

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

Level: Intermediate – Teacher's notes

Article summary: The article describes how some places in the USA have started to offer financial incentives 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

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?', 'What incentives can cities offer to attract more visitors?' and 'What will the long-term impact of the pandemic on tourism be?' Point out that rivers, streams and water sources can also dry up, but the verb is often used with words that refer to business and commerce, e.g. Funds / Exports / Sales have dried up during the pandemic.

Key:

1. corporate
2. dried up
3. brainstorm
4. non-essential
5. additional
6. incentive
7. challenges
8. funds
9. lodging
10. impact

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 4, they may say 'They have to stay for at least two nights', and in number 6, they may say 'She was more worried at this time last year' or similar.

Key:

1. True.
2. True.
3. False. They went from 65 per cent to 85 per cent full to 6 per cent to 9 per cent full.
4. False. They have to stay for two nights or more.
5. False. The programme didn't bring them back to normal visitor levels.
6. False. She's not as worried as she was in April 2020.
7. True.
8. True.
9. True.
10. False. He doesn't think it will have an immediate impact.

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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. Highlight the fact that 'in the end' means 'finally'. Learners often incorrectly say 'at the end', which refers to a specific time or location and is usually followed by 'of' and a noun, e.g. 'at the end of the film', 'at the end of the lesson'.

Key:

1. *on*
2. *on*
3. *on*
4. *of*
5. *to*
6. *at*
7. *in*
8. *for*

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. As an alternative, students could be asked to recommend places to visit and things to do in either the capital city of their country or a town or city known as a tourist destination. Preparing ideas for the email could be done as a pair or group activity and the actual writing of the email could be a homework task.