Unit 8 VOCABULARY

Basic ★

Travel

1 Complete the dialogues with the words below.

budget ~~checkpoint~~ detour monument rucksack

1 'When do we cross into Switzerland?'
'The checkpoint is about three kilometres from here.'
2 'What's the most widely recognized _____ in the USA?'
'It must be the Statue of Liberty.'
3 'This hotel looks fantastic.'
'But is it too expensive for our _____?'
4 'This road is closed.'
'That's OK, we'll just make a _____.'
5 'Where's your luggage?'
'I only have this _____ because I'm hiking.'

2 Match the definitions to the words.

1 d the money you pay to travel somewhere
2 _____ a place to stay
3 _____ things that a person owns
4 _____ a person who lives in a place (not a visitor)
5 _____ discuss something and try to come to an agreement
6 _____ a ticket, trip or road that only goes in one direction

a belongings
b one-way
c negotiate
d ~~fare~~
e accommodation
f local

3 Complete the text with the words below.

accommodation budget fares locals make a detour monuments one-way ~~rucksack~~

Dear Eriko,
Guess what? I'm in Cape Breton now! After our last chat, I decided that I wanted to spend my summer in Canada. So, I bought a large [1] rucksack and a [2] _____ ticket to Canada – I might stay for longer than three months! I'm on a small [3] _____, but thankfully, food, [4] _____ and bus [5] _____ are quite cheap here. I arrived in Toronto last month and made my way to Nova Scotia by bus, visiting different places and [6] _____ along the way. I was planning to go to Montreal, but then I decided to [7] _____ to Cape Breton Island. The [8] _____ are so friendly here.
It would be nice to meet up with you in Montreal. What are your plans for the summer?
Speak soon,
Steph

Advertising

4 Look at the pictures and complete the sentences with the words and phrases below.

~~billboard~~ market research product promote sponsor target audience










1 The billboard can be seen from the road.
2 The _____ is parents.
3 The main _____ of the press conference is a drinks company.
4 This _____ is widely recognized.
5 This is a way to _____ a product.
6 This is one way to conduct _____.

5 Complete the sentences with the words and phrases below.

ad break appeal ~~ground-breaking~~ launch logo slogan

1 This new eye mask helps you to fall asleep – what a ground-breaking idea!
2 The little crocodile on my T-shirt is a famous _____.
3 The bottle is small because they think it will _____ to young children.
4 Let's wait until the _____ to get something to eat.
5 It's the _____ of that actor's new film next week. Everyone's excited!
6 I like our new _____ because it's easy to remember.

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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Unit 8 GRAMMAR

Basic ★

Conditionals review

1 Match the real meanings with the hypothetical meanings.

1 f 'I'm not rich …'
2 ___ 'He didn't do it …'
3 ___ 'We saw the billboard …'
4 ___ '… so I won't buy a car.'
5 ___ '… so he didn't confess.'
6 ___ '… so we knew about the concert.'

a '… he would have confessed.'
b 'If we hadn't seen the billboard …'
c '… I would buy a car.'
d '… we wouldn't have known about the concert.'
e 'If he had done it …'
f ~~'If I were rich …'~~

2 Choose the correct answers.

1 Supposing he won a plane ticket, where … he go?
a will (b) would c does

2 What … you do if you miss the last train tomorrow?
a will b do c would

3 If you … have a passport, you wouldn't get on the plane.
a hadn't b didn't c don't

4 If it … closed yesterday, we would have visited the monument.
a hadn't been b isn't c wouldn't be

5 If I hadn't found my ticket, I … a new one.
a will buy b had bought c would have bought

6 You can't take your rucksack on the plane … you pay extra.
a unless b if c supposing

3 Are the sentences correct (C) or incorrect (I)?

1 We wouldn't see the Parthenon if we didn't visit Athens. C ☑ I ☐
2 If I would have known about the product, I would have bought it. C ☐ I ☐
3 She won't be happy unless she doesn't stay in five-star accommodation. C ☐ I ☐
4 Even if he had done it, he wouldn't have confessed. C ☐ I ☐
5 If you are stopped at a checkpoint, your passport would be checked. C ☐ I ☐
6 If he stays in a new city, he usually travels on public transport. C ☐ I ☐

4 Put the third conditional sentences in the correct order from the earliest (1) to the latest (6) event.

a ___ If he hadn't changed his ticket, he wouldn't have travelled first class.
b 1 If he'd packed his bag the night before, he would have arrived at the airport on time.
c ___ If he hadn't travelled first class, he wouldn't have met my mother.
d ___ If he had caught the plane, he wouldn't have had to change his ticket.
e 6 If he hadn't met my mother, he wouldn't have married her.
f ___ If he'd arrived at the airport on time, he would have caught the plane.

Mixed conditionals

5 Complete the dialogue with the verb forms below.

~~hadn't made~~	hadn't run out	hadn't spent
would be	wouldn't be	wouldn't have found

Ollie Oh, I think we're lost. If we [1] hadn't made that detour, we'd be at the restaurant now.
Sam Yes, but we [2] _____ that amazing market and you wouldn't have all those great photos.
Ollie But if we [3] _____ so long there, we [4] _____ so tired and hungry now.
Sam Let's check the app on your phone again.
Ollie I would do if the battery [5] _____. Don't worry. If we see a local, we'll ask for directions.
Sam That [6] _____ easy if we'd learned the language!

6 Complete the dialogues with *would / wouldn't* or *had / hadn't*.

1 'Are you OK?'
'I would be fine if I hadn't lost my ticket.'
2 'If we _____ left home on time, we _____ be at the beach now.'
'Maybe next time.'
3 'If she had a sense of adventure, she _____ have travelled more.'
'But she doesn't regret it.'
4 '_____ we have understood them if we spoke Italian?'
'No. I speak Italian and I didn't understand anything!'
5 'If we weren't desperate to go on holiday, we _____ have paid so much for our trip.'
'Yes, we really need a holiday.'
6 'If I _____ used this product, the windows would still look dirty.'
'Are you promoting it?'

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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Unit 8 VOCABULARY

Standard ★★

Travel

1 **Look at the pictures. Complete the travel words.**













1 This is a **o**ne-way trip.
2 This café is popular with the **l**_____.
3 I use a **r**_____ when I travel.
4 This is a famous **m**_____.
5 This is a **c**_____.
6 These are a passenger's **b**_____.

2 **Match the two parts to make complete sentences. There are two letters that you do not need to use.**

1	e	Don't forget to take all your	a a detour to show us the Eiffel Tower.
2	____	We're looking for accommodation	b is €40 to the airport.
3	____	The taxi fare	c night's sleep.
4	____	They travel through Europe on a budget	d near the city centre.
5	____	Our taxi driver made	e ~~belongings with you when you leave the train.~~
6	____	You can negotiate a good	f bought online.
			g of 35 euros a day.
			h price with the sellers in the market.

3 **Complete the text with the correct form of the words below.**

accommodation ~~belongings~~ budget fare local make a detour monument one-way rucksack

When my aunt was in her twenties, she gave up her office job and went backpacking. She put her [1] belongings in a large [2] _____ and bought a [3] _____ ticket to Canada. Her plan was to travel for a whole year, so she had a [4] _____ of about £3,000. This didn't include the air [5] _____. She started in Toronto and travelled across Canada by bus, visiting different places and [6] _____ in her free time. She even [7] _____ to Cape Breton Island. To stick to her budget, she stayed in hostels, but she also stayed on farms. On the farms, she worked in exchange for food and [8] _____ and she made friends with the [9] _____. It was a wonderful time. By the time she got to Vancouver, it was winter, so she decided to buy another one-way ticket, this time to Australia!

Advertising

4 **Complete the dialogues with the correct advertising words.**

1 'I don't watch films on TV.'
'Nor do I, because I can't stand all the **a**d _____ **b**reaks _____.'
2 'What do you like about our new **s**_____?'
'It's really easy to remember.'
3 'This new eye mask helps you to fall asleep.'
'What a **g**_____ idea!'
4 'These brands of clothing are popular with teenagers.'
'Yes, some won't wear anything without a **l**_____.'
5 'That actor is on all the talk shows this week.'
'Yes, it's the **l**_____ of her new film soon.'
6 'Why is there a cartoon character on this product?'
'So that it will **a**_____ to young children.'

5 **Correct the mistakes in bold in the text.**

Our new **logo** [1] product is selling very well. **Audience** [2] _____ research conducted last week shows that we are reaching our **market** [3] _____ audience. The next step is to become a **billboard** [4] _____ for the Rockfest Music Festival. This means that we get our **slogan** [5] _____ on the **ad breaks** [6] _____ that will **appeal** [7] _____ the festival locally.

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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Unit 8 GRAMMAR

Standard ★★

Conditionals review

1 Put the words in the correct order to make conditional sentences.

1 What will you do tomorrow?
I'll / If / have / I / time, / go shopping
If I have time, I'll go shopping.

2 Would you buy this new product?
it / buy / I / wouldn't / unless / recommended / a friend / it
_____.

3 Why didn't you buy a present at the airport?
had / I / had / If / time, / more / I / have / bought / would / something
_____.

4 What is the captain saying?
hear / would / listened / You / if / you
_____!

5 Which product would you like?
I / a choice, / I / if / had / buy / the new one / wouldn't / Even
_____.

6 Luckily the police didn't stop us at the checkpoint.
they / stopped / Supposing / what / had / us, / would / have / you / said
_____?

2 Complete the sentences with the conditional form of the verbs below.

~~catch~~	focus on	not be	not recommend
not sell	win		

1 If I had missed the plane, I _would have caught_ the next one.
2 Supposing you _____ a first-class plane ticket, where would you go?
3 When you visit a new city, what _____ you always _____?
4 They _____ the new product unless they promote it.
5 If there _____ any billboards here, the view would be nicer.
6 I wouldn't have tried the product if my friend _____ it.

3 Complete the sentences. Write one word in each gap.

1 If I had more money, I _would_ travel first class.
2 Supposing you _____ rich, what would you buy?
3 _____ you have a ticket, you won't get on the plane.
4 If I _____ know you were joking, I'd be furious.
5 _____ your belongings had been stolen, what would you have done?
6 If they _____ had more money, they would have gone on a cruise.

Mixed conditionals

4 Complete the mixed conditional sentences with the correct form of the verbs below.

buy	not ask	not go	not know	not maintain	~~understand~~

1 Would you _understand_ Mateo if you hadn't learned Spanish at school?
2 If they _____ the site, it would have been damaged.
3 We _____ to the concert tonight if we hadn't bought tickets.
4 She _____ the city so well if she hadn't lived there for ten years.
5 If we _____ a local for directions, we'd be lost now.
6 Our rucksacks would be lighter if we _____ fewer presents.

5 Complete the dialogues with the correct conditional form of the verbs in brackets.

1 'Where _would you live_ (you / live) if you hadn't started work?'
'I'd probably still live at home.'
2 'What would be different if you hadn't done the market research?'
'We _____ (not know) who the product appeals to.'
3 'What would have happened if the museum hadn't preserved these objects?'
'We _____ (not understand) so much about the past.'
4 'Your house is full of interesting objects.'
'I _____ (not have) these things if I hadn't travelled all over the world.'
5 'Our tour guide is brilliant.'
'Yes, we wouldn't have learned so much if he _____ (not know) so much about the area.'

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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Unit 8 VOCABULARY

Challenge ★★★

Travel

1 Answer the questions. Write two or three complete sentences.

1 What kind of accommodation do tourists prefer?
Tourists only stay in a place for a short time, so many prefer hotels where everything is done for them. If they are on a budget, they may prefer to rent a flat.

2 Have you ever left any personal belongings on a plane, train or bus? What did you leave? Did you try to get it back?

3 How does a traveller's budget affect their journey?

4 How is a local's experience of a place different from a tourist's experience?

5 Which monuments are famous in your area? Why are they famous? How important are they to you?

6 What happens at a checkpoint? Why are checkpoints necessary?

2 Complete the sentences about travel.

1 A rucksack is more practical than a suitcase if you are travelling around Europe by train.
2 A one-way ticket _____.
3 If something is very expensive, you might want to negotiate _____.
4 Let's make a detour _____.
5 Tourists can ask a local _____.
6 The difference between train and plane fares _____.

Advertising

3 Complete each sentence so that it means the same as the first sentence. Use the words in brackets.

1 They are excited because their product will be sold for the first time next week. (launch)
They are excited about the launch of their product next week.
2 This product is like nothing you've seen before. (ground-breaking)
This is _____.
3 The company asked a lot of people how they felt about the product. (market)
The company _____ on the product.
4 Who will like this product? (appeal)
Who _____ to?
5 Who are they trying to sell this product to? (target)
Who _____?

4 Explain the meaning of these advertising words.

1 A billboard is a large board for advertisements that is placed outside a building or by the side of a road.
2 A slogan is _____.
3 A sponsor is _____.
4 An ad break is _____.
5 Promote means _____.
6 A product _____.

Consolidation

5 Imagine a new travel product. Write an advertisement for it. Use travel and advertising vocabulary.

The launch of this product will change travel for ever.

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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Unit 8 GRAMMAR

Challenge ★★★

Conditionals review

1 Rewrite the sentences using a suitable conditional form (zero, first, second or third conditional). Use the same word order as in the first sentence.

1 A friend recommended the product, so I tried it.
If a friend hadn't recommended the product, I wouldn't have tried it.

2 We run out of money because we spend so much.

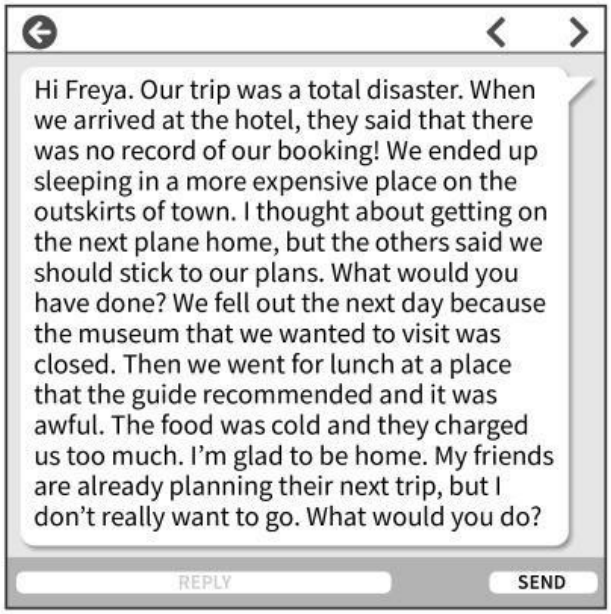
3 I didn't expect you to visit, so I didn't cook your favourite meal.

4 This product appeals to children because it's brightly coloured.

5 You can't get on the bus without a ticket.

6 We must promote the product so that it sells.

2 Read the text message and write a reply.



3 Imagine you are interviewing an older person. Write four more questions about things they would have done differently. Use some of the verbs and your own ideas.

become	choose	learn	live	meet	travel

If you hadn't become an actor, what would you have done?

Mixed conditionals

4 Complete each sentence so that it means the same as the first sentence. Use the words in brackets.

1 I don't understand German, so I didn't know what Hans was saying. (understood)
If I understood German, I would have known what Hans was saying.

2 He isn't rich so he hasn't travelled first class. (were)
If _____.

3 We are in this situation because mistakes were made. (wouldn't)
We _____.

4 You never take care of your belongings and you have lost several rucksacks. (took)
You _____.

5 We're late because we made a detour. (be)
We _____.

Consolidation

5 Write a description of a disappointing holiday or trip that you have been on. Include answers to these conditional questions:

- How would you feel today if it hadn't happened?
- Would it have been better if you had been with different people?
- What would you have done if you had known what would happen?
- How would it have been different if the weather had been nicer?
- How would you feel if someone invited you to go again?

I would be happier today if I had never booked this terrible holiday.

For me, these exercises were … ☐ easy ☐ OK ☐ difficult

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