter movement gained momentum globally. Expedia Group's response to this included ongoing internal [communication from our CEO](#) and senior executives to all employees addressing the protests, sharing resources for upholding anti-racism and equity, an conducting ongoing audit of internal processes to reduce bias and rebuild as anti-racist, and recognizing employee time off for George Floyd's funeral, voting, and self-care.





# Inclusion Learning

At Expedia Group, a core tenet of our company culture is fostering a growth mindset. To that end, we spent 2020 developing Expedia Group's Inclusion Learning Strategy. Our goal is to engage employees at all levels of the business to grow our collective knowledge about inclusivity and how to be better allies and champions of inclusion. These are some of the ways our Inclusion Learning initiatives target each stage of the talent lifecycle:

- **Engaging Talent:** We have launched several learning programs addressing bias and exclusive practices within traditional recruitment, hiring, and marketing processes. We are developing and launching a reimagined inclusive recruitment program.
- **Unleashing Talent:** Our updated onboarding program has a robust focus on Intercultural Awareness, Ally Skills, and Expedia Group's Inclusion Business Groups. Through this program, all new employees are introduced to our inclusive culture, opportunities to expand their learning, and ultimately steps to transform learning into inclusive action.
- **Cultivating Talent:** We have scaled our internal Ally Skills program to 5,500+ employees in November 2020, including our entire executive team. Through developmental and engaging dialogue, a growth mindset, and creating a culture where everyone feels a sense of belonging, we believe allyship is a catalyst for inclusive change.



Employees in our Cancun, Mexico, office make equal signs (=) with their hands in honor of International Women's Day.



# Our Partners And The Travel Industry As A Whole

Our work in Inclusion and Diversity isn't limited to internal change. We are committed to working with our travel partners to create safe and transparent travel options for underserved travelers. We do this by providing guidance on inclusive and accessible marketing on our platforms and making sure our partners are committed to human rights and equal employment opportunities. As we look to the future, we hope to increase engagement on this topic from more of our external partners, as well as expanding workstreams to even more under-represented identities.



# CEO Action for Diversity & Inclusion

In October 2019, Expedia Group signed the [CEO Action for Diversity & Inclusion™](#) pledge, the largest CEO-driven business commitment toward advancing diversity and inclusion within the workplace. In doing so, we committed to promoting diversity and inclusion at home and in the travel industry as a whole.

The pledge includes commitments to 4 key areas:

- We will continue to make our workplaces trusting places to have complex, and sometimes difficult, conversations about diversity and inclusion.
- We will implement and expand unconscious bias education.
- We will share best—and unsuccessful—practices.
- We will create and share strategic inclusion and diversity plans with our board of directors.

At the time we signed the pledge, less than two percent of signatories were in the travel industry, despite the fact that one in ten jobs globally is in travel. To counter this deficit, we launched our [Inclusive Travel Sub-Group](#) in January 2020 with the goal of accelerating the broader travel industry's inclusion and diversity efforts.

Since then, 38 travel partners have joined the subgroup. Key priorities of the group include an accessible platform for sharing best practices, collaborating on events, meeting regularly, and exploring how inclusion goes beyond employees to the travelers we all share. We have launched [gender diversity in travel research](#) and a report [on breaking down barriers to travel- championing inclusive and accessible travel](#), participated in equity trainings, and shared [resources](#) like Ally Action Cards and Multimedia Resource Guides, [Anti-Black Racism Resources](#) and a [Letter to Travel Industry](#). Additionally, the number of travel signatories to the CEO Action Pledge increased 40 percent as of September 2020.



## Explore Partner Conference: Uniting the Travel Industry



Melissa Maher, Sher/Her/Hers, Expedia Group's first Chief Inclusion Officer, interviewing Billie Jean King (she/her/hers) on gender and LGBTQIA+ equality

Each year, Expedia Group hosts the Explore Partner Conference, bringing thousands of our travel partners together to discuss trends in the industry. In 2019, we intentionally wove inclusion elements into all parts of the conference including but not limited to:

- Live close captions for opening and closing general sessions
- Pronoun stickers with name badges
- Designated prayer and quiet rooms
- Gender neutral restrooms
- Allyship resources
- Mamava Pod for nursing attendees
- Event Code of Conduct

From main-stage sessions on inclusive workplaces and women in leadership to breakout sessions on allyship, over 40% of the 3,000+ conference attendees actively participated in inclusion and diversity topics.

# Helping Partners Connect With LGBTQIA+ Travelers

Expedia Group believes that every traveler has the right to feel safe and welcome at their accommodations no matter where their journey takes them, and we've worked with our partners to create a network of hotels that have self-identified as "LGBTQIA+ friendly."

Properties on Expedia Group's Partner Central site, our partner portal, can self-identify with a "LGBTQIA+ Friendly" tag, which indicates that a property welcomes guests of all sexual orientations and gender identities.

Marketing efforts to drive adoption of the tag ask that enlisting properties agree to the Expedia Group Pledge of Inclusion, which helps ensure the property is undertaking sufficient action to make sure all travelers, regardless of sexual orientation or gender identity, feel safe, welcomed, and respected. This means adopting inclusive policies including, but not limited to:

- Training staff to appropriately assist same-sex couples checking in and out
- Recommending nearby LGBTQIA+-friendly neighborhoods, restaurants, and activities
- Adopting gender neutral language to avoid misgendering travelers
- Educating staff about sexual orientations and gender identities and enforcing a zero-tolerance policy for hateful, disrespectful, or discriminatory behavior

69%

of LGBTQIA+ travelers say they tend to stay at hotels they know are welcoming to the LGBTQIA+ community.<sup>1</sup>

1 IN 3

members of the LGBTQIA+ community fears judgement from hotel staff when traveling

Expedia Group Partners can take the Pledge of Inclusion then search and select "LGBTQIA+ Friendly" box inside Partner Central "Ameneties."

Properties will be promoted in related searches across several sites, including Orbitz, our dedicated destination for LGBTQIA+ Travelers

This tag will not be surfaced to consumer points of sale that criminalize the LGBTQIA+ community in order to protect our hotel partners, their employees, and all our travelers.

1. [https://communitymarketinginc.com/documents/temp/CMI\\_24th-LGBTQ-Travel-Study-Report2019.pdf](https://communitymarketinginc.com/documents/temp/CMI_24th-LGBTQ-Travel-Study-Report2019.pdf)



## Facilitating Accessible Travel



Expedia Group's Partner Central includes resources for our lodging partners to maximize their listings on our travel platform. In 2020, our team partnered with Ability Inclusion Movement (AIM), the Inclusion Business Group focused on disabilities, to create clear [guidelines for promoting accessible properties](#). We also worked with Leonard Cheshire, global disability charity, to launch a [travel industry best practice report](#) with examples of how to break down barriers to travel for people with disabilities. Additionally, we have a long-standing partnership with the National Federation of the Blind (NFB) to make products and services accessible to the approx. 7 million-plus people in the United States who live with a visual disability. In 2017, Mark Riccobono, President of the NFB said, "Blind people must have equal access to websites like Expedia to live the lives we want, independently," and called Expedia Group, "a distinguished partner in supporting our mission of ensuring that blind people have equal access to goods and services online."

## Vendor Inclusion Guidelines

Expedia Group's Vendor [Code of Conduct](#) sets expectations with our lodging partners and beyond about equitable business practice.

**"Ensuring people are treated with dignity and respect is fundamental to Expedia Group's continued success and the sustainability of the communities where we do business. To that end, we practice and seek to work only with vendors who respect human rights as well as equal opportunity in the workplace."**

**Vendors shall, without limitation:**

- **Cooperate with Expedia Group's commitment to a workforce free of harassment and unlawful discrimination. Vendors must not engage in discrimination in hiring, compensation, access to training, promotion, termination or retirement based on race, caste, national origin, religion, age, disability, gender identity, marital status, sexual orientation, union membership, or political affiliation"**





# Our Travelers

At Expedia Group, our mission is to provide travel to everyone, everywhere, and we want the world to know. We've focused on making sure that people can feel safe, respected, and welcomed as they travel. We have created brand teams that are focused on inclusive travel to fulfill our duty of care for marginalized identities.

From building and designing our websites to be accessible to making it easy for people of various communities to find welcoming travel opportunities to offering financial discounts, we want our services to be available to as many people as possible, which is why the following examples are just the start of our journey.

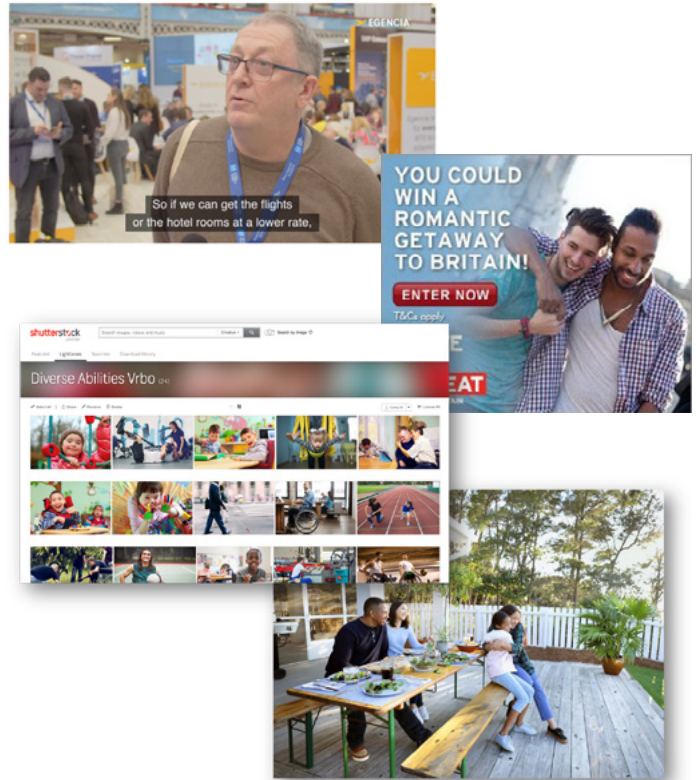


# Accessible Design

Through a dedicated Accessibility Team, we are committed to delivering an equitable and delightful experience to our travelers. We strive to make our website content and services accessible to the widest audience possible and are committed to doing so by adhering to the standards and guidelines provided by Web Content Accessibility Guidelines 2.1 Level AA of the World Wide Web Consortium (W3C). These guidelines address users who use screen readers or other assistive tech, use captioning for video or audio, do not use a mouse, or have other circumstances that cause learning or cognitive difficulties.

Since 2014, Expedia Group's Accessibility Team has led the way in designing and implementing a cross-functional program focused on providing accessible desktop and mobile products. We did this through launching the Accessibility Champions Guild—a nominated group of colleagues who work within product teams to create and maintain accessibility standards for each product, from observation all the way through to testing. While the Accessibility Team consults on all stages of the life cycle, guild champions, in roles such as technical product managers, developers, and UX designers, are the ones responsible for learning, teaching, and promoting accessibility across the globe.

Accessibility is an ongoing journey, and as we continue to innovate our products, we must ensure that they are accessible as well. We've translated WCAG 2.1 AA guidelines into a simple set of requirements called the [Expedia Accessibility Guidelines](#). We've provided code examples, toolkits, and tutorials, so each role can be accountable for creating accessible products.



Our inclusive marketing efforts include diverse imagery and closed-captioned videos



*"As a travel platform company for our travelers and partners, we build products that are used by people of very diverse backgrounds. We encourage each other by being open to different perspectives and ideas that foster innovation."*

**-Jyoti Bhardwaj**, Asian Pacific Regional Chair, Women in Expedia and Learning, She/Her/Hers



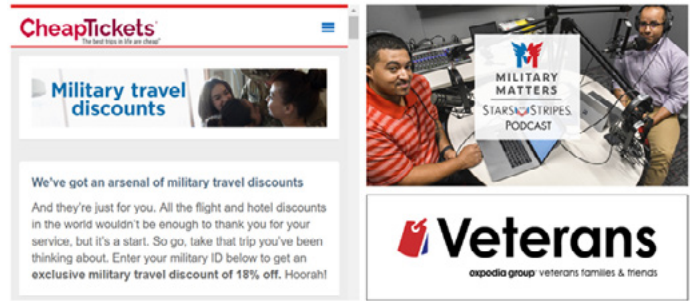


## Travelers with Disabilities

At Expedia Group, we unlock possibilities for travelers by knocking down the barriers to travel, making it easier, more enjoyable, more attainable, and more accessible. The travel industry has an opportunity to create more inclusive services for travelers with disabilities, and Expedia Group is uniquely positioned to leverage technology to improve the travel experience by reducing pain points and stressors.

Expedia Group supported and had teams participating in [IATA's 14th AIR Hackathon](#) in February 2020. The IATA (International Air Transport Association) represents some 290 airlines comprising 82% of global air traffic, and within this event, Expedia Group's engineering teams delivered a range of solutions designed to enhance the booking experience for passengers traveling with mobility aids (wheelchairs) and/or tracking or mobility aids (wheelchairs). This [IATA video](#) features Expedia Group's Kristen Weber highlighting Expedia Group's global commitment and wide-ranging focus on I&D.

## Veteran and Military Support



Since 2015, Expedia Group proudly offers a variety of military-focused programs to support service members and their families.

CheapTickets is developing new ways to honor and support our service members through features like exclusive discounts and a refer-a-friend program. CheapTickets has also partnered with [Military Makeover](#) to transform the home and life of a military family, and in July 2020 signed on to sponsor the Military Matters podcast. In gratitude for their service, CheapTickets offers eligible active duty, veterans, reservists, and national guard members an exclusive military travel discount of 18% off hotels.



## LGBTQIA+ Travel



Two women jogging with a rainbow PRIDE flag fluttering behind them



Orbitz has been an ally to the LGBTQIA+ community for almost [20 years](#), repeatedly pushing the boundaries of mainstream advertising by featuring openly gay people since 2001, earning multiple media awards from GLAAD (Gay & Lesbian Alliance Against Defamation) for our representation of the LGBTQIA+ community and dedication to providing visibility to historically underrepresented groups of people.

In August of 2020, Orbitz launched a new LGBTQIA+ [microsite](#) featuring best-in-class and curated LGBTQIA+ friendly properties. In addition, all properties featured have taken the Expedia Group Pledge of Inclusion.

Orbitz's mission is to address all traveler needs—not by making the experience identical for all travelers, but by creating unique experiences that empower all to travel. Orbitz will devote advertising to featuring under-represented identities and give a voice to those travelers whose stories have yet to be told.



# Inclusive Marketing

Brands like Vrbo and Egencia have been intentionally making marketing materials more inclusive by including diversity of race, gender, age, religion, socioeconomic status, ability, and sexual orientation by taking the following steps:

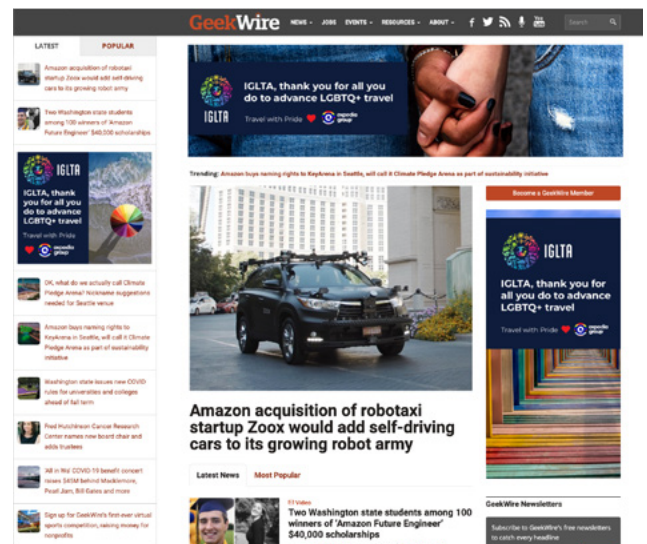
- Completed an audit of historical photography collections to remove potentially offensive or culturally inappropriate images
- Continually optimizing photo library with an emphasis on diversity
- Feature more inclusivity in internal communications, images, and illustrations
- Using superimposed text and options for closed captioning in videos
- Working with Getty and Shutterstock's content research teams to create photo collections that highlight diverse families enjoying vacation.
- Encouraging employees to flag any non-inclusive or questionable images and text



Vrbo's 2020 Mother's Day Campaign featured mother-figures of different racial/ethnic identities, ages, faiths, and sexual orientations

Additionally, Vrbo has taken the following actions:

- Sourcing diverse talent that break stereotypes in casting photo and video shoots
- Creates inclusive marketing campaigns that are mindful of our commitment to inclusion and diversity, and corporate social responsibility
- Partnering with diverse social media influencers to feature families of all forms, abilities, and backgrounds enjoying Vrbo vacations



Expedia Group used our own advertising space to show our appreciation for the LGBTQIA+ community.



# Our Communities

We are committed to advocating for the communities where we work and live, and Expedia Group has submitted Amicus Briefs in a number of US legal cases. Some include [supporting the legalization of same-sex marriage](#), opposing the 2016 North Carolina “Bathroom Bill” that targeted transgender individuals, [standing up for the “Dreamers,”](#) and [advocating for LGBTQIA+ workplace rights](#).



# The Four Pillars of Sustainable Travel



1

**Environmental Conservation:** We aspire to help travelers make sustainable choices by highlighting green accommodations. We work with local partners to help preserve vulnerable ecosystems through a commitment to habitat restoration, tree planting initiatives, beach cleanups, and supporting single-use plastics bans.

2

**Economic & Community Development** Economic and community development is a cornerstone of our strategy. We support local and eco-friendly tour operators and local vendors for historic, cultural, and culinary tours. We encourage buying and sourcing food and services locally, as well as investing in local businesses and working to encourage economic and environmental resilience.

3

**Responsible Tourism** We aspire to provide information to help travelers be more culturally sensitive and respectful when traveling, give insight into the best times to visit popular destinations to ease overcrowding, and plan to offer alternate locations to visit that tourists may not know about. By providing these recommendations, we are using travel as a force for good and giving our customers a rich, cultural connection.

4

**Disaster Recovery** When natural disasters hit we know that helping the community come back will help tourism come back. Therefore, we invest in communities to recover and rebuild critical locations, including healthcare centers and schools. We also look at investments to make these communities more resilient against future disasters, by supporting solar power, clean water resources, and local farming initiatives.



# Global Day of Caring



This is our signature event, bringing together global teams to make an impact.

**Our Global Day of Caring is an extension of our teams' passion for giving back in their own communities.**

Hosted in more than 60 countries during our Month of Giving in September, this event provides all Expedia Group employees the opportunity to join together in giving their time and talents to make meaningful contributions where they work and live.



\*Combined data from 2019 & 2020



## Matching Gifts & Volunteer Hour Match



We're humbled by our teams' passion for individual giving and volunteering. That's why we honor their commitment by matching donations and the value of the time they volunteered—to reinforce their significant efforts and support the organizations they care about most.

Our employees consistently set new records for volunteering and donations. Employees are encouraged and empowered to support causes they are passionate about, and Expedia Group is proud to support through volunteer hour matches and matching gifts.

*"It was a great experience to get to share our different backgrounds and how it has led us to work at EG. This work will hopefully empower our communities to pursue their dreams."*

**-Bayan Qoul**, Learning and Development Specialist She/Her/Hers

**\$10.9M**  
in giving

**85,600**  
volunteer hours donated





# Leveraging Our Inclusion Business Groups for Successful Matching Campaigns

## 2019 Black History Month.

- Collaborating with Black Expedia Allied Movement (BEAM) in 2019, we chose three organizations for a 200% donation match during Black History Month: YearUp, Black Girls Code, Technology Access Foundation
- Employees raised \$3,300 USD in February 2019, which equaled to almost \$10,000 USD after Expedia Group's donation match



## Chicago IBG Bakeoff.

- Each Inclusion Business Group (IBG) in our Chicago office chose one organization to raise money for through an office bake sale.
- 101 employees gave \$2,700 USD, and with a 200% match, raised \$8,000 USD in one day





# Community Business Groups

Community Business Groups are self-organized and support the our business's development in areas such as sustainability, philanthropy, and corporate social responsibility. These groups focus on core company initiatives and seek ways to partner with our Inclusion Business Groups and Global Community Impact.



## Grassroots volunteer efforts contribute to the unique community cultivated at Expedia Group.

Our initiative, innovation, and compassion aren't just reserved for work, they extend into all aspects of our lives. That's why many offices have employee driven committees that source, plan, and staff local volunteer opportunities, benefiting a variety of local causes.

Faced with the challenges of COVID-19, our employees activated in their local communities to support vulnerable populations. Our employees engage in our communities through food banks and kitchens, supporting programs for children, and contributing to mentorship and skills-based initiatives.

*"I believe there is a fundamental responsibility for us to make sure that, as we drive tourism, we are still keeping local communities sustainable."*

**-Shyn Yee Ho**, Head of E-commerce,  
Expedia China, She/Her/Hers



# Employee Engagement through SAGE

44

chapters\*

562

members\*

27

offices\*

\*as of 2020

SAGE (Sustainable and Green at Expedia Group) is an employee-led Business Resource Group that aims to improve the understanding of sustainability throughout Expedia Group in support of our corporate responsibility goals.

Its mission is to accelerate Expedia Group's transition to the sustainable travel platform for the world and for the future.

Since its founding, SAGE has facilitated operational improvements across 41 offices, including waste and carbon reduction, introduction of sustainable suppliers and products as well as energy and water conservation.

Employees have also worked to reduce their personal impacts, spearheading carpooling and bike-to-work campaigns, participating in Meatless Mondays, and even purchasing close to 3,000 LED light bulbs to reduce energy consumption.

#### Some of the activities of the last year include:

- Removed single-use plastics in most offices
- Added electronic and battery recycling, as well as organic composting to offices
- Hosted awareness events to promote climate change reduction behaviors

In 2020, the Lisbon SAGE chapter developed a partnership with Too Good To Go to repurpose food waste from hotels. Also, the Europe and Asia Pacific chapters proposed greener benefits and retirement plans.



# Conclusion

Building workplaces that prioritize and value a sense of belonging, respect, and equal opportunity is an ongoing journey that extends well beyond the publication of this annual report. On our journey already, we've learned many early lessons including:

- **Prioritizing inclusion** – While our change from Diversity & Inclusion to Inclusion & Diversity may seem subtle, we believe inclusion is vital for us to recruit, retain, develop, and promote diverse talent. We cannot sustain diversity without inclusion.
- **Centering Intersectionality** – By focusing on intersectionality and the compounding systems of oppression that impact our employees, partners, travelers, and communities, we can more fully work in service of equity.
- **Breaking down silos**—By engaging inclusion throughout all divisions, brands, and regions of our company, we can leverage our broad awareness and platform to scale to drive global progress.

We acknowledge we will inevitably encounter more lessons to inform our future priorities and strategy. Throughout it all, we strive to provide transparency to our global audiences as we power global travel for everyone, everywhere.



# Recognition & Benchmarking

Benchmarking is critical to understanding our opportunity areas, and while we are fortunate to have received these awards, we recognize that there are plenty of opportunities for improvement, especially for our employees of color, veterans, and employees with disabilities. We view our awards as floors, not ceilings, for progress.



## Disability Equality Index

When it comes to Disability:IN's Disability Equality Index, year over year, we have increased our score from 20 to 60 and, our target for 2021 is a score of 80. Examples of actions we have taken include publishing Expedia Group-wide statement of commitment to accessibility, policies for requesting employee accommodations, and external best practices for including accessibility in website and application design. Additionally, we are trying to ensure all videos have closed captions by leveraging Microsoft Stream and an external partnership with [Amara](#).



We are privileged to work with the following partners in creating and sustaining a more equitable workplace culture and business model.



**IGLTA**  
MEMBER



**100+ Corporations & Partner Organizations Support COVID-19 Action Agenda**



**IAAP** International Association of Accessibility Professionals



**Code2College**

McKinsey  
& Company



## Code2College

As an example, our partnership with Code2College allows our employee volunteers to regularly host virtual workshops with racially/ethnically under represented and low-income students to refine professional resumes, cover letters, and elevator pitches. Students also learn about career paths at Expedia Group from people with their shared identity, as well as allies.



# Data Analysis

## Callouts

- i.** Employee population for representation, external hires, and terms exclude any contingent workers.
- ii.** Employees who have not specified gender and/or ethnicity are not included in the analysis.
- iii.** The total count of employees in the intersection dataset may not equal the total count of employees overall. There may have been some who did not identify a gender or ethnicity.
- iv.** The representation data includes those who were employed between December 2016 and December 2020.
- v.** The term data includes those who were termed throughout the year and is pulled as of December for the years 2016 to 2020.
- vi.** The external hires data includes those who were hired through the year and is pulled as of December for the years 2016 to 2020.

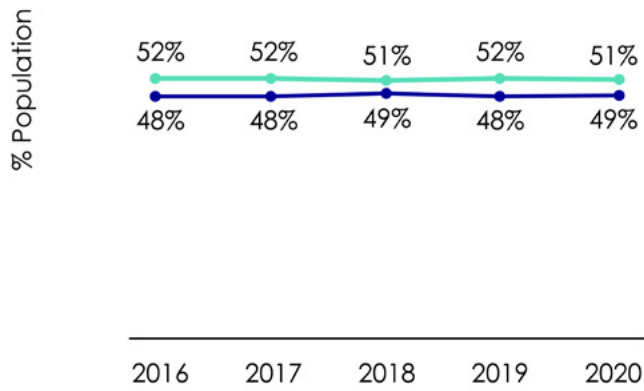
## Definitions

- i. Hires:** External Hires (hire outside Expedia); does not include internal movement (promotion, etc.).
- ii. Exits:** Employees who have left Expedia.
- iii. Tech:** Technology and Information Technology Job Family Groups.
- iv. Non-Tech:** Job Family Groups excluding Technology and Information Technology.
- v. Leadership:** Director +
- vi. URI:** Under-represented groups at Expedia Group including: American Indian/Alaska Native, Black/African American, Hispanic/Latino, Native Hawaiian/Other Pacific Islander, and Two or More Races.

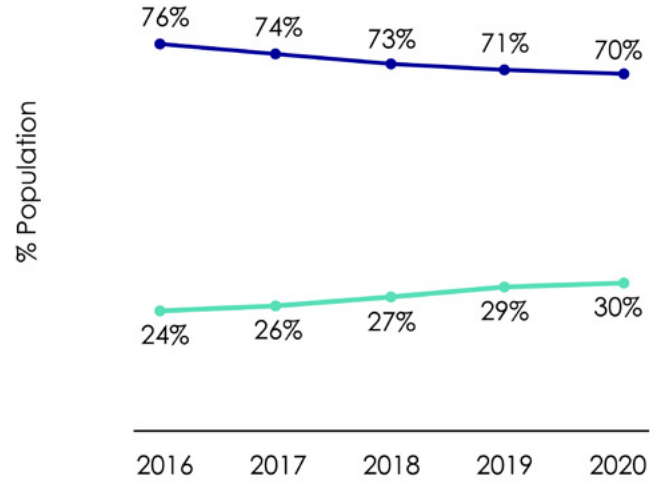


**Appendix Item: Stacked Charts for Global Gender representation over past 5 years, per category (total, leadership, non-tech, tech)**

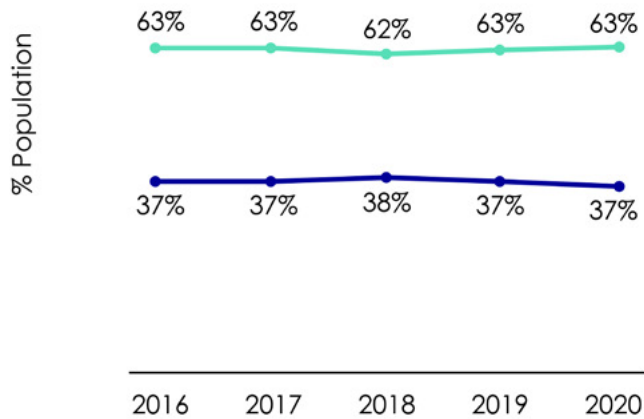
**Overall**



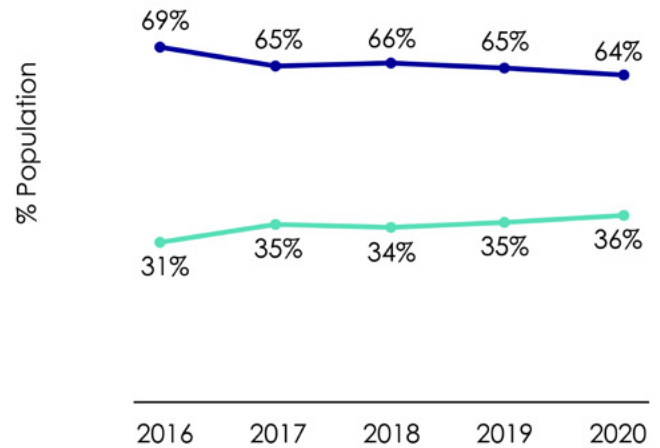
**Tech**



**Non-Tech**



**Leadership**



Gender ■ Men ■ Women

Note: Percentages are rounded to the next whole number. Employee stats only include employees who have disclosed their gender. We have not included employees who have not self-identified. Data snapshots are taken from end of December each year.

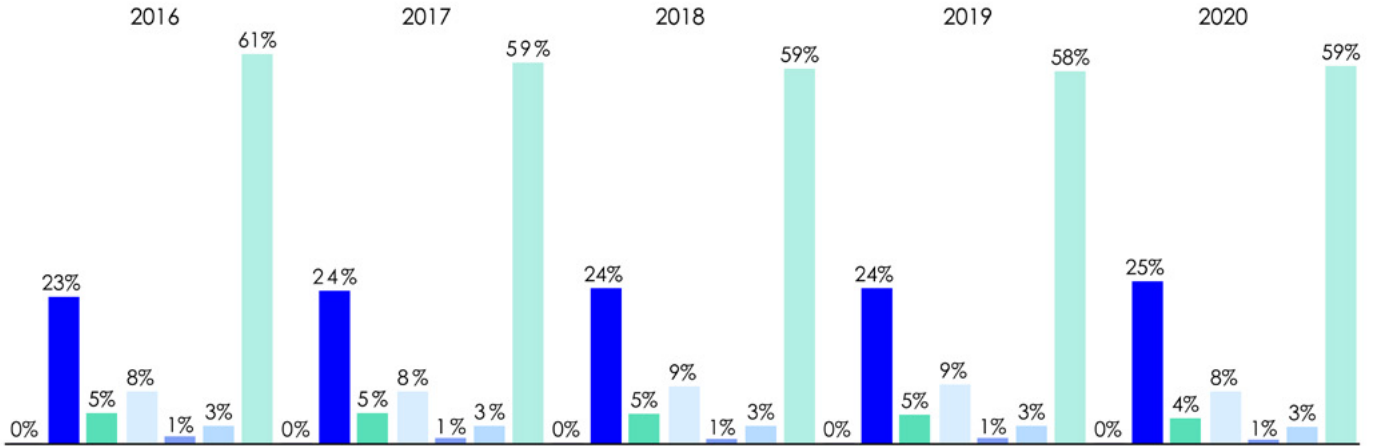


**Appendix Item: Stacked charts for U.S. Race/ethnicity over past 5 years, per category (total, leadership, non-tech, tech)**

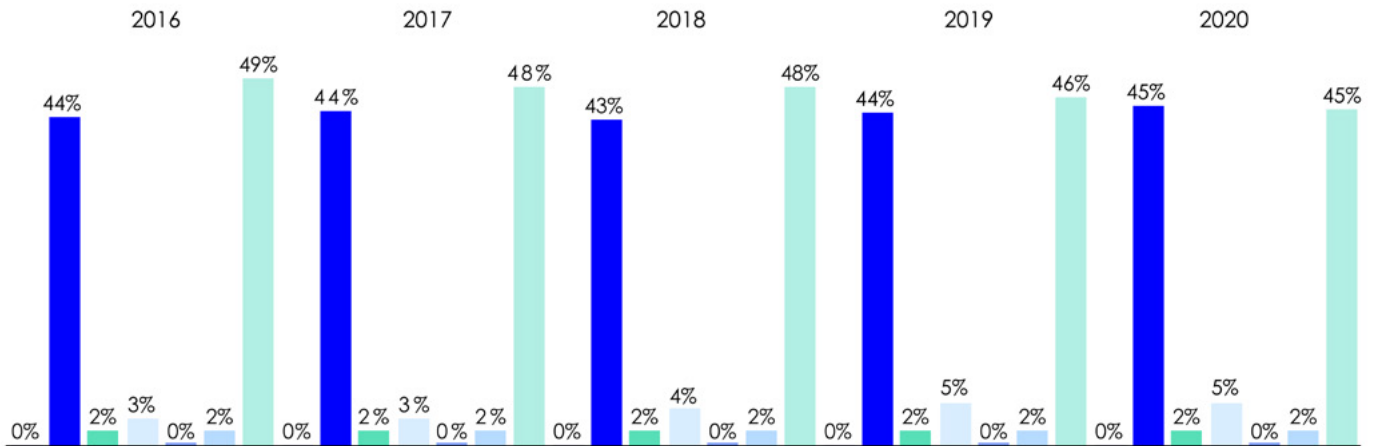
Race

- American Indian/Alaska Native
- Asian/Pacific Islander
- Black/African
- Hispanic/Latino
- Native Hawaiian/Other Pac Island
- Two or More Races
- White

**Overall**



**Tech**



Note: Percentages are rounded to the next whole number. Employee stats only include employees who have disclosed their race/ethnicity. We have not included employees who have not self-identified. Data snapshots are taken from end of December each year.

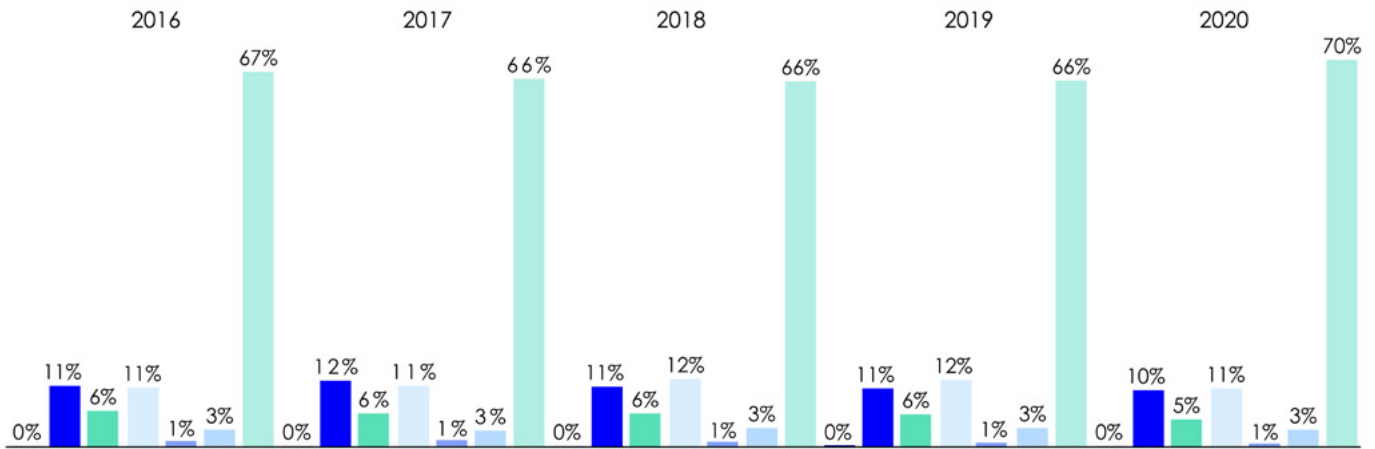


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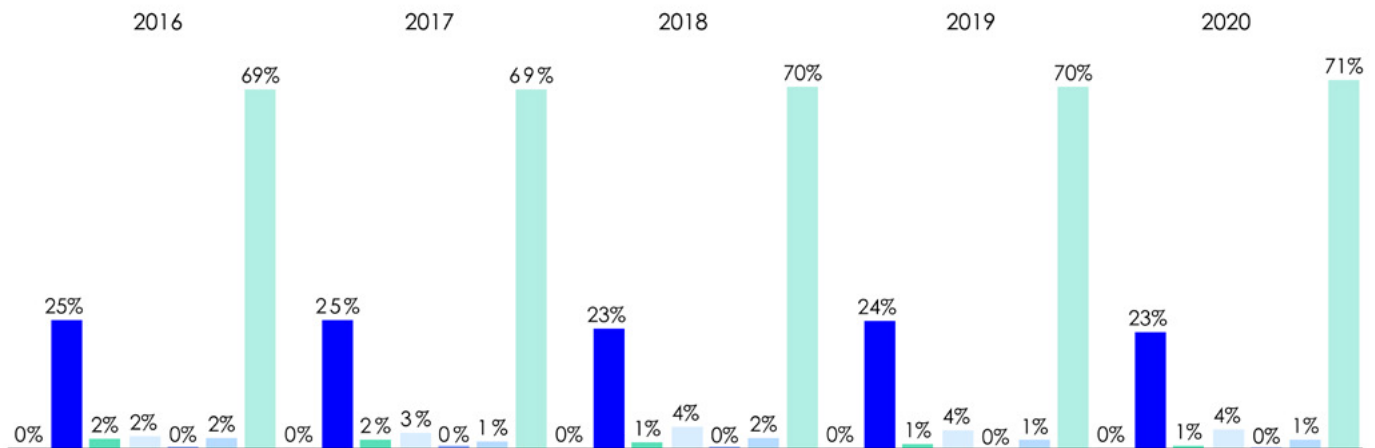
Race

- American Indian/Alaska Native
- Asian/Pacific Islander
- Black/African
- Hispanic/Latino
- Native Hawaiian/Other Pac Island
- Two or More Races
- White

**Non-Tech**



**Leadership**



Note: Percentages are rounded to the next whole number. Employee stats only include employees who have disclosed their race/ethnicity. We have not included employees who have not self-identified. Data snapshots are taken from end of December each year.



**Appendix Item: Stacked Charts for Global Gender representation over past 5 years, per category (total, leadership, non-tech, tech)**

<b>Workforce Representation</b>	<b>Global-Gender</b>	
<b>Overall</b>	<b>Men</b>	<b>Women</b>
2016	48.4%	51.6%
2017	48.4%	51.6%
2018	49.1%	50.9%
2019	48.3%	51.7%
2020	48.7%	51.3%
<b>Tech</b>		
2016	75.6%	24.4%
2017	74.4%	25.6%
2018	72.9%	27.1%
2019	71.2%	28.8%
2020	70.3%	29.7%
<b>Non-Tech</b>		
2016	37.1%	62.9%
2017	37.1%	62.9%
2018	37.7%	62.3%
2019	37.1%	62.9%
2020	36.6%	63.4%
<b>Leadership</b>		
2016	68.7%	31.3%
2017	65.4%	34.6%
2018	65.8%	34.2%
2019	65.0%	35.0%
2020	63.7%	36.3%





**Appendix Item: Stacked charts for U.S. Race/ethnicity over past 5 years, per category (total, leadership, non-tech, tech)**

	American Indian/ Alaska Native	Asian/ Pacific Islander	Black/ African	Hispanic/ Latino	Native Hawaiian/ Other Pac Island	Two or More Races	White
<b>Overall</b>							
2016	0.3%	22.8%	4.8%	8.0%	0.9%	2.6%	60.6%
2017	0.3%	24.0%	4.7%	8.3%	0.9%	2.6%	59.3%
2018	0.3%	24.1%	4.6%	9.1%	0.7%	2.7%	58.5%
2019	0.4%	24.4%	4.6%	9.3%	0.7%	2.8%	58.0%
2020	0.3%	25.4%	4.0%	8.1%	0.5%	2.7%	58.9%
<b>Tech</b>							
2016	0.2%	43.6%	2.0%	3.4%	0.3%	1.5%	48.9%
2017	0.2%	44.7%	2.1%	3.3%	0.3%	1.8%	47.6%
2018	0.2%	43.5%	2.3%	4.1%	0.3%	1.6%	47.9%
2019	0.3%	44.3%	2.2%	4.8%	0.3%	1.8%	46.4%
2020	0.2%	45.3%	2.2%	5.0%	0.3%	2.0%	44.9%
<b>Non-Tech</b>							
2016	0.3%	10.9%	6.4%	10.7%	1.2%	3.2%	67.3%
2017	0.4%	11.8%	6.2%	11.2%	1.2%	3.1%	66.1%
2018	0.3%	11.0%	6.2%	12.4%	1.0%	3.4%	65.7%
2019	0.4%	10.8%	6.2%	12.3%	0.9%	3.5%	65.9%
2020	0.4%	10.3%	5.3%	10.5%	0.7%	3.2%	69.6%
<b>Leadership</b>							
2016	0.1%	24.7%	1.5%	2.2%	0.3%	1.7%	69.4%
2017	0.1%	24.8%	1.7%	2.8%	0.3%	1.1%	69.3%
2018	0.1%	23.3%	1.1%	3.8%	0.2%	1.6%	69.9%
2019	0.0%	24.1%	0.9%	3.6%	0.1%	1.4%	69.9%
2020	0.1%	22.7%	0.6%	3.8%	0.2%	1.4%	71.2%



# Glossary of Terms

**Accessible:** Inclusive for people with disabilities.

**Ally:** Any person who wants to take action for the equality of a marginalized group they're not a part of.

**Bias:** A natural inclination for or against an idea, object, group, or individual. It is often learned and is highly dependent on variables like a person's socioeconomic status, race, ethnicity, educational background, etc.

**Diversity:** The variety of people, identities, and ideas within a company.

**IBGs:** Inclusion Business Groups, an Expedia Group-unique category of Employee Resource Groups, that are strategic, self-organized, I&D Team sponsored groups focused on advancing the vision of Inclusion & Diversity in the communities we serve through cultivating a sense of belonging at Expedia Group and beyond.

**Inclusion:** Creating an environment in which people feel involved, respected, valued and connected.

**Intersectionality:** The interconnected nature of social categorizations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage; a theoretical approach based on such a premise. (Oxford Dictionary)

**I&D:** Abbreviation for Inclusion & Diversity.

**LGBTQIA+:** Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, and Asexual and/or Ally.

**Partners:** Travel companies whose services/products are featured on Expedia Group platforms. Examples include airlines, hotels, vacation rentals, car rental companies and cruise lines.

**Privilege:** Any earned or unearned advantage given by society to some but not all.





expedia group™