Attracting tourists

VOCABULARY PRACTICE
UPPER-INTERMEDIATE | B2

Name: _____ Date: _____

1 Match each precise term with its definition.

1 destination branding ____	**a** the process of creating a distinctive image and identity for a place
2 unique selling point ____	**b** a distinctive quality that sets a place apart from competitors
3 word of mouth ____	**c** information spreading through personal recommendation rather than advertising
4 footfall conversion ____	**d** the proportion of visitors who go on to spend money or take action
5 curated experience ____	**e** an experience carefully designed and selected for visitors
6 signature attraction ____	**f** the defining, most famous attraction associated with a destination
7 niche tourism ____	**g** tourism aimed at a small, specific interest group
8 visitor engagement ____	**h** the degree to which visitors actively interact with a place or its offerings
9 promotional drive ____	**i** a concentrated campaign to increase awareness or visitors
10 flagship event ____	**j** the most prominent, high-profile event a destination is known for

2 Choose the word with the most suitable connotation.

1 For creating a distinctive destination identity: destination branding / random advertising.

2 For a quality that sets a place apart: unique selling point / generic feature.

3 For recommendations spreading personally: word of mouth / paid advertising.

4 For an experience carefully designed for visitors: curated experience / accidental encounter.

5 For tourism aimed at a specific interest group: niche tourism / mass tourism.

6 For the defining attraction of a destination: signature attraction / minor feature.

7 For a concentrated awareness campaign: promotional drive / passive presence.

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8 For the most high-profile event a place is known for: flagship event / minor gathering.

3 Complete the marketing collocations with one word.

1 destination _____ (= creating a distinctive place identity)

2 a unique _____ point (= a distinguishing quality)

3 _____ of mouth (= personal recommendation)

4 a _____ attraction (= the defining feature of a destination)

5 _____ tourism (= aimed at a small interest group)

6 visitor _____ (= how visitors interact with a place)

7 a promotional _____ (= a concentrated marketing effort)

8 a _____ event (= the highest-profile event of a destination)

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4 Complete the case notes with words and phrases from the box.

curated experience | destination branding | flagship event | footfall conversion | niche tourism | promotional drive | signature attraction | unique selling point | visitor engagement | word of mouth

Case A: The tourism board invested heavily in 1 _____, developing a consistent visual identity across all marketing materials.
Case B: The region's 2 _____ remains its dramatic coastline, widely regarded as its 3 _____ compared with neighbouring destinations.
Case C: Rather than mass marketing, the operator focused on 4 _____, targeting birdwatchers and hikers specifically.
Case D: Positive 5 _____ from satisfied visitors proved more effective than paid advertising, driving a noticeable increase in bookings.
Case E: The festival has become the city's 6 _____, drawing international attention every year.
Case F: The museum redesigned its exhibits to offer a more 7 _____, improving 8 _____ significantly.
Case G: Despite a strong 9 _____, actual 10 _____ remained low, as many visitors browsed without purchasing anything.

5 Read the text and answer the questions briefly.

Beyond the brochure

Destination marketers increasingly recognise that traditional advertising alone rarely drives sustained visitor growth; word of mouth and authentic visitor engagement have become far more influential in an era of social media and online reviews. A destination's unique selling point must now be experienced and shared, rather than simply described in a brochure, which has pushed many places to invest in curated experiences designed specifically to generate memorable, shareable moments. Niche tourism has also grown in importance, as smaller, specialised markets often prove more loyal and less price-sensitive than mass tourism audiences, even if overall visitor numbers remain comparatively modest.

1 What do destination marketers increasingly recognise? _____

2 What has become far more influential in an era of social media? _____

3 What must a destination's unique selling point now be, rather than simply described? _____

4 What has this pushed many places to invest in? _____

5 Why has niche tourism grown in importance? _____

6 How do niche markets compare with mass tourism audiences? _____

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6 **Rewrite each sentence using the word in capitals. Do not change the meaning.**

1 Personal recommendations drove more bookings than adverts. WORD OF MOUTH _____

2 The coastline is what makes this place distinctive. UNIQUE SELLING POINT _____

3 The tour was carefully designed for visitors. CURATED _____

4 The festival is the city's best-known event. FLAGSHIP _____

OVER TO YOU

Write a 120-150 word account of how a destination could market itself effectively while remaining authentic, distinguishing observation from proposed strategy.

[ ] Use at least twelve target expressions. [ ] Control connotation carefully. [ ] Avoid unsupported assumptions.

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ANSWER KEY

1 Precise terms

1 a 2 b 3 c 4 d 5 e 6 f 7 g 8 h 9 i 10 j

2 Connotation

1 destination branding 2 unique selling point 3 word of mouth 4 curated experience 5 niche tourism 6 signature attraction 7 promotional drive 8 flagship event

3 Collocations

1 branding 2 selling 3 word 4 signature 5 niche 6 engagement 7 drive 8 flagship

4 Case notes

1 destination branding 2 signature attraction 3 unique selling point 4 niche tourism 5 word of mouth
6 flagship event 7 curated experience 8 visitor engagement 9 promotional drive 10 footfall conversion

5 Reading - suggested answers

1 That traditional advertising alone rarely drives sustained visitor growth.
2 Word of mouth and authentic visitor engagement.
3 Experienced and shared.
4 Curated experiences designed to generate memorable, shareable moments.
5 Smaller, specialised markets often prove more loyal and less price-sensitive.
6 They are more loyal and less price-sensitive, even with modest overall numbers.

6 Rewriting - possible answers

1 Word of mouth drove more bookings than adverts. 2 The coastline is the unique selling point.
3 The tour was a curated experience. 4 The festival is the city's flagship event.

Over to you

Answers will vary. Check lexical precision, appropriate connotation and separation of fact from inference.