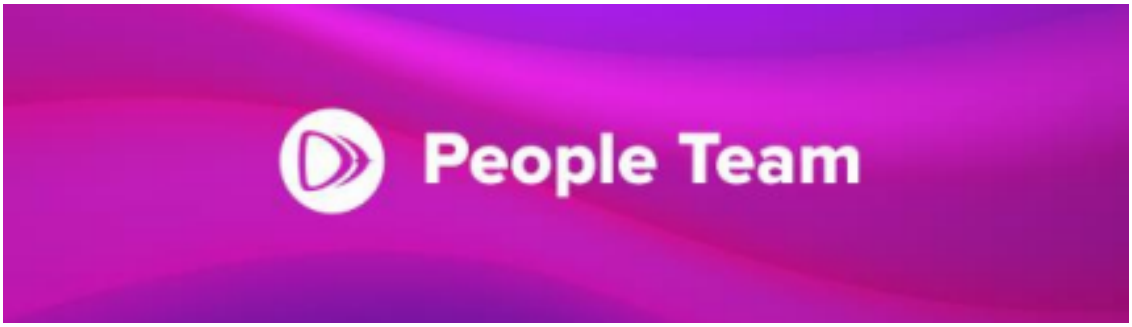
Subject: Employee Engagement Survey Launch

Sender: Corporate Communications

Audience: People Leaders/ Managers



Dear Leaders,

Our **Employee Engagement Surveys** launches on **August 12** and will remain open through **August 31**. We ask for your support in encouraging employees to participate and provide honest, constructive feedback. Your role is critical to ensuring a strong response rate and helping us better understand the employee experience across Direct Travel.

The survey will gather insights into how employees feel about their roles, their teams, and Direct Travel as a whole, while also identifying opportunities for improvement. The feedback collected will help us evaluate employee experience over time and guide future actions to strengthen our culture and workplace.

Please reinforce the following key messages with your teams:

- The Survey is **completely confidential**. Direct Travel has partnered with Culture Amp, a third-party employee engagement platform, to ensure responses remain anonymous.
- There are no right or wrong answers. We want employees' honest perspectives and experiences
- Employees should be given time during work hours to complete the survey, which takes approximately 10 minutes.

Our Goal is to achieve an **85% completion rate** across Direct Travel. While employees will be motivated by the survey participation reward, your encouragement and reminders will play a significant role in helping us reach this target.

If employees have questions about the survey, confidentiality, eligibility, or accessing the survey, please refer them to the **Employee Engagement Survey FAQs** and encourage them to contact their local HR representative if they need additional support.

Thank you for your partnership, making this survey a success, and helping us to create a better employee experience for everyone.

Best regards,

[redacted]

