

TEST 8

PART 3

You are going to read a newspaper article about executive holidays. Eight paragraphs have been removed from the article. Choose from the paragraphs A-I the one which fits each gap (14-20). There is one extra paragraph which you do not need to use. There is an example at the beginning (0).

Goodies for Good Workers

In big business, how do you reward people who have got just about everything anyway? You can give them status, a fancy title, their own office and let them use the company jet.

0 C

You send them on a trip abroad with other workers who have performed well, that's what. But not just any old trip - "an exceptional travel experience", in which they can enjoy activities that they would not be able to afford to pay for themselves. This is a new boom industry in the world of big business.

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This is a fairly recent occurrence though. During the recession, companies were nervous about spending large amounts of cash on this kind of thing. But now companies are back spending with exclusive travel agencies to motivate their workers.

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But these exciting trips are not just expensive holidays. They usually have a conference or business element to them - even if it is only the chairman trying to promote his company abroad. But even so, travel is the reward for winners. Traditionally, the biggest spenders on this kind of travel are the insurance and motor industries. These industries always have the most salespeople and dealers to motivate and inspire.

16

The key to this kind of travel is to give people the time of their lives - something completely different to what they could do if they went away on their own. It

is possible to send people anywhere in the world, but it also depends on exactly what type of holiday is going to motivate them.

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The perfect travel destinations should be within the workers' level of enjoyment, but beyond what they expect. What is going to be the holiday of a lifetime for one group of people, may be a very ordinary trip for another. That is why years of experience and a good instinct are valuable in this business. The most important thing is to deliver what you have promised. Every place can offer people a wonderful time, and most European cities have a good image.

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Once you have been on such an exotic trip though, it may be difficult to find exciting things to do if the next trip is to Paris or Rome. The trick here is to create surprises for people on these trips, and make them feel very important.

19

Apart from sending groups of people on special trips, individual travel is also becoming quite popular. If a certain person has done a particularly good job, the company will reward them with a holiday, and let the individual choose the destination. Just imagine that - anywhere in the world!

20

Some companies settle on two deals for good workers however. They might take a group to Paris, for example, and then give an individual a car or other luxury items.

- A Other big spenders are the computer, electronics, office and farm equipment, chemical and financial services industries.
B But some groups want to go further away. The Far East is becoming very popular, as are Kenyan Safaris and boat trips to the Amazon.
C You could also motivate them with money: bonuses, regular pay increases, or insurance and retirement packages. But then what?
D But individual travel is not thought to be as good as group holidays, as part of the reward is the idea that in a group, you are a winner.
E People are also being sent further away now, as well. America and the Caribbean are very popular and other faraway places are catching on.
F Which is why you have to use your instinct on where people should go, once a company approaches you. You also need a lot of experience in the travel business.
G Unfortunately, there hasn't been enough research into exactly what kinds of holidays people will enjoy.
H So on one of these foreign trips, you could arrange for them to meet someone from the government - or perhaps even royalty. This will help make people feel really special.
I A growing number of companies have found that these all-expenses-paid trips are better than cash bonuses. They seem to motivate workers better, from salespeople to company presidents.

PART 4

You are going to read some information about holiday resorts. For questions 21-35, choose from the extracts (A-E). Some of the resorts may be chosen more than once. When more than one answer is required, these may be given in any order. There is an example at the beginning (0).

Which resort(s) would you recommend for:

- a couple who would like to have a Christmas break? 0 A
a young couple who enjoy extremely lively night-time entertainment? 21
children who love animals and wildlife? 22
a family interested in a cheap self-catering holiday? 23 24
someone who is keen on watersports? 25 26
someone who would like to visit places of historical interest? 27
a family with young children who want to spend time on a beach where bathing is safe? 28
someone who would like to spend their holiday learning more about gardening? 29
those who want to enjoy themselves playing golf? 30 31
someone who enjoys a slightly warmer climate? 32
someone who would enjoy taking a trip on a railway? 33
someone who wants to enjoy their hobby while on holiday? 34
people who don't like swimming in the sea? 35

Holiday Resorts

Resort A

This resort is the greatest holiday hot-spot in Europe, and it promises non-stop entertainment for the whole family. You can take the famous steam train ride along the dramatic coastline or climb to the top of the tower for superb views over the countryside. Children will enjoy a day out at the zoo, or a trip to the Sea Life Centre where the largest sharks in Europe are on display.

For a great value holiday all year round you can't beat it!

This year we're even offering special festive breaks over the Christmas season, so why not come and enjoy a feast of food and the wonderful party atmosphere? Book now!

Resort B

There's so much to do at this happy-go-lucky resort you could stay all summer long, and at our unbeatable prices you could almost afford to.

You can take advantage of our special hobby holidays, combining a fun-packed holiday with your favourite pastime. So if your passion is country music, big bands, ballroom dancing, darts, snooker, gardening... you know where to come. In addition, it's a great part of the world for fishing, sightseeing and riding. And if ever the pleasures of this fun-packed resort get too much for you and you need to slow down, you can wander off for a relaxing stroll in the scenic, unspoilt countryside.

If you really want to make your money go further, stay at our self-catering chalets. These have everything you need: fully equipped kitchen, colour TV, private bath and toilet and you still have free access to all the resort's facilities. Who knows? It could be cheaper than staying at home.

Resort C

This resort's endless stretches of safe, child-friendly beaches make it a big family favourite. If you love sports and are after a really active holiday, then this is the place for you. From the moment you get up there's so much to do: tennis, table tennis, badminton, volleyball, snooker, crazy golf, swimming and cycling. It's great for sea sports too! You can try sailing, diving, water-skiing, wind-surfing and fishing. There's also a ski slope, go-karts and golf nearby.

For those with energy to burn, the West Country is a great part of Britain for history, scenery and discovery. Visit the city of Bath with its famous Roman Baths, explore the caves at Wookey Hole and enjoy the spectacular scenery at Cheddar Gorge.

At the end of the day, families and friends can gather together for an evening's entertainment of comedy, competition and cabaret. The juniors are taken care of too: they can giggle and groove the evening away at their very own Late Shift fun club.

Resort D

With such a warm atmosphere and such an endless choice of activities, you'll have no need to leave this friendly holiday centre. The central attraction is its fun indoor pool with a giant twisting waterslide, and it's open all day long! For those with energy to spare, badminton, tennis and squash are available.

In nearby Brixham there's a great choice of nautical fun: water-skiing, windsurfing and sub-aqua diving.

On a summer's evening this big bustling holiday resort really comes alive. There's a marvellous atmosphere, full of good humour and good company. And there's plenty to keep the youngsters amused too, at their very own fun club where they can sing and dance until they drop. You can expect a fun night out for the whole family with live music, song and dance.

Resort E

This is the holiday spot with a permanent smile on its face. Perhaps it's something to do with the climate. Down here on the Sussex coast it's often a few degrees warmer than the rest of Britain - a perfect climate for relaxing on the sandy shores. In the evening the centre goes from summer to sizzle with a nightlife to rival even Paris. The resort has its very own nightclubs, especially popular with the young, where you can dance the night away. And if you're looking for a change, there's a lively cabaret at least twice a week. For a great way to save pounds, and yet still enjoy all the resort's facilities, there is self-catering accommodation available. Come and have the time of your life!