

If you pay them, they will come: the US city giving tourists cash to visit

Level: Elementary / Pre-Intermediate – Teacher's notes

Article summary: The article describes how some places in the USA have started to offer money to people to encourage them to visit.

Time: 60 minutes

Skills: Reading, Speaking, Writing

Language focus: Vocabulary

Materials needed: One copy of the worksheet per student

Key:

1. *headquarters*
2. *employee*
3. *Cash*
4. *Non-essential*
5. *keeps*
6. *worried*
7. *sold*
8. *Timing*
9. *excited*
10. *reservation*

3. Comprehension check

- a. The corrections given are only suggested answers and students may correctly answer the questions in different ways, e.g. in number 1, they may say 'in the USA' or 'near Seattle', and in number 7, they may say 'two nights or more'.

Key:

1. *just east of Seattle, USA*
2. *Microsoft, Nintendo, SpaceX and Facebook*
3. *Microsoft told its employees to work from home.*
4. *Hotels went from 65%–85% full down to 6% or 9%.*
5. *a programme that gives some visitors \$100 if they stay two nights or more at a hotel in the programme*
6. *one and a half million*
7. *at least two nights*
8. *about fifty*
9. *more than \$30,000*
10. *a second 'You Stay, We Pay' programme*

1. Warmer

- a. The purpose of this activity is for students to use their knowledge of the world to decide which countries are the most visited by foreign tourists. The figures for 2019 show that France was visited by 90 million overseas visitors, while Spain, in second place, had 83 million. Turkey, in sixth place, was not so far behind with 51 million.

Key:

4. *China*
3. *the USA*
5. *Italy*
6. *Turkey*
1. *France*
2. *Spain*

2. Key words

- a. Ask students to do the exercise individually and then compare their answers in pairs or small groups. Encourage students to use some of this vocabulary actively by asking them questions such as 'What travel is essential and what is non-essential?', 'How do people usually pay for things in shops – in cash or by credit card?' and 'Are you excited or worried about the future?'

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4. Using key language

- a. Students could be asked to do this exercise individually and then compare their answers in pairs. Point out that these multi-word expressions can all be checked in the text and note that 'hotel' could also go with 'company' and 'stay' but none of the other words collocate with 'owner'.

Key:

1. f
2. h
3. a
4. g
5. b
6. e
7. d
8. c

5. Discussion

- a. Allow students time to note down their ideas about each statement and encourage them to say why they agree or disagree with each one.

6. In your own words

- a. Note that there is no single correct answer to this task but students should provide a piece of writing that is broadly accurate.

Model answer:

You can get one hundred dollars if you book a room at a participating hotel in Redmond. You have to stay for at least two nights. There are about fifty businesses in our programme. These businesses include restaurants, fitness centres and bookshops. Hurry because we have already booked seven hundred and fifty of the one-thousand room nights. We have given more than thirty thousand dollars to visitors.