

Tone of Voice Handbook

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Why Tone of Voice Matters

Our tone of voice is the thread that runs through all of our communication. Through the words we choose, we create trust, respect and admiration for our work. More than a stylistic choice, it's a way for us to connect with and influence our audiences.

Whether we're posting on social media, delivering a presentation or anything in between, we always want to stay true to our mission and vision. Our tone of voice guidelines help us do this, creating a unified and memorable identity.

Mission Statement

We champion gender equality in global travel and tourism by raising awareness of challenges, facilitating change and celebrating best practice.

Vision Statement

A just, equal travel and tourism sector enabling women and their communities to thrive globally and locally.

Our Brand Personality

Our three words are **knowledgeable, empowering and visionary**. These are our core characteristics that never change, no matter who we're talking to.

Here's how we reflect these characteristics in more detail.

We Are Knowledgeable

We have a deep, collective understanding of tourism and gender equality. We talk with authority and certainty that inspires confidence. People look to us as an expert source of information.

We are informed and analytical, but not stuffy and academic. In fact, we make academic topics accessible and engaging for others in the industry.

Tips to sound knowledgeable:

- Back up words with up-to-date stats and research.
- Include real-world examples and case studies.
- Cut unnecessary jargon and vague language.
- Use quotes from expert sources.

Do say: "Within the tourism industry, where women make up 54% of the workforce, a critical issue persists: the gender pay gap."

Don't say: "The gender pay gap could be considered a problem within the tourism industry, where there are significantly more women in the workforce but they are often paid less."

We Are Empowering

Our audience feels energised and motivated to act when they engage with us. We give people the tools and inspiration to create change. We are collaborative and share the mic, creating spaces for women in tourism to tell their stories.

We are supportive and affirmative, not overbearing and aggressive.

Tips to sound empowering:

- Choose positive, optimistic words.
- Offer clear, easy-to-action advice.
- Encourage, don't demand.
- Use intersectional, inclusive language.

Do say: "We're spearheading equality in tourism, raising the voices of women across the industry."

Don't say: "We're fighting for change on behalf of women in tourism who don't have a voice in the industry."

We Are Visionary

We paint a compelling picture of a gender-equal tourism industry and the possibilities it brings. As agents of change, our words and ideas are thought-provoking and challenge the status quo.

We are hopeful and imaginative, but not unrealistic and impractical. Our solutions are both transformative and achievable.

Tips to sound visionary:

- Tap into the audience's goals and dreams.

- Present challenges as opportunities for growth.
- Highlight success stories.
- Use aspirational language.

Do say: “Empowered women are better equipped to adapt to changing circumstances, ensuring that destinations remain attractive and welcoming to travellers.”

Don’t say: “If your destination fails to empower women, you will struggle to attract visitors.”

Style Guide

Writing About Equality in Tourism

We’re a non-profit, never a ‘small’ or ‘voluntary’ organisation.

Wamboma Co-operative, not WAMBOMA co-operative.

Boilerplate copy:

International non-profit [Equality in Tourism](#) champions gender equality in global travel and tourism by raising awareness of challenges, facilitating change and celebrating best practice. They envision a just, equal sector enabling women and their communities to thrive globally and locally. Their work spans four pillars: impact projects, training and consultation, research and the pioneering Gender Equality Champion of the Year Award.

Accessibility

We care about making our content accessible and inclusive. Two questions to consider with every piece of content:

- 1) Would this language make sense to someone who doesn't work here?
- 2) Could someone quickly scan this document and understand the material?

Quick tips for accessible writing:

- Use descriptive links, eg not 'click here'.
- #TitleCaseForHashtags
- Include alt text and/or image descriptions on our website and in social media posts.
- Don't replace words with emojis.

Grammar

We write in British English and use the modern informal (eg while, not whilst).

We write in the active voice, unless you're using [passive for emphasis](#).

We use the Oxford Comma where it improves clarity and readability.

Formatting

Write for short attention spans and scan reading. Shorter sentences, shorter paragraphs and headers that break up long text.

Use APA capitalisation for titles ([this tool](#) does it for you!).

Italics for journal titles, books, documentaries, etc – eg *Journal of Sustainable Tourism*

Dates: 12th November, not November 12th

Link directly to research where possible, instead of referencing in brackets with a reference list.

Double quotation marks (") for speech in main body text. Single (') in headings.

Numbers: Spell out from one to nine; numerals from 10.

A Note on AI

AI is a useful tool for speeding up communications processes. But it doesn't produce content that's ready to publish without changes.

If you use it when writing for us, the text must be edited to align with our brand personality.

AI also makes mistakes, so always be sure to double check any facts it gives you. Please also take care not to input confidential information or personal data related to EIT into AI tools.

Please tell Kavita (Communications Officer) if you've used AI in any content for our communications channels and together we can make sure it's ready to share.

Useful Resources

[Intersectional Frames for Storytelling](#): Excellent guide to intersectional storytelling and why it's important from the Media Trust.

[Inclusive Language Guide](#): Comprehensive Oxfam document covering intersectional and inclusive language. It includes a section on gender justice.

[70 Sustainable Tourism Terms](#): Useful phrases and explanations for the industry.

[Hemingway App](#): A great tool for checking the readability of your writing.

[Think, Feel, Do](#): Three things to consider with every piece of writing/content.

[Capitalize My Title](#): Puts titles into APA style capitalisation.

If in doubt, check the [Guardian Style Guide](#).