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## Level 3

### Airbnb enters luxury travel market

25th February, 2018

<https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

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**Please try Levels 0, 1 and 2 (they are easier).**

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# THE ARTICLE

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online accommodation booking company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has announced an improvement in the company's business model. It wants richer people to use it. The company will offer new types of places to stay such as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase this to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you our road map: Airbnb for everyone."

Airbnb does not own any real estate, or properties. It acts as a broker between property owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a cheaper, more homely alternative to hotels. The company makes money from the booking fees it charges. Its vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new option will allow people to book "unique spaces". This includes things like yurts - the large, circular tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "full-on luxury stays" that include "some of the world's nicest homes".

Sources: <https://www.cnet.com/news/airbnb-is-getting-all-fancy/>  
<https://www.vogue.com.au/vogue-living/travel/the-airbnb-experience-is-about-to-get-even-better/news-story/e95b3ca4cd25024bc6921f62441c5b6c>  
<https://en.wikipedia.org/wiki/Airbnb>

# WARM-UPS

**1. LUXURY TRAVEL:** Students walk around the class and talk to other students about luxury travel. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

online / accommodation / upmarket / business model / vacation / boutique hotels / real estate / cash / booking fees / luxury / travel / unique / Mongolia / option

Have a chat about the topics you liked. Change topics and partners frequently.

**3. LUXURY HOTELS:** Students A **strongly** believe luxury hotels are a waste of money; Students B **strongly** believe they aren't. Change partners again and talk about your conversations.

**4. PLACES TO STAY:** What are the good and bad things about these places? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good	Bad
5-star hotel		
Youth hostel		
Business hotel		
Motel		
Bed and breakfast		
Tent		

**5. LUXURY:** Spend one minute writing down all of the different words you associate with the word "luxury". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**6. HOTELS:** Rank these with your partner. Put the most important things about a hotel at the top. Change partners often and share your rankings.

- comfortable bed
- quiet
- safety
- room service
- swimming pool
- nice smell
- clean
- cheap price

# VOCABULARY MATCHING

## Paragraph 1

- |                  |                                                                                                                                                  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. accommodation | a. A hotel or business that is small and sophisticated or fashionable.                                                                           |
| 2. upmarket      | b. A room, group of rooms, or building in which someone may live or stay.                                                                        |
| 3. CEO           | c. The boss of a company; Chief Executive Officer.                                                                                               |
| 4. boutique      | d. Started something new (a business, campaign, project, etc.).                                                                                  |
| 5. reservation   | e. Something you can use instead of another thing.                                                                                               |
| 6. launched      | f. More expensive and for richer people.                                                                                                         |
| 7. alternative   | g. The action of booking something so you can have or use it later (e.g. a hotel room, airplane ticket, restaurant table, theater ticket, etc.). |

## Paragraph 2

- |                |                                                                                            |
|----------------|--------------------------------------------------------------------------------------------|
| 8. real estate | h. The money you pay for a service.                                                        |
| 9. broker      | i. Maximum, top-quality.                                                                   |
| 10. cash       | j. Being the only one of its kind; unlike anything else; only one of its kind.             |
| 11. fees       | k. Real money (i.e. notes and coins) and not money on credit cards, checks, bit-coin, etc. |
| 12. branch     | l. Move into different areas or business, activities or interests.                         |
| 13. unique     | m. Land and buildings.                                                                     |
| 14. full-on    | n. A person who buys and sells things for other people.                                    |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

## 1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. The website Airbnb has decided to go downmarket. **T / F**
- b. The CEO announced the company's business model would be better. **T / F**
- c. Airbnb operates in over 190 countries around the world. **T / F**
- d. The CEO of Airbnb showed people a road map of Mongolia. **T / F**
- e. Airbnb is one of the world's biggest owners of hotel properties. **T / F**
- f. The company makes most of its money from booking fees. **T / F**
- g. People now have the option to book a night in a tent in Mongolia. **T / F**
- h. Airbnb's CEO said his website is beyond most people. **T / F**

## 2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- |                       |                |
|-----------------------|----------------|
| 1. <b>booking</b>     | a. special     |
| 2. <b>announced</b>   | b. started     |
| 3. <b>vacation</b>    | c. payments    |
| 4. <b>launched</b>    | d. stated      |
| 5. <b>alternative</b> | e. have        |
| 6. <b>own</b>         | f. plan        |
| 7. <b>fees</b>        | g. reservation |
| 8. <b>vision</b>      | h. choice      |
| 9. <b>unique</b>      | i. different   |
| 10. <b>option</b>     | j. holiday     |

## 3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. The online accommodation         | a. of places to stay     |
| 2. business                         | b. out                   |
| 3. The company will offer new types | c. map                   |
| 4. since it launched                | d. fees it charges       |
| 5. Today we will show you our road  | e. model                 |
| 6. Airbnb does not own any real     | f. extra cash            |
| 7. property owners who want to make | g. booking company       |
| 8. makes money from the booking     | h. nine years ago        |
| 9. Its vision is to branch          | i. on luxury             |
| 10. full-                           | j. estate, or properties |

# GAP FILL

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online accommodation (1) \_\_\_\_\_ company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has (2) \_\_\_\_\_ an improvement in the company's business model. It wants richer people to use it. The company will (3) \_\_\_\_\_ new types of places to stay such as (4) \_\_\_\_\_ homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million reservations (5) \_\_\_\_\_ it launched nine years ago. Mr Chesky hopes to (6) \_\_\_\_\_ this to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still an (7) \_\_\_\_\_. It's still not for everyone. Today we will show you our road (8) \_\_\_\_\_: Airbnb for everyone."

*booking*  
*alternative*  
*since*  
*offer*  
*map*  
*announced*  
*increase*  
*vacation*

Airbnb does not own any (9) \_\_\_\_\_ estate, or properties. It acts as a broker between property owners who want to make (10) \_\_\_\_\_ cash by renting out their rooms or homes, and travelers looking for a cheaper, more (11) \_\_\_\_\_ alternative to hotels. The company makes money from the booking (12) \_\_\_\_\_ it charges. Its vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new (13) \_\_\_\_\_ will allow people to book "(14) \_\_\_\_\_ spaces". This includes things like yurts - the large, (15) \_\_\_\_\_ tents that are home to many people in Mongolia. Airbnb's new "Beyond" (16) \_\_\_\_\_ will offer travelers "full-on luxury stays" that include "some of the world's nicest homes".

*fees*  
*extra*  
*unique*  
*real*  
*option*  
*homely*  
*circular*  
*option*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

- 1) The online accommodation booking company Airbnb is \_\_\_\_\_
  - a. go in upmarket
  - b. go in up market
  - c. go in up mark it
  - d. going upmarket
- 2) Chesky has announced an improvement in the company's \_\_\_\_\_
  - a. businesses model
  - b. business models
  - c. business model
  - d. businesses models
- 3) offer new types of places to stay such as vacation homes and \_\_\_\_\_
  - a. boutique hotels
  - b. batik hotels
  - c. boo tick hotels
  - d. boot teak hotels
- 4) Mr Chesky hopes to increase this to more than one billion people \_\_\_\_\_ rentals
  - a. stay in in its
  - b. staying in its
  - c. stay yin in its
  - d. stayed in its
- 5) It's still not for everyone. Today we will show you \_\_\_\_\_
  - a. our road nap
  - b. our road map
  - c. our road tap
  - d. our road rap
- 6) It acts as a broker between property owners who want to \_\_\_\_\_
  - a. made extra cache
  - b. make extra cache
  - c. may keg stuck cash
  - d. make extra cash
- 7) travelers looking for a cheaper, more \_\_\_\_\_ hotels
  - a. homely alternative too
  - b. homing alternative to
  - c. homely alternative two
  - d. homely alternative to
- 8) makes money from the booking fees it charges. Its vision is \_\_\_\_\_
  - a. to blanch out
  - b. to branch out
  - c. to brunch out
  - d. to brandish out
- 9) A new option will allow people to book " \_\_\_\_\_ "
  - a. unique spaces
  - b. you need spaces
  - c. you need space is
  - d. uniquely spaces
- 10) Airbnb's new "Beyond" option will offer travelers " \_\_\_\_\_ stays"
  - a. full-in luxury
  - b. full-on luxury
  - c. fill-in luxury
  - d. filling luxury

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online accommodation booking company Airbnb (1) \_\_\_\_\_. It is moving into the luxury travel market. CEO Brian Chesky has announced (2) \_\_\_\_\_ the company's business model. It wants richer people to use it. The company will offer new (3) \_\_\_\_\_ to stay such as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million (4) \_\_\_\_\_ launched nine years ago. Mr Chesky hopes to increase this to more than one billion people staying (5) \_\_\_\_\_ by 2028. Chesky said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you (6) \_\_\_\_\_: Airbnb for everyone."

Airbnb does not own (7) \_\_\_\_\_, or properties. It acts as a broker between property owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a (8) \_\_\_\_\_ alternative to hotels. The company makes money from the booking fees it charges. Its vision is (9) \_\_\_\_\_ into luxury accommodation, restaurant reservations, and adventure travel experiences. A new (10) \_\_\_\_\_ people to book "unique spaces". This includes things like yurts - the large, (11) \_\_\_\_\_ are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "(12) \_\_\_\_\_ stays" that include "some of the world's nicest homes".



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

1. What position in Airbnb does Mr Brian Chesky have?
2. What kind of model did Mr Chesky say he would improve?
3. In how many countries does Airbnb have rooms?
4. How many reservations does Mr Chesky want to have had by 2028?
5. What kind of map did Mr Chesky say he would show people?
6. How much real estate does Airbnb own?
7. What does Airbnb make money from?
8. What kind of travel experiences will Airbnb now start offering?
9. What is a yurt?
10. What kind of stays will users of Airbnb's "Beyond" option get?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

- 1) What position in Airbnb does Mr Brian Chesky have?
  - a) Chief App Officer
  - b) Chief Technical Officer
  - c) Chief Financial Officer
  - d) Chief Executive Officer
- 2) What kind of model did Mr Chesky say he would improve?
  - a) a model of a hotel
  - b) a business model
  - c) a car model
  - d) an Internet model
- 3) In how many countries does Airbnb have rooms?
  - a) 161
  - b) 171
  - c) 181
  - d) 191
- 4) How many reservations does Mr Chesky want to have had by 2028?
  - a) billions
  - b) more than 100,000,000
  - c) over a billion
  - d) 10,000,000,000
- 5) What kind of map did Mr Chesky say he would show people?
  - a) a map of Mongolia
  - b) a map of a new hotel
  - c) a map of the stars
  - d) a road map
- 6) How much real estate does Airbnb own?
  - a) a little
  - b) a lot
  - c) none
  - d) an average amount
- 7) What does Airbnb make money from?
  - a) booking fees
  - b) drinks
  - c) tips
  - d) selling guide books
- 8) What kind of travel experiences will Airbnb now start offering?
  - a) deep-sea travel
  - b) space travel
  - c) adventure travel
  - d) polar travel
- 9) What is a yurt?
  - a) a yoghurt drink
  - b) a tent
  - c) a currency on Airbnb
  - d) an animal
- 10) What kind of stays will users of Airbnb's "Beyond" option get?
  - a) full-on luxury stays
  - b) nice ones
  - c) homestays
  - d) long stays

# ROLE PLAY

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

## **Role A – Comfortable Bed**

You think a comfortable bed is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, room service or a cheap price.

## **Role B – Safety**

You think safety is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): a comfortable bed, room service or a cheap price.

## **Role C – Room Service**

You think room service is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, a comfortable bed or a cheap price.

## **Role D – Cheap Price**

You think a cheap price is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, room service or a comfortable bed.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'luxury' and 'travel'.

<b>luxury</b>	<b>travel</b>
---------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• online</li><li>• model</li><li>• such</li><li>• 260</li><li>• billion</li><li>• map</li></ul>	<ul style="list-style-type: none"><li>• acts</li><li>• cheaper</li><li>• fees</li><li>• option</li><li>• large</li><li>• some</li></ul>
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# LUXURY TRAVEL SURVEY

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

Write five GOOD questions about luxury travel in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# LUXURY TRAVEL DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'luxury'?
3. Why do people like to travel?
4. What do you know about Airbnb?
5. What kinds of accommodation do you like?
6. What do you know about boutique hotels?
7. What's the best place you've ever stayed in?
8. Which is better - a hotel or hostels?
9. How do you usually book hotels?
10. Are expensive hotels always good

*Airbnb enters luxury travel market – 25th February, 2018*  
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# LUXURY TRAVEL DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'travel'?
13. What do you think about what you read?
14. Where have you traveled to?
15. What kind of traveler are you?
16. What's the best worst you've ever stayed in?
17. What is your idea of luxury travel?
18. What is your idea of adventure travel?
19. Would you like to stay in a yurt in Mongolia?
20. What questions would you like to ask Airbnb's CEO?

## **DISCUSSION (Write your own questions)**

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## **DISCUSSION (Write your own questions)**

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online (1) \_\_\_\_\_ booking company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has announced (2) \_\_\_\_\_ improvement in the company's business model. It wants richer people to use it. The company will offer new types of places to stay (3) \_\_\_\_\_ as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped (4) \_\_\_\_\_ over 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase (5) \_\_\_\_\_ to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you our road (6) \_\_\_\_\_: Airbnb for everyone."

Airbnb does not own any real estate, or properties. It acts as a (7) \_\_\_\_\_ between property owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a cheaper, more (8) \_\_\_\_\_ alternative to hotels. The company makes money from the booking fees it (9) \_\_\_\_\_. Its vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new option will (10) \_\_\_\_\_ people to book "unique spaces". This includes things like yurts - the large, (11) \_\_\_\_\_ tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "full-(12) \_\_\_\_\_ luxury stays" that include "some of the world's nicest homes".

## Put the correct words from the table below in the above article.

- |     |                   |                 |                  |                   |
|-----|-------------------|-----------------|------------------|-------------------|
| 1.  | (a) accommodation | (b) accommodate | (c) accommodates | (d) accommodating |
| 2.  | (a) this          | (b) the         | (c) an           | (d) big           |
| 3.  | (a) so            | (b) and         | (c) such         | (d) example       |
| 4.  | (a) be            | (b) do          | (c) have         | (d) make          |
| 5.  | (a) this          | (b) up          | (c) by           | (d) of            |
| 6.  | (a) nap           | (b) map         | (c) trap         | (d) rap           |
| 7.  | (a) beaker        | (b) broken      | (c) breaker      | (d) broker        |
| 8.  | (a) homily        | (b) homely      | (c) homonym      | (d) hormone       |
| 9.  | (a) discharges    | (b) recharges   | (c) charges      | (d) surcharges    |
| 10. | (a) do            | (b) allow       | (c) make         | (d) let           |
| 11. | (a) circuit       | (b) circa       | (c) curricular   | (d) circular      |
| 12. | (a) up            | (b) on          | (c) to           | (d) over          |



# SPELLING

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

## Paragraph 1

1. Airbnb is going paemrkt
2. adnunceo an improvement
3. vacation homes and utibqueo hotels
4. 260 million orisneetavsr
5. since it luhecadn nine years ago
6. Airbnb is still an alernivatet

## Paragraph 2

7. Airbnb does not own any real ttaese
8. ytorprep owners
9. Its vnsoij is to branch out
10. ueedvatnr travel
11. unqieu spaces
12. large, rlacuirc tents

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

**Number these lines in the correct order.**

- ( ) Airbnb does not own any real estate, or properties. It acts as a broker between property owners who want to make extra
- ( ) option will allow people to book "unique spaces". This includes things like yurts - the large,
- ( ) 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase
- ( ) to hotels. The company makes money from the booking fees it charges. Its vision is to branch
- ( ) model. It wants richer people to use it. The company will offer new types of places to stay such as vacation homes and boutique
- ( ) out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new
- ( ) market. CEO Brian Chesky has announced an improvement in the company's business
- ( ) cash by renting out their rooms or homes, and travelers looking for a cheaper, more homely alternative
- ( ) an alternative. It's still not for everyone. Today we will show you our road map: Airbnb for everyone."
- ( ) travelers "full-on luxury stays" that include "some of the world's nicest homes".
- ( **1** ) The online accommodation booking company Airbnb is going upmarket. It is moving into the luxury travel
- ( ) hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over
- ( ) circular tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer
- ( ) this to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

1. market . the travel It moving is into luxury
2. places stay . company will offer new The to
3. reservations . million 260 It has helped over make
4. to this Increase billion than people . more one
5. our you show we map . Today will road
6. who owners want make cash . Property extra to
7. homely alternative . more looking for cheaper, Travelers a
8. money booking from company The fees . the makes
9. book . new people A will allow option to
10. travelers will option luxury . An full-on offer

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online accommodation *booked* / *booking* company Airbnb is going upmarket. It is moving *into* / *onto* the luxury travel market. CEO Brian Chesky has announced an *improved* / *improvement* in the company's business model. It wants richer people to *abuse* / *use* it. The company will offer new types of places to stay *so* / *such* as vacation homes and boutique hotels. The company has over four million rooms on its *site* / *sight* in 81,000 cities and 191 countries. It has helped make over 260 million reservations since it *launched* / *lunched* nine years ago. Mr Chesky hopes to increase this to more than one billion people staying in its *renting* / *rentals* by 2028. Chesky said: "Airbnb is still an *alternative* / *alternatively*. It's still not for everyone. Today we will show you our road *nap* / *map*: Airbnb for everyone."

Airbnb does not own any *really* / *real* estate, or properties. It acts as a *broker* / *broken* between *property* / *properly* owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a cheaper, more *home* / *homely* alternative to hotels. The company makes money from the booking *fees* / *feels* it charges. Its vision is to branch out into luxury accommodation, restaurant *reservations* / *reserves*, and adventure travel experiences. A new *caption* / *option* will allow people to book "unique spaces". This includes *things* / *thing* like yurts - the large, circular tents that are home *to* / *too* many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "full-on luxury stays" that *include* / *inclusive* "some of the world's nicest homes".

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

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Th\_ \_nl\_n\_ \_cc\_m m\_d\_t\_\_ n b\_\_ k\_n g c\_m p\_n y A\_r  
b\_n b \_s g\_\_ ng \_p m\_r k\_t. It \_s m\_v\_n g \_nt\_ t  
h\_ l\_x\_r y t\_r\_v\_l m\_r k\_t. CEO Br\_\_ n Ch\_s ky  
h\_s \_nn\_\_ n c\_d \_n \_m p\_r\_v\_m\_n t \_n th\_ c\_m p\_n y  
's b\_s\_n\_s s m\_d\_l. It w\_n t\_s r\_c h\_r p\_\_ p\_l\_  
t\_\_s\_\_ t. Th\_ c\_m p\_n y w\_ll \_f f\_r n\_w t\_y p\_s  
\_f p\_l\_c\_s t\_s t\_y s\_ch \_s v\_c\_t\_\_ n h\_m\_s \_n d  
b\_\_ t\_q\_\_ h\_t\_l s. Th\_ c\_m p\_n y h\_s \_v\_r f\_\_ r  
m\_ll\_\_ n r\_\_ m\_s \_n t\_s s\_t\_\_ n 81,000 c\_t\_\_ s  
\_n d 191 c\_\_ ntr\_\_ s. It h\_s h\_l p\_d m\_k\_ \_v\_r  
260 m\_ll\_\_ n r\_s\_r v\_t\_\_ n s s\_n c\_\_ t l\_\_ n ch\_d  
n\_n\_ y\_\_ r\_s \_g\_. Mr Ch\_s ky h\_p\_s t\_\_ n c\_r\_\_ s  
th\_s t\_m\_r\_ th\_n \_n\_ b\_ll\_\_ n p\_\_ p\_l\_ s\_t\_y\_n g  
\_n t\_s r\_n t\_l s by 2028. Ch\_s ky s\_\_ d: "  
A\_r b\_n b \_s s\_t\_l\_l \_n \_l\_t\_r n\_t\_v\_. It's s\_t\_l\_l  
n\_t \_f\_r \_v\_r y\_n\_. T\_d\_y w\_ w\_ll s\_h\_w y\_\_ \_\_ r  
r\_\_ d m\_p: A\_r b\_n b \_f\_r \_v\_r y\_n\_."

A\_r b\_n b d\_\_ s \_n\_t \_w\_n \_n\_y r\_\_ l \_s t\_t\_, \_r p  
r\_p\_r t\_\_ s. It \_c\_t\_s \_s \_b\_r\_k\_r b\_t\_w\_\_ n p\_r\_p\_r  
t\_y \_w\_n\_r\_s w\_h\_ w\_n t t\_ m\_k\_ \_x\_t\_r\_ c\_s\_h by  
r\_n t\_n g \_\_ t th\_\_ r r\_\_ m\_s \_r h\_m\_s, \_n d t  
r\_v\_l\_r\_s l\_\_ k\_n g \_f\_r \_c\_h\_\_ p\_r, m\_r\_ h\_m\_l\_y \_l  
t\_r n\_t\_v\_ t\_ h\_t\_l s. Th\_ c\_m p\_n y m\_k\_s m\_n\_y  
\_f\_r\_m th\_ b\_\_ k\_n g \_f\_\_ s \_t c\_h\_r\_g\_s. Its v\_s\_\_  
n \_s t\_ b\_r\_n ch \_\_ t \_n\_t\_ l\_x\_r y \_c\_c\_m m\_d\_t\_\_ n  
, r\_s t\_\_ r\_n t r\_s\_r v\_t\_\_ n s, \_n d \_d\_v\_n t\_r\_ t  
r\_v\_l \_x\_p\_r\_\_ n c\_s. A n\_w \_p\_t\_\_ n w\_ll \_l\_l\_w  
p\_\_ p\_l\_ t\_ b\_\_ k "\_n\_q\_\_ s\_p\_c\_s". Th\_s \_n c\_l\_d\_s  
t\_h\_n g\_s l\_k\_ y\_r\_t\_s - th\_ l\_r\_g\_, c\_r\_c\_l\_r t\_n\_t\_s  
t\_h\_t \_r\_ h\_m\_ t\_ m\_n\_y p\_\_ p\_l\_\_ n M\_n\_g\_l\_\_ . A\_r  
b\_n b 's n\_w "B\_y\_n\_d" \_p\_t\_\_ n w\_ll \_f f\_r t  
r\_v\_l\_r\_s "f\_l\_l\_-\_n l\_x\_r y s\_t\_y\_s" t\_h\_t \_n c\_l\_d\_ "  
s\_m\_ \_f th\_ w\_r\_l\_d' s n\_c\_s t h\_m\_s".

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

the online accommodation booking company airbnb is going upmarket it is moving into the luxury travel market ceo brian chesky has announced an improvement in the companys business model it wants richer people to use it the company will offer new types of places to stay such as vacation homes and boutique hotels the company has over four million rooms on its site in 81000 cities and 191 countries it has helped make over 260 million reservations since it launched nine years ago mr chesky hopes to increase this to more than one billion people staying in its rentals by 2028 chesky said airbnb is still an alternative its still not for everyone today we will show you our road map airbnb for everyone

airbnb does not own any real estate or properties it acts as a broker between property owners who want to make extra cash by renting out their rooms or homes and travelers looking for a cheaper more homely alternative to hotels the company makes money from the booking fees it charges its vision is to branch out into luxury accommodation restaurant reservations and adventure travel experiences a new option will allow people to book unique spaces this includes things like yurts the large circular tents that are home to many people in mongolia airbnbs new beyond option will offer travelers fullon luxury stays that include some of the worlds nicest homes

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1802/180225-airbnb-luxury-travel.html>

The online accommodation booking company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has announced an improvement in the company's business model. It wants richer people to use it. The company will offer new types of places to stay such as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase this to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you our roadmap: Airbnb for everyone." Airbnb does not own any real estate, or properties. It acts as a broker between property owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a cheaper, more homely alternative to hotels. The company makes money from the booking fees it charges. Its vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new option will allow people to book "unique spaces". This includes things like yurts, the large, circular tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "full-on luxury stays" that include "some of the world's nicest homes".







# HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

**3. LUXURY TRAVEL:** Make a poster about luxury travel. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. AIRBNB:** Write a magazine article about luxury travel. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on luxury travel. Ask him/her three questions about it. Give him/her three of your ideas on what luxury travel is. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. b    2. f    3. c    4. a    5. g    6. d    7. e  
8. m    9. n    10. k    11. h    12. l    13. j    14. i

## TRUE / FALSE (p.5)

- a F    b T    c T    d F    e F    f T    g T    h F

## SYNONYM MATCH (p.5)

- |                |                |
|----------------|----------------|
| 1. booking     | a. reservation |
| 2. announced   | b. stated      |
| 3. vacation    | c. holiday     |
| 4. launched    | d. started     |
| 5. alternative | e. different   |
| 6. own         | f. have        |
| 7. fees        | g. payments    |
| 8. vision      | h. plan        |
| 9. unique      | i. special     |
| 10. option     | j. choice      |

## COMPREHENSION QUESTIONS (p.9)

- Chief Executive Officer
- Business model
- 191
- Over one billion
- Airbnb's road map
- None
- Booking fees
- Adventure travel experiences
- A large, circular (Mongolian) tent
- Full-on luxury stays

## WORDS IN THE RIGHT ORDER (p.20)

- It is moving into the luxury travel market.
- The company will offer new places to stay.
- It has helped make over 260 million reservations.
- Increase this to more than one billion people.
- Today we will show you our road map.
- Property owners who want to make extra cash.
- Travelers looking for a cheaper, more homely alternative.
- The company makes money from the booking fees.
- A new option will allow people to book.
- An option will offer travelers full-on luxury.

## MULTIPLE CHOICE - QUIZ (p.10)

1. d    2. b    3. d    4. c    5. d    6. c    7. a    8. c    9. b    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)