



March 14, 2025

Senator Kathleen Taylor  
900 Court Street NE  
S-209  
Salem, Oregon 97301

Re: SB 430, relating to disclosures required in connection with online transactions

Dear Chair Taylor, Vice Chair Bonham, and members of the Senate Committee on Labor and Business,

On behalf of Expedia Group, a family of brands that includes Expedia.com, Hotels.com, and short-term rental leader Vrbo, thank you for the opportunity to share comments on SB 430 and for your efforts to provide pricing transparency to Oregon consumers.

Price transparency is especially important in the travel sector, which is why when consumers search for hotels on Expedia's platform, the search results already include the total price the consumer would pay for the stay. The total price remains visible through all stages of the booking process.

We would be remiss not to point out there is already a federal pricing standard for short-term lodging/transient accommodations. In January, the Federal Trade Commission (FTC) published a final *Rule on Unfair or Deceptive Fees* which creates a new federal pricing standard for short-term lodging including hotels and short-term rentals. The new federal standard goes into effect on May 12, 2025 and will apply across the industry. As such, we respectfully ask that you remove the industry from the bill as we are already subject to a new national standard.

The travel marketplace is inherently interstate, and consumers are not served by a confusing patchwork of state rules that establish different requirements and outcomes depending on a traveler's departure state or destination state. If states adopt different pricing transparency standards, costs across borders could appear artificially low or high depending on whether and how things like resort fees, tourism improvement district assessments, and taxes are included. Two families could see different price displays for the same hotel room, creating confusion if there are different pricing display requirements in each state. The best way to allow consumers to accurately and confidently compare prices is a consistent, federal standard, which will be in place in less than two months.



We also respectfully request that you amend the language of who the law applies to in Amendment -1, Section 1, lines 4-5 to read “A person that **advertises, displays,** offers or sells goods or services online to a resident of this state” to ensure that the law applies equitably to sellers and advertisers. These two additional words will create a level playing field between advertisers, metasearch, and sellers. Moreover, this language will ensure Oregon consumers see the same price regardless of whether a price is displayed by an advertiser or a seller.

Expedia Group is committed to pricing transparency, and we are grateful for your important work to establish transparent, consistent, and equitable pricing for Oregon consumers and travelers alike. We welcome the opportunity to discuss these issues with you further.

Please do not hesitate to contact me if there is any additional information we can provide.

Thank you,

Mackenzie Chase  
Regional Manager, Oregon  
Expedia Group

CC: Senator Floyd Prozanski

