

# World Travel Awards

The 2005 World Travel Awards have just been announced. The industry looks towards the winners to set higher standards in the profession.

- 1 Which is your favourite holiday or business trip destination? Why? Compare your answer with a partner.
- 2 Study the table and guess the missing destinations (a)–(e). Check your answers in the last paragraph of the transcript.

World Travel Awards		
Region	Leading airline	Leading destination
Europe	Swiss International Air Lines	(a) _____
Asia	Cathay Pacific	Bangkok
North America	American Airlines	(b) _____
South America	Varig Brazilian Airlines	(c) _____
Africa	South Africa Airways	Cape Town
Australasia	Qantas Airways	(d) _____
Middle East	Qatar Airways	(e) _____

“Good evening and welcome to tonight’s programme. Last month saw what have become known as the ‘Oscars of tourism’: the World Travel Awards. They were created in 1993 to celebrate excellence in international travel. Travel is certainly one of the fastest-growing industries on earth and this year has seen ten new awards for business. More than 150,000 travel agencies and professionals in over 140 countries worldwide voted for the leading travel destinations, airlines, hotels and companies around the world. Trophies were given out at the ceremony in the Royal Opera House in London. Voting for the awards began in May this year and ended in September, and involved more than two million individual voting decisions. These were returned and processed using an online voting form.

“2005 has been a year of hurricanes and soaring oil prices. The winners could be said to have seen such challenges as

opportunities. These companies tend to be innovative and are often seen as setting the benchmark for the industry in some way – perhaps in the areas of customer service, technology, efficiency or style. I’ll hand over to Diane now, with details on some of this year’s winners.”

“Thanks, Carl. Well, the World’s Leading Airline was BA – British Airways, and London was named the world’s leading destination. There were, of course, also winners in each of the ten regional categories. The winners for the leading destination included Barcelona in Europe, Orlando in North America and Rio de Janeiro in South America. Other winners in this category were Sydney for Australasia and Dubai in the Middle East. Oh, and it’s no surprise that the Burj al Arab in Dubai picked up the ‘World’s Leading Hotel’ award. OK, now, we’re going to meet some of the travel personalities of the year ...”

- 3 Now read the whole transcript. What did you learn about the World Travel Awards?
- 4 Replace the missing vowels in these words. Use some of them to create sentences about your own company.

(a) ch\_ll\_ng\_s      (b) \_pp\_rt\_n\_t\_ \_s      (c) b\_ nchm\_rk      (d) \_nn\_v\_t\_v\_      (e) \_ff\_c\_ \_ncy

5 Work in small groups and decide on your nominations for two categories in next year’s World Travel Awards. Be ready to justify your nominations to the rest of the class. The lesson will finish with a class vote.

Nomination	World’s leading airline	World’s leading destination