

Exercise 9

You are going to look more closely at the previous task and analyse how you could identify the correct answers.

Listen to extracts from the conversation. Complete the paraphrases you hear for the underlined words.

How Eastgate Mall attracted more customers

1. In 2016, the Eastgate Mall committee agreed some lengthy research was necessary.

They realised they needed to _____ . Not just with shop owners, but going out and finding out what *customers* thought. That's why the _____ took about six months.



1.MP3

2. Some public services were moved onto the second floor of the mall.

They offered the space to a local _____ , and also a _____ centre.



2.MP3

A new fitness centre was able to offer childcare services.

So they used part of the fitness centre as a crèche. They assumed that if there was somewhere for parents to leave _____ to play and be _____ , it would also lead to an increase in mall visitors.



3.MP3

The outdoor space was extended to include some eating areas.

Yes, they installed _____ and _____ for that reason, where people could take their _____ and _____ and things.



4.MP3

More shops focusing on sports activities are planned for the future.

You know, they want to get more young people in there, and a lot of teens and young adults are really into _____ and _____ nowadays. ... They've concluded that there's a need more shops that sell the equipment and accessories for that



5.MP3

kind of thing.