

INTERCHANGE 2 Top travel destinations

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



Possible themes

art	culture	entertainment
food	history	music
nature	shopping	sports



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 Cartagena is?

B: I think between December and April is a good time because ...

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