

## 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?



**Cartagena**  
"The Colorful Caribbean"



**New Orleans**  
"The Birthplace of Jazz"



**Cairo**  
"The Earth's Mother"



**Bangkok**  
"Thailand Old and New"

**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?