

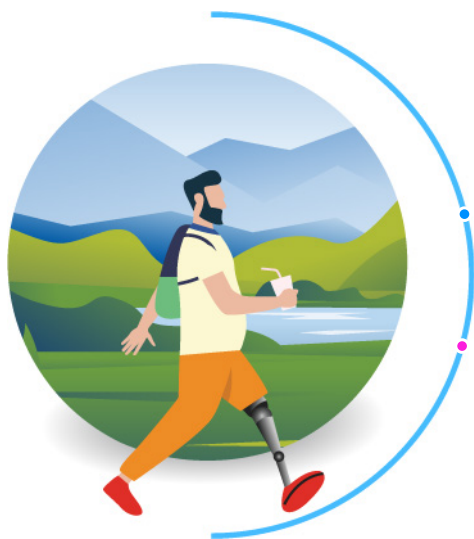


We represent inclusivity and diversity.

At Expedia Group, we are bringing the world within reach for everyone. It is our ongoing mission to portray people of different backgrounds, cultures, ethnicities, nationalities, abilities and disabilities, body types, facial features, fashion, sexual orientation, gender, age, talents, skills, experiences, personalities, socio-economic status, religious beliefs, and other ideologies whenever possible.

This best practices document has been created to help guide our partners through imagery, content, and accessibility in advertising. Thank you for embarking with us on this inclusion journey to connect with our diverse, global customers.

Travel shoppers are also looking for brands who share the same values



People with disabilities represent **15%** of the world's population and spend **\$95 billion** annually on travel [Source: WTO]



"While one out of four people live with a disability, only 1% of ads represent them." Source: Marketing Dive, October 2019



64%

of those surveyed said they look some sort of action after seeing an ad that they consider to be diverse or inclusive.



69%

of Black consumers say they are more likely to purchase from a brand whose advertising positively reflects their race/ethnicity.



71%

of LGBTQ consumers said they are more likely to interact with an online ad that authentically represents their sexual orientation.

Source: Think with Google



IMAGERY

- Be thoughtful in representing a variety of **perspectives** and assemble **diverse** imagery in your advertisements (e.g. race, ethnicity, age, ability, gender).
- If showing multiple photos in one page or banner, make sure to always keep **inclusion** and **diversity** in mind.
- While travel creates unique opportunities to experience and share cultures, avoid images that may portray local cultures as a parody or mockery (e.g. Slum tours). We strive to respect cultures worldwide and depict them authentically and respectfully.
- Avoid using images with political or controversial landmarks, monuments or depiction that may be tied to or encourage racism and/or an oppressive history (e.g. plantation houses, colonial statues, confederate flags, etc.).
- Avoid using stereotypes and consider whether a character portrayed is in a position of power (e.g. working in a service role).





Photo Credit: Gender Spectrum Collection by Zackary Drucker

CONTENT

- Use **inclusive** language and **gender-neutral tone** in your copy.
- Gender-neutral language is the form of language that is not biased toward a particular sex or social representation of gender.

Gendered noun	Gender-neutral noun
man	person, individual
mankind	people, human beings, humanity
man-made	machine-made, synthetic, artificial
the common man	person, individual
Mom, Dad	couple, parents
he, she, his hers.	they, theirs
steward, stewardess	flight attendant

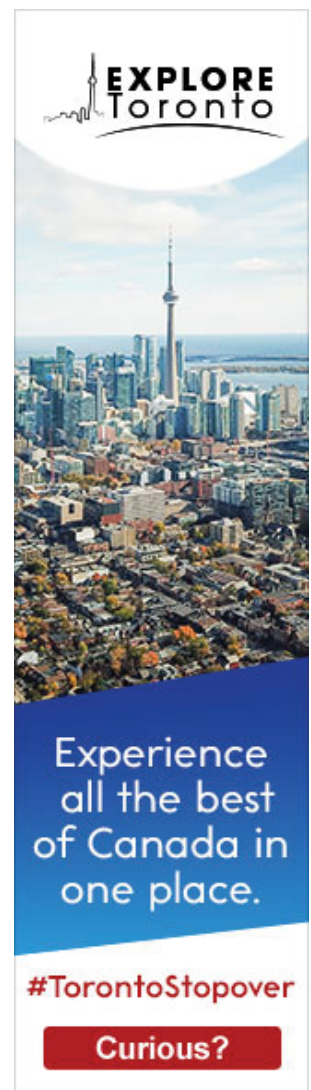
- Avoid using language that could result in a **negative connotation** (i.e. 'blackout period' should be 'blocked out period' or 'white glove service' should be 'top tier service').
- **Avoid language** that **connotes helplessness, dependency or defeat** such as **'suffers from'**. Instead, use language that respects disabled people as active individuals with control over their own lives.
- Use this table to improve your copy by replacing terms and phrases that might be considered offensive with appropriate alternatives.

Tip	Avoid	Use
Avoid blanket terms. Put the person before the disability	The handicapped/disabled The deaf The blind	People/travellers with a disability/disabilities User of sign language or person/traveller with a hearing impairment People/travellers with visual impairments/who are blind or partially sighted
Avoid negative terms that overextend the severity of a disability	Traveller afflicted by/that suffer from Confined to a wheelchair/wheelchair-bound	Travellers with/who have [name of condition or impairment] Wheelchair user
Avoid using terms that imply normalcy/being healthy when referring to people without disabilities	Able-bodied	Non-disabled
Avoid terms which equate the person with the ability or disability	An epileptic/diabetic etc.	A person with epilepsy/diabetes etc. or someone who has epilepsy/diabetes etc.
Use positive language rather than descriptions that emphasise limitations	Disabled toilets/lifts Toilets/lifts for the disabled	Accessible toilets/lifts



ACCESSIBILITY

- Highlight accessibility of your services (e.g. non-barrier rooms, accessible washrooms, auxiliary visual alarms, on-site restaurants, etc.).
- If using video in your advertising, feature closed captioning and subtitles.
- If incorporating a hashtag into your promotional copy or landing page, capitalize the first letter of each word (i.e. #FlyWithXyzAir).
- Use contrasting font and background colors to ensure copy is clear and easily legible (i.e. avoid thin red font on black background).



HOME DISCOVER REGIONS ▼

MAP OF CANADA

BOOK NOW

Expedia.ca

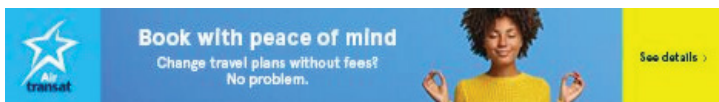
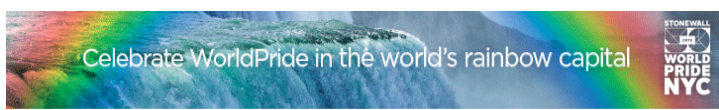
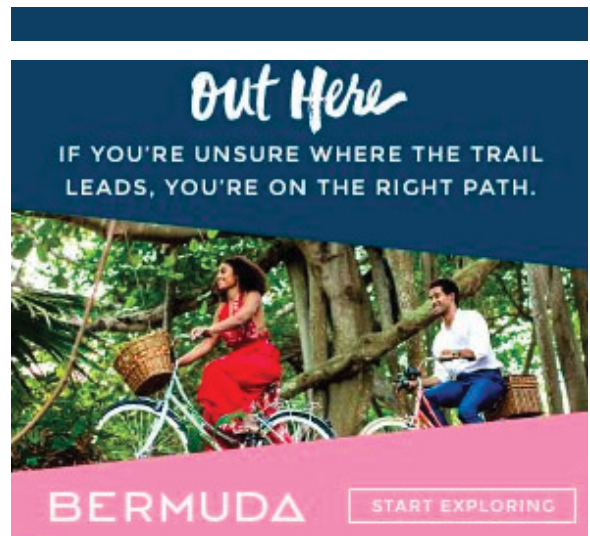
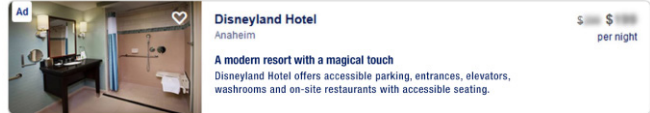
Video

INDIGENOUS CANADA: A STORY TO TELL

Posted on: Aug 03, 2020



Some great examples of I&D advertising



We inspire people across the world to experience and connect with new cultures, ideas, landscapes, and people; we pride ourselves on showcasing the world as it truly is. Thank you for joining us on this journey.

We would love to hear from you!
If you have best practices you would like for us to include, our contact is below:
● MeSolInclusionDiversity@expediagroup.com