

An alternative solution for Search based on a VSS box shown with a dedicated free box for suppliers

Lodging



September 2025

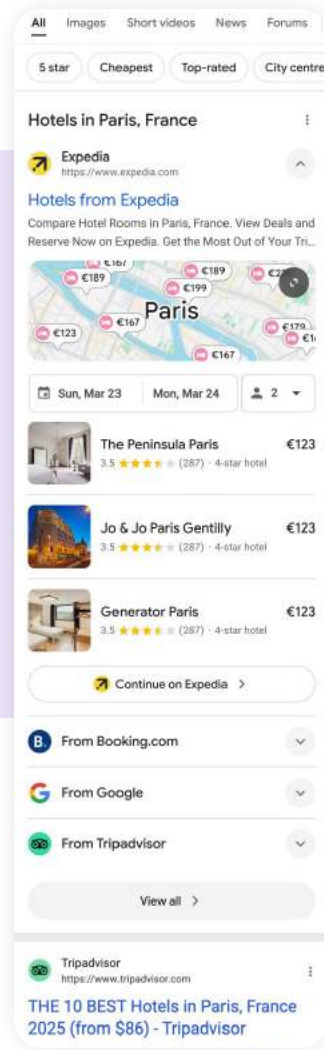
Our solution: A VSS box is shown together with a dedicated free box for suppliers

- Following the workshops in July, we are proposing a revised solution that includes a VSS box and a box for suppliers
- The revised solution incorporates feedback that we heard from suppliers, VSSs, and the Commission.
- This deck demonstrates how this alternative option will work.

Each VSS can get its own box

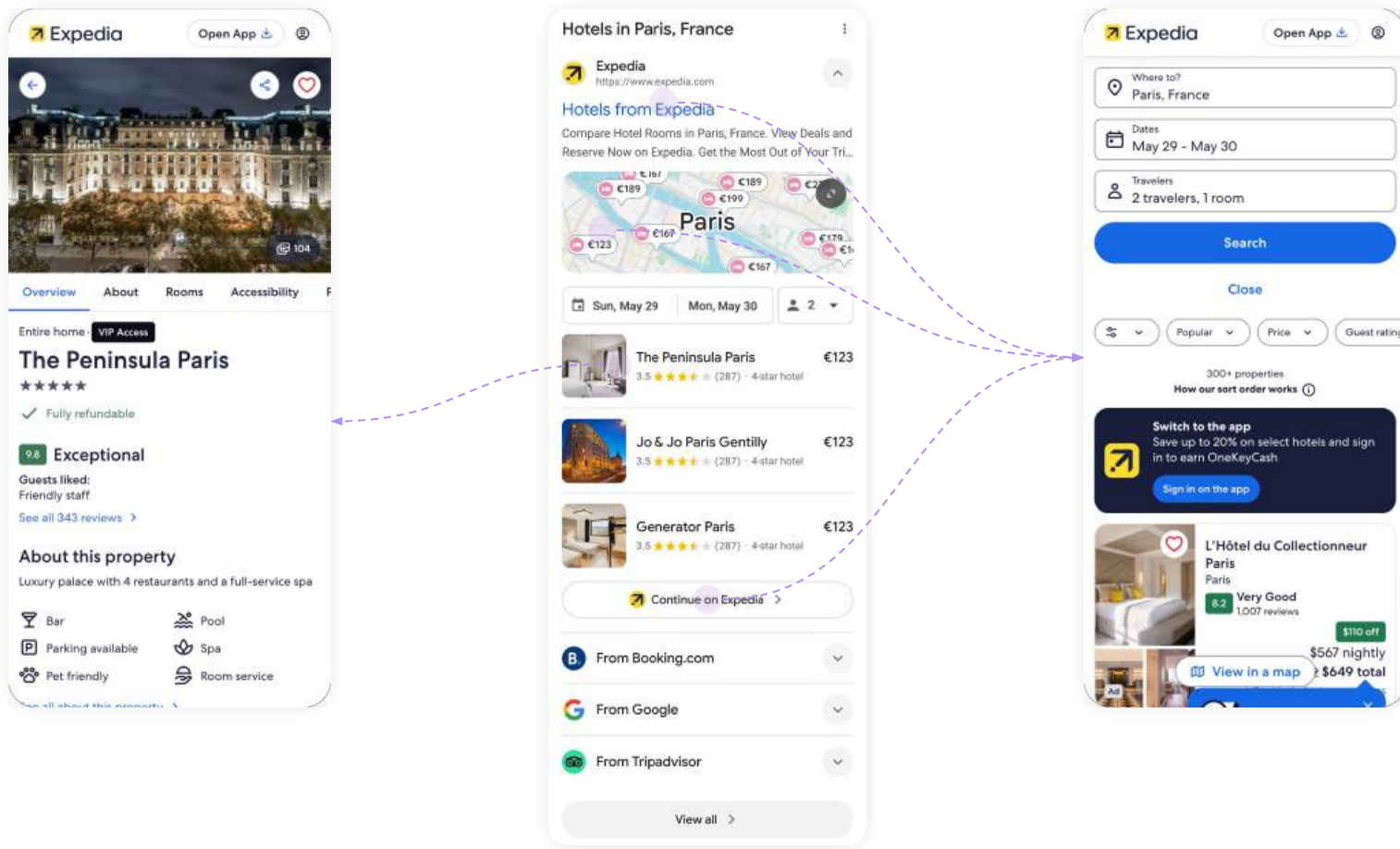
- We've heard that we should show equivalent boxes for third-party VSSs and Google, with the same "information, functionality and features".
- We will create the opportunity for each VSS to show its own box on Search.
- A VSS's box will be populated with entities from that VSS's inventory.
- The VSS boxes will have the same format, features, and information for third-party VSSs and for Google.
- VSSs will have the opportunity to win the box based on objective and non-discriminatory criteria.
- Boxes that do not win the initial selection will be ranked organically beneath the winning box.

VSSs can show their own boxes



Other VSS boxes are shown below the winning box based on organic ranking

Multiple click targets in VSS boxes will go directly to VSSs

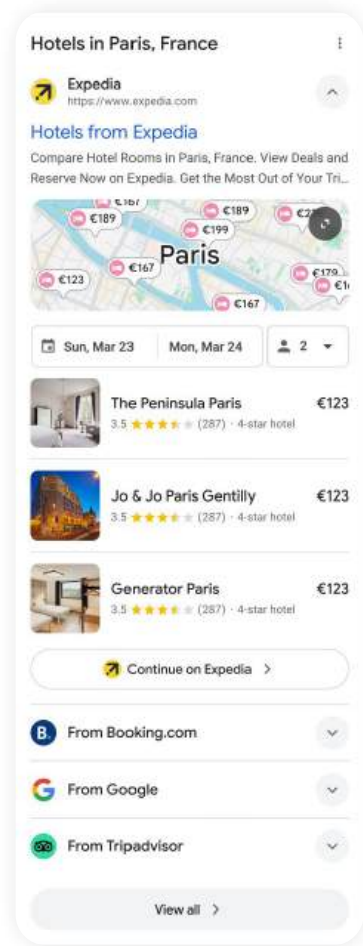


VSSs can influence ranking in their boxes

VSSs will be able to influence selection & ranking of results in their boxes via several means:

- They will decide which entities to provide to Google to include in their boxes
- They will provide metadata associated with each entity (e.g., ratings, prices, location), which will influence selection and ranking
- They will be able to customize the selection and ranking of these entities by specifying weights for certain signals (e.g., rating, location, price).

We will protect the data that we receive from VSSs for VSS boxes, and will not share that data with other VSSs (including Google's VSS), absent consent.

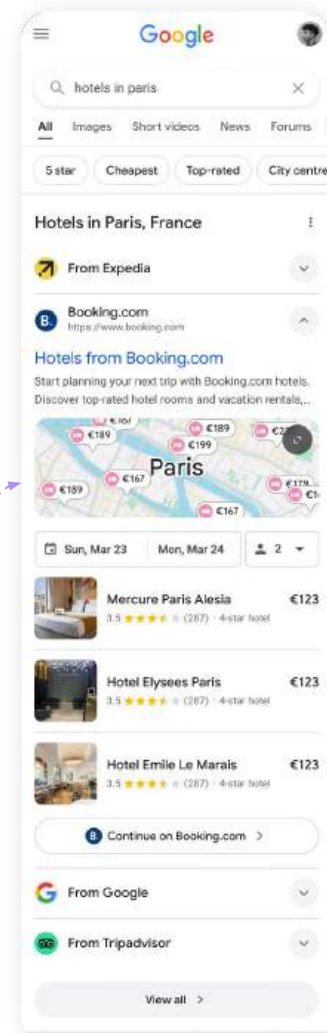
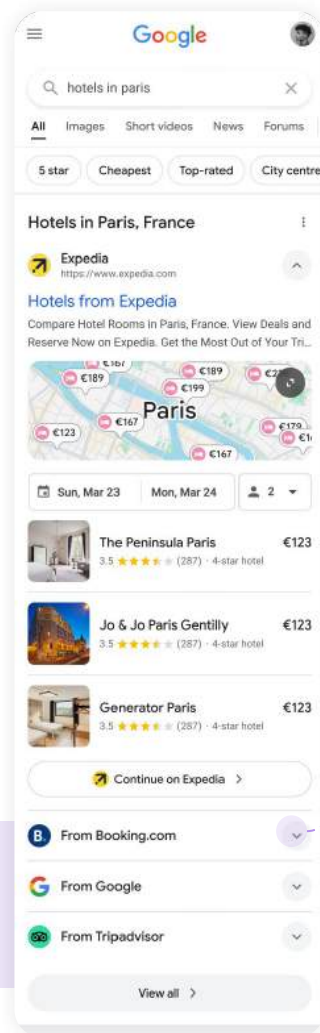


Selection and ranking of results based on Expedia's specified weights

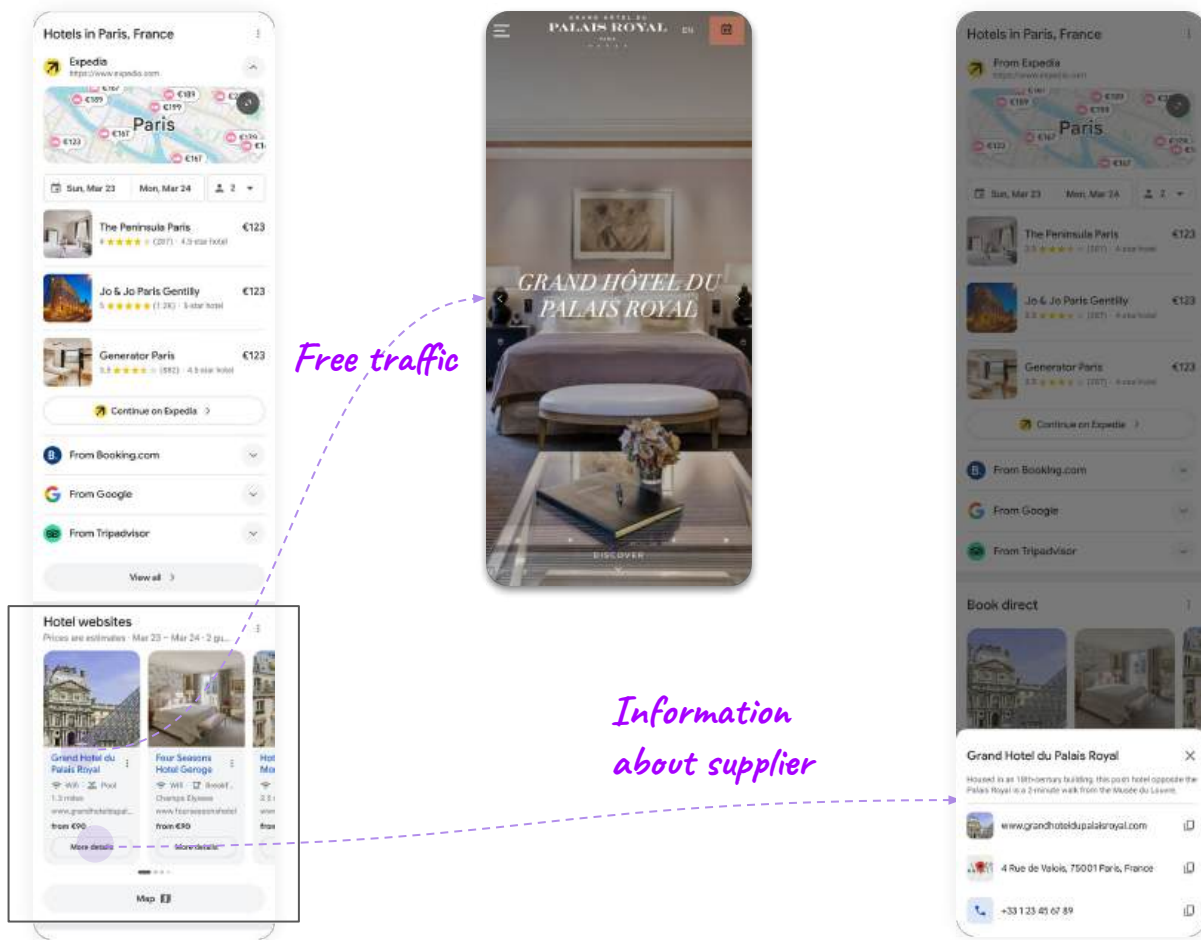
Only one VSS box open at a time

- Only one VSS box will be opened on Search at any given time.
- If a user selects a different VSS from the accordion, the first box will close and the selected box will open.

VSSs in
accordion are
ranked
organically

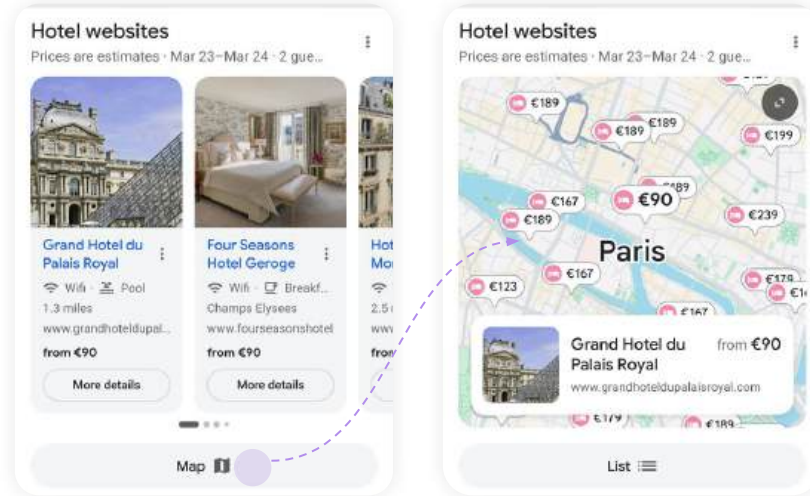


The VSS box is accompanied by a dedicated free suppliers box



The free supplier box will also have an expandable map with links to suppliers

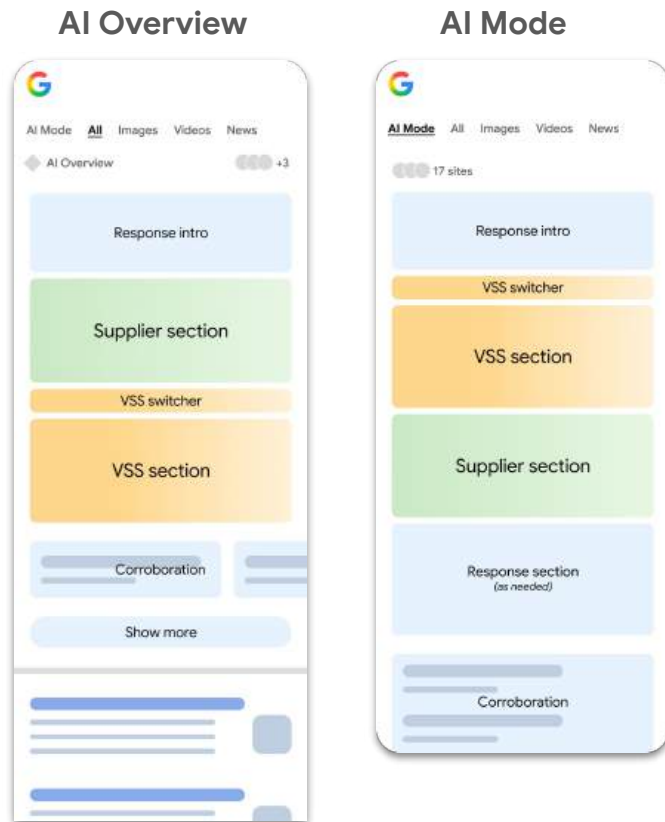
Users can see suppliers on a map and go to their sites



The same principles apply on a forward-looking basis

The principles we describe today are designed to be forward looking, for example:

- ✓ AI Overviews and AI Mode are a part of Search, displaying a new search result format
- ✓ Results within AI Overviews and AI Mode that include a separate Google service will follow the same principles that we have described today
- ✓ We've included a conceptual diagram here showing how the remedy might look in AI Overviews and AI Mode



Hotel ads are open to both suppliers and VSSs on non-discriminatory basis

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Rome, Italy · 6–7 Oct



ibis Styles Roma
Vintage

€96

Booking.com
3,7 ★ (833)



Shangri-La

€163

Booking.com
4,1 ★ (1,9K)



Rome Garden Hotel

€150

Booking.com
4,1 ★ (806)



Hilton Garden Inn
Rome Claridge

€230

Hilton Garden Inn Ro...
4,3 ★ (1,1K)



Novotel Roma Eur

€186

Booking.com
4,3 ★ (2,2K)



Hilton Rome Eur La
Lama

€245

Hilton Rome Eur La ...
4,3 ★ (1K)



Six Senses Rome

€1,758

Six Senses Rome
4,6 ★ (345)

