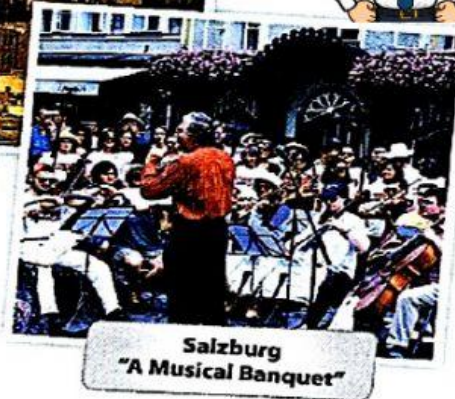
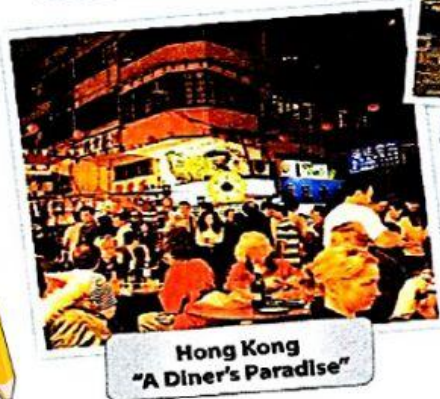
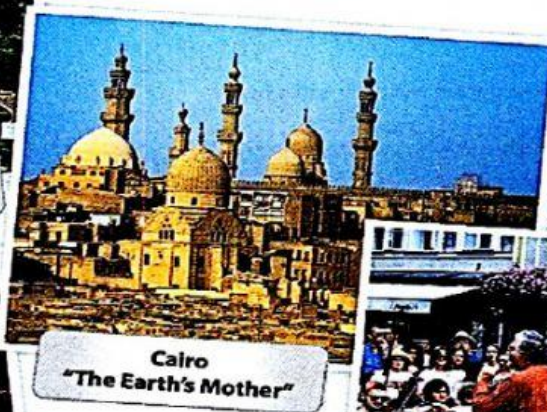


Name: _____

interchange 2 TOURISM CAMPAIGN



A PAIR WORK Look at the photos and slogans below. What do you think the theme of each tourism campaign is?



possible themes

art	food	nature
culture	history	shopping
entertainment	music	sports



1.-

2.-

3.-

4.-

B GROUP WORK Imagine you are planning a campaign to attract more tourists to one of the cities above or to a city of your choice. Use the ideas below or your own ideas to discuss the campaign.

a good time to visit
famous historical attractions
special events or festivals
nice areas to stay
interesting places to see
memorable things to do

A: Do you know when a good time to visit Rio is?

B: I think February or March is a good time because ...

A:

B:

A:

B:

A:

B:

A:

B:

A:

B:

A:

B:

C GROUP WORK What will be the theme of your campaign? What slogan will you use?

Research a city and prepare a poster with photos and maps or create a slide show with presentation software.
display this work to the next class

