Task 1. Read the text below. Choose from (A–L) the one which best fits each space (1–9).

Coolcations: Climate Change and the Future of Travel

With its increasing heatwaves, floods, and storms, climate change is influencing holiday choices. In recent years, tourism patterns have changed to follow a trend the industry has called 'coolcations'. Travellers seek cooler destinations, such as Norway, Denmark, Finland, and Sweden, to avoid extreme heat. Norwegian Air added 10 new routes to northern Norway in response to growing demand, **(1)** _____. Similarly, Alaska experienced a 10% jump in domestic flights, with a 30% rise in travelers from Dallas, Texas - a city known for its extreme summer heat. Tourism agencies in Scandinavia have welcomed this trend, **(2)** _____.

The Mediterranean, a long-standing summer favorite destination, has been affected by extreme weather events. Spain and Italy have recorded their hottest years in 2022 and 2023, **(3)** _____. A 2023 EU Commission study forecast the growth of tourism demand in northern and central Europe and its decline in the south by 2100. To support this prediction, **(4)** _____.

As a result, it has been noted that the Mediterranean summer is moving away from a single high-priced peak season in July and August. Travellers braving the hottest months might, in fact, benefit from lower rates. On the other hand, **(5)** _____. This shift means that hotels and other accommodation establishments in central and southern Italy and in the south of France are staying open for longer, even all-year round on some occasions.

In Kenya, owners of safari camps have noticed a breakdown of traditional seasonal predictability. One of them explains that consistent and easily forecast weather patterns **(6)** _____. However, the rains now arrive unpredictably – sometimes early, sometimes late, or not at all – leading to unforeseen or unnecessary closures. As a result, **(7)** _____.

However, not all experts agree that coolcations are a lasting trend. On Visit Sweden's website, there's no clear indication whether demand for cooler climates is rising, while Visit Norway's website suggests that **(8)** _____. The vast majority of German tourists, for example, still prefer warm destinations though that could change in the future. In 2023, out of Germany's 65 million vacations, only 3.6 million were to northern countries like Sweden or Norway. Spain, Italy, and Greece remain top choices, with "sun and beach" destinations as the main attraction for European travel.

Although northern Europe and the Alps could become popular options if Mediterranean summers become too hot to handle, experts believe such a change would take decades. For now, Southern Europe's popularity continues, with over 300 million travelers visiting the region in 2023 compared to 80 million in the north. However, many argue that coolcation is more of a marketing approach than a real movement. Some researchers say that such a trend doesn't exist, **(9)** _____.

Options (A–I):

A) favorable exchange rates and marketing are responsible for their tourism growth—not just weather

B) promoting cooler alternatives to typical holidays in the scorching sun

C) used to force all safari camps to close during the rainy season

D) a European Travel Commission survey found that 74% of travelers now avoid destinations with extreme heat

E) but it's an idea that some countries' tourism boards have made up, hoping to attract more visitors during less popular months

F) while international arrivals to Norway, Ireland, and Sweden increased by over 10%

G) while Greece has battled severe wildfires and droughts

H) the new trend suggests that there will be two high seasons, May-June and September-October

I) they are seeing more visitors opting for safaris during traditionally off-peak and rainy periods to take advantage of lower prices

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Task 2. Read the text and choose the best option (A, B, C, or D) for each question.

1. What primary factor is currently driving changes in holiday choices?

A) Rising airline ticket prices

B) Extreme weather caused by climate change

C) Decreasing interest in beach holidays

D) Political instability in Southern Europe

2. Which of the following best describes the concept of a 'coolcation'?

A) Taking a vacation exclusively during the winter months

B) Traveling to budget destinations with cheap air conditioning

C) Choosing cooler geographical locations to avoid high heat

D) Staying at home during peak summer heatwaves

3. What statistical evidence supports the growth of travel to cooler destinations?

A) Domestic flights in Alaska grew by 30% overall.

B) Scandinavian countries recorded a 74% increase in foreign arrivals.

C) Norwegian Air opened 10 new routes to northern parts of Norway.

D) Travel from Dallas to European capitals increased by 10%.

4. According to a 2023 EU Commission study, what is projected by the year 2100?

A) Tourism in Southern Europe will completely disappear.

B) Tourism demand will rise in northern/central Europe and drop in the south.

C) All Mediterranean hotels will remain open all year round.

D) Scandinavian countries will become the most expensive European destinations.

5. How is the peak summer season changing in the Mediterranean region?

A) It is shortening to just one week in August.

B) It is splitting into two high seasons: May–June and September–October.

C) It is shifting entirely to the months of December and January.

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D) Prices in July and August are rising sharply due to heatwaves.

6. Why are owners of Kenyan safari camps experiencing challenges with their traditional operations?

A) Rainy seasons have become completely unpredictable in timing and intensity.

B) Local wildlife has migrated away from camp areas due to heatwaves.

C) Off-peak visitors refuse to pay full price during rainy periods.

D) Government regulations force them to stay open all year.

7. Why do some safari visitors choose to travel during traditionally off-peak periods?

A) To experience the most severe storms

B) To support local conservation projects

C) To take advantage of lower accommodation prices

D) To guarantee seeing specific animal migrations

8. What does Visit Norway's official website highlight as main drivers for their tourism growth?

A) Extreme heat in North America

B) Good exchange rates and effective marketing campaigns

C) The official introduction of coolcation packages

D) A total decline in tourists visiting Southern Europe

9. What do tourist statistics from Germany in 2023 reveal?

A) German tourists stopped visiting Mediterranean beaches altogether.

B) A vast majority still preferred warm destinations over northern ones.

C) Over half of German vacations took place in Scandinavia.

D) Sweden and Norway were the top two choices for German travelers.

10. What view do skeptical researchers hold regarding 'coolcations'?

A) They believe coolcations will fully replace traditional vacations by next year.

B) They view it as a real, rapidly growing movement across all continents.

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C) They consider it mostly a marketing concept created by tourism boards.

D) They claim northern countries are too cold to ever attract summer tourists.

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