TONE OF VOICE

GENERAL

Our Roots
Dare we say it, sometimes our copy feels a little bit middle England high street. More Fatface and White Stuff than Patagonia or Finisterre. It's not broken by any means, but we can be sharper, more dynamic, more vibrant and more visionary.

Let's not forget our roots. They are 100% authentic. We absolutely have license to speak from the heart, with passion and honesty about travel. We should get excited. Our own taste buds should be tingling when we talk about the food we ate. We should romantically reminisce about friendships made and we should be overwhelmed when recounting the experiences shared with those friends.

Our Copy
We write like we have been on every. single. trip. Like a 27-year-old travel blogger who has ten years under her belt, more experienced than anyone and never beaten down by delays, bad seats or worse – food. We're still buzzing for every new day on the coach!

We write like a travel hacker with tips for days. Where do I get the best bagels in Amsterdam? We got you. What happens if I lose my passport? No worries, sh*t happens, and btw it's happened to us so we can walk you through it. How many pairs of pants do I need? Dude, you're a big boy now, pack enough or go commando when you run out, it's just not a big deal.

Tonally we are witty and sharp, confidence comes from knowing we're the best at what we do. Linguistically, yeah we drop some slang every now and again, but it's not like you need the Urban Dictionary to understand us. Alliteration is our friend and yours, it's a great mnemonic. (And yeah occasionally we drop some big words in, it shows we're grown-ups that can be trusted with your heard-earned.)

Do you mind if we swear a little bit when we get excited? Cos sometimes remembering good times makes us totally lose our sh*t. We won't roll too heavy (we'll stay well away from a solid Aussie c-bomb), and we'll use asterisks to keep your gran happy but the odd bit of potty mouth is sometimes helpful to emphasise a point, right? F*ck yeah!

We occasionally use lines from songs in our copy of quotes from films, but they need to be either stone-cold classics, all-killer no-filler cultural icons, or so bang up to date that you might not realise it but you'll probs hear it on our Spotify playlist. So we're talking everything from Tarantino to Disney when it comes to films, everything the sun touches, right? And as for music, if you think our audience has heard it for sure, in it goes. We got 99 problems but a lyric ain't one. If you're not sure, call me on my cellphone.

And as for emojis, yeah in social, where they belong. Totally down with that. Not too many because right down in our Shakespearean hearts we love how words describe the things we've seen, it brings out the colour and shape and smell of our memories. But a little bit of 😎 and some 🔥 works too. And we do like having fun when new emojis are released.

Anyways. If it doesn't need to be said, we don't. If it can be said once with punch, boom, we'll do just that…
Because we're jaw-dropping, awe-inspiring, mind-blowing and eye-popping. And, check it out, cos you totally wouldn't believe it, we're all over the places that are so hot right now.

We sometimes get weirded out at first, but then we go with it. Because we want to find out more, we want to see what's just around the corner, we want to open the door, we want to lift the lid and step into the next experience.

All of that stuff gives us all the feels, makes us feel giddy, blown away, obsessed, stoked, hot for, bang into, 100% down with it and 100% up for it.

So We Are
Contemporary, but not so achingly cool we appear aloof
Confident about what we do and why, but not arrogant – and never passive
Opinionated, but not overwhelming
Friendly, but not benign or vanilla
Witty, sometimes at our own expense, but never at the expense of others
Smart AF, but not academic
A travel hacker, not a travel bore
Experienced, but not old
Youthful, but not naïve
Global, but with many local accents picked up along the way

And finally, keep it under your you know what, but our stuff is on a need to know basis. Don't worry, we know some of our travellers need more information than others, that's cool, we'll just point out where to find it. We don't let details get in the way of enjoying the good stuff, but that doesn't mean we don't have it locked all the way down when it comes to planning.

LANDING PAGE

Strategy
- Be punchy, declutter and simplify
- Lose the age boundaries, we're about attitude, not age
- Show more, say less

From
EPIC ADVENTURES FOR 18 TO 30 SOMETHINGS
We Build The Trips. You Build The Memories.

To
FEEL REAL
This is what we offer…

From
WE ARE TOPDECK. WE DO EPIC EURO TRIPS, BIG GAME SAFARIS, AMERICAN ROAD TRIPS, SAILING VOYAGES, OUTBACK EXPLORATIONS AND LOADS OF OTHER GLOBAL ADVENTURES FOR TRAVELLERS AGED BETWEEN 18-39.

To
IT'S THE TIME OF YOUR LIFE
Affirmative, non-exclusionary, time sensitive, open to personal interpretation
AND A VIDEO!
Show it, don't say it.
https://www.topdeck.travel/

DESTINATION PAGE

Strategy
- Less nice, more direct and dynamic language (without being tryhard)
- Communicate range and variety without overloading (something for YOU)
- Navigate the reader through the page

From
CROATIA TOURS: EUROPE'S HOT DESTINATION FOR SUN, SEA, NIGHTLIFE AND CULTURE.
With miles of gorgeous coastline and an affinity with Game of Thrones, Croatia is a hot destination for a good reason.
There's the ancient city walks of Dubrovnik's Old Town and the beautiful Plitvice Lakes National Park to explore as well as paradise islands like Pag, Hvar and Mljet. Did we mention that sailing Croatia is one of the best ways to see this awesome country? Ahoy there!

To
CROATIA TOURS:
Miles of mind-blowing coastline and full-on Game of Thrones location drama. Croatia is a hot destination for so many reasons.
Get lost within the ancient city walls of Dubrovnik's Old Town. Go skinny dipping in the awe-inspiring Plitvice Lakes National Park. Or, sail to islands like Pag, Hvar and Mljet for everything from perfect paradise to pool party.
We've got X different Croatia tours for you to explore.

Turn up the volume. More confident, more drama, sharper language, more interpretive range, bit less 'ahoy there' cheese. Leading reader to next section.
https://www.topdeck.travel/tours/europe/croatia

From
JAPAN TOURS: A FUSION OF TRADITIONAL AND SUPER MODERN
With an exciting mix of the traditional and the super-modern, get caught up in the buzz of Japan on a trip with Topdeck.

Whether you wanna see Shibuya, Akihabara and cherry blossoms in Tokyo or you're more into Kyoto, Osaka and cat cafés, Japan sure knows how to pack a punch. Skiing in Japan is also famous all the way round the world. So, what are you waiting for? Come check out our trips to Japan and experience this awesome country for yourself.

To
JAPAN TOURS:

The ultimate mash-up of old-school traditional and super-modern tech, Japan trips have something for everyone. Minds will be blown.
Shop till you drop in Shibuya and Roppongi and then zen out sitting under the cherry blossoms in the Tokyo parks or sipping tea in a cat café (yeah, we know). Get a culture fix with the awesome temples in Kyoto and go back into the future with underground karaoke bars in Japan's second city of Osaka. Or, just get your skis on and hit the powder in Hokkaido, there's nothing like it anywhere else in the world. You're welcome.

We've got X different Japan tours for you to explore.
https://www.topdeck.travel/tours/asia/japan

From
CANADA TOURS: ROAM THROUGH CANADA WITH TOPDECK
Maple syrup, peanut butter, amazing national parks and a million opportunities to get your Canada adventure on. Get excited! Hit the powder in Whistler, check out the glass-towered metropolis of Vancouver and see the fariytale spires of Old Quebec. Pretty awesome, eh?

To
CANADA TOURS:
OK, Canada is huuuuge. Snow-capped mountains with views for days, tick. Epic-scale forests that go on and on, tick. Coolest cities in the worls, tick.
Get out your checked shirt and explore the Rockies like a pro-woodsman or chill out in Vancouver, consistently rated one of the world's most amazing cities. Sail on a boat so close to Niagara Falls that you get soaked to the skin or get your planks on and ski the backcountry around Whistler. Get Canada booked, because if you're gonna be a bear, be a grizzly!

We've got X different Canada tours for you to explore.
https://www.topdeck.travel/tours/north-america/canada

BRAND COPY (e.g. campaign copy, brochure itineraries, sell pages, blog)

Strategy
- Be simple, to the point and punchy
- No being passive – CONFIDENCE
- If it doesn't need to be said, don't

Example

Real moments.
See the world without the filter. Go deeper. Try the food. Meet the locals. Swim, fly, explore, embrace it all. Say yes to culture. Say yes to history. Say yes to the new and the exotic. Don't just skim the surface, experience every moment to the fullest. That's what makes the memories.

Real passion.
On the road or at home, we L O V E what we do. No lie – we put our first, our last, our everything into creating trips that'll set your soul on fire. And that's not all. Each and every one is supercharged by Trip Leaders who don't just lead; who inspire. Who make your world come alive, and were born to do it.

Real value.
Forget forking out for the logistics, we'll sort it for you. Accommodation, experiences, transport… you get a sh*tload of inclusions rolled in. Meaning? No hassle, no number crunching, no going hungry. You're safe with us. One thing we do know: if you go it alone, it sure as hell won't be the same.

Real time.
Cool, so your itinerary's covered. But what about free time? Relax – you've got heaps of it. And if you need some local tips, we've got your back. So get out there. Go! Do your own, spontaneous, this-is-what-you-came-for thing. 'Cause you know what? Every. single. second. counts.

Real people.
Curious? Open-minded? Same. We might be a mixed bunch, but that's what makes us special. No judgement here. So get ready to grow, to connect, to find *your* place and *your* people. People who are 100% different, but 100% the same. We're all in it together. Like it was meant to be.

Real you.
This, it's an alternate reality. A realer real, away from home, work, the daily grind. So who do you want to be? Because this is your chance. Your chance to be the best version of yourself. To be an insider, not a bystander. To strip it all back and find the real you. Trust us, you're out there somewhere.

TOPDECK. FEEL REAL.

FUNCTIONAL COPY (e.g. SEO optimised web pages, web itineraries)

Strategy
- Include keywords and functional content
- Maintain the 'Feel Real' vibe
- Cut the crap and replace with something useful – like pro tips

Example

Day 1: Tbilisi, Georgia
Welcome. To. Colour. Love breaking the mould, defying the norm, doing things differently? Tbilisi is your place. Picture it: breathtaking valley setting. Kaleidoscopic architecture. Unbelievable bars and nightlife. Check into your hotel, drop your bags and go exploring. We've got your dinner covered tonight.

Meals:
-Dinner

Day 2: Tbilisi
Time to get versed in all things Tbilisian (yep, it's a word). Point yourself in the direction of the 13th-century Metekhi Church and prepare to swell your brain with some serious local knowledge. On today's walking tour, we'll take on the terrace-like old districts of the city – so expect colourful houses, patterned balconies and INCREDIBLE views. Case in point? The panoramic vistas from the 4th-century Narikala Fortress (they'll drop your jaw). Before we head back towards the hotel, we'll check out the sulphur bath area. Fact: the old Georgian word 'tbili' means 'warm'. Makes sense.

Included today:

-Walking tour of Tbilisi

Meals:
-Breakfast

Day 3: Tbilisi
DAY TRIP: Mtskheta is just a 40-minute drive away, so it'd be rude not to. This 3,000-year-old city was once the capital of Georgia, and it's chock-full of ancient architectural wonders. Today we'll get the lowdown on the UNESCO-listed Jvari Monastery and Svetitskhoveli Cathedral (where the Robe of Christ is buried) from a local guide. Tonight: back to Tbilisi. Go techno at Bassiani or KHIDI, or snag yourself a Georgian tipple at Wine Buffet (sophis).

Included today:
-Walking tour of Mtskheta

Meals:
-Breakfast

Day 4: Tbilisi to Stepantsminda
Today: not-your-average road trip up the Georgian Military Highway. Featuring: not-your-average pit stop (aka the 17th-century Ananuri castle complex). The carvings on the churches here are amazingly intricate, FYI – and the whole shebang overlooks the stunning Zhinvali reservoir. Take a look around, then it's back on the road again, winding through the gorgeous Caucasus Mountains to the town of Stepantsminda. Like a hike? This one's a peach. Grab some water and a snack, 'cause we're off through the valleys and woodlands on a two-and-a-half-hour expedish to Gergeti Trinity Church. If the weather's on our side, we might even see Mt Kazbegi (an extra-high glacier) along the way. Back in Stepantsminda, there's a dumpling-themed cookery class to get into if you're keen.

Included today:
-Visit Ananuri castle complex
-Scenic walk to Gergeti Trinity Church

Meals:
-Breakfast
-Dinner

Optional extras:
-Khinkali (Georgian dumpling) cookery class

Day 5: Stepantsminda
Juta, we're coming for you – through the gorgeous Sno Valley (we know, it sounds like a Mario Kart racetrack). But what is Juta? Good question tbf. It's a tiny little mountain village that's cut off from the rest of the world for most of the year. Think: lush, green, soul-soothing landscapes. Hit up a café, try a local tea, say hey to the cows and horses, then hop back on the coach to Stepantsminda. Dinner's waiting back at the hotel…

Included today:
-Visit the remote village of Juta

Meals:
-Breakfast
-Dinner

Day 6: Stepantsminda to Akhaltsikhe
Next up: Kaspi, where we've got a wine tasting to get stuck into. Red or white, the local stuff is made in large earthenware jugs called kvevri (a method that's so legit Georgian, it's on the UNESCO Intangible Cultural Heritage list). After we've sunk a couple, it's onwards to Borjomi – a spa town that's famous as the birthplace of the eponymous (we know, we're wordsmiths) mineral water. Head out and find a cool place for lunch, then it's off to Akhaltsikhe for the evening.

Included today:
-Winemaking demonstration and tasting in Kaspi
-Visit the spa town of Borjomi

Meals:
-Breakfast

Day 7: Akhaltsikhe to Tbilisi
This is a special one. Remember the name Vardzia, 'cause it's gonna be your new favourite place. Two words: CAVE CITY. This incredible complex of caverns and tunnels stretches for over half a kilometre – and it's even got its own rock-carved church, the Church of the Dormition (which is full of unbelievable Golden Age frescoes). Take some time to wander the meeting rooms, reception chambers and wine cellars (there are a lot of them) before we move on. Next stop, Khertvisi Fortress – one of the oldest fortresses in the country. Tonight, it's back to Tbilisi. Ready for round two?

Included today:
-Visit the 'cave town' of Vardzia
-Visit Khertvisi Fortress (entrance not included)

Meals:
-Breakfast

Day 8: Tbilisi
Kakheti region, coming up. YES – it's another winemaking area. And YES – it's a warm and friendly kinda place. Think: snow-capped mountains meet fertile valleys. On the to do list? The photogenic town of Sighnaghi (feels like you're in Tuscany, right?) and a winery (for another round of tipple time). Then: prepare for a deep-dive into Georgian culture as we settle down for lunch with a local family – including delicious homemade food, wine and Georgian chacha (that's 'brandy' to you and me). Plus: we'll get a lesson in Georgian cookery with a bit of Churchkela sweet-making AND a Shoti bread-baking demo (complete with traditional thone oven). But that's not all. To round things off we'll get a wriggle on to Tsinandali – where we'll pay a visit to the estate of Prince Alexander Chavchavadze (which was a hotspot for poets and creative types back in the 19th century). Back in Tbilisi there's one more group dinner to look forward to. Make it count!

Included today:
-Visit the quaint town of Sighnaghi
-Visit a winery in the Kakheti region

-Lunch with a local family (including Georgian cookery lesson)
-Visit the estate of Prince Alexander Chavchavadze

Meals:
-Breakfast
-Lunch
-Dinner

Day 9: Tbilisi. It's the end of the road (for now). Where to next?

Meals:
-Breakfast