

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

Level: Advanced – 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. By contrast, the least visited countries in the world are predominantly island nations in the Pacific, mainly because of their remoteness and the high costs of travelling there.

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 are the advantages and disadvantages of working remotely?', 'What is essential travel and what is non-essential travel?' and 'What will be needed to jumpstart economies when the pandemic is over?'

Point out that 'winery' is generally used for a wine-growing enterprise in the USA, such as a California winery, while in Europe, the term that is normally used is 'vineyard'. The phrasal verb 'dry up' can be used in a literal sense with something such as a river or a water supply, but is often used in a more figurative sense with financial terms such as money, funds or funding. The phrasal verb 'usher in' is typically used in journalism, as in 'The government is planning to usher in a range of new laws.' Highlight the difference between a 'grant' (which you don't have to pay back) and a 'loan' (which you do have to pay back).

Key:

1. *straightforward*
2. *jumpstart*
3. *dry up*
4. *remotely*
5. *Occupancy*
6. *incentive*
7. *usher in*
8. *Non-essential*
9. *winery*
10. *impact*
11. *grant*
12. *anecdotal*
13. *hook*
14. *instalment*
15. *Momentum*

3. Comprehension check

- a. The answers given are only suggested answers and students may correctly answer the questions in different ways, e.g. in number 7, they may simply say 'good timing' or similar.

Key:

1. *paying people to visit*
2. *corporate (business) travel*
3. *brainstorming creative ideas to attract visitors back to the city*
4. *a community currency*
5. *one and a half (one point five) million*
6. *She feels that the city is on the right track and will come back strong.*
7. *People were ready to travel and the community is committed to social distancing and masks.*

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8. *by using funds from its 1 per cent lodging tax*
9. *the fact that Microsoft is reopening its campus to employees*
10. *He is planning to launch a second instalment.*

4. Using key language

- a. Students could be asked to do this exercise individually and then compare their answers in pairs. Note that the expression *follow suit* means *do the same thing that someone else has done*. The expression has its origins in games of cards, where if one player played a certain card (for example, the five of hearts), the next player played a card of the same suit, that is another heart.

Other answers may be possible but students should be encouraged to make phrases from the text.

Key:

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

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. Students should be able to think of some ways to attract tourists to their town or city but, if they are having problems thinking of ideas, ask them to look online. There are numerous websites that offer suggestions for boosting tourism so if they type into a search engine 'ideas for attracting tourists' or 'tourism marketing', they will find a lot of relevant ideas. Both the preparation and the writing could be done as homework activities.