

4.2 VOCABULARY FILE

Welcome to Spain

Student A

- 1 You work for the marketing department of a wine importer. Next summer you are going to promote Spanish wines and want to take a small group of your key clients on a short, 3-day trip to a wine region in Spain. Below is a description of a possible destination. Complete the **Choice 1** column in the table with information about Catalonia.

Catalonia

Catalonia's position on the Mediterranean means it has excellent ports, giving the region historical importance in terms of both business and culture. The capital, Barcelona, is multi-cultural and is famous for its Gothic area with the cathedral and ancient royal palace, modernist architecture and vibrant nightlife. Further south, Tarragona is also an important city with an extensive range of Roman remains, the most famous landmark being the Roman amphitheatre at the end of the Rambla, overlooking the sea. Modern Catalan wine, especially the Penedès light reds, is a superb mix of traditional and



modern, with some of Spain's most modern wine producers making world-class products and other smaller businesses making very individual wines. And not forgetting *cava*, the world's second favourite sparkling wine!

	Choice 1	Choice 2
Destination	<i>Catalonia</i>	
Main cities		
Main attractions		
Types of wine		
Advantages		

- 2 Now ask Student B for information about his/her destination and complete the **Choice 2** column in the table. Together, decide which destination you prefer and why.

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Student B

- 1 You work for the marketing department of a wine importer. Next summer you are going to promote Spanish wines and want to take a small group of your key clients on a short, 3-day trip to a wine region in Spain. Below is a description of a possible destination. Complete the **Choice 1** column in the table with information about Galicia.

Galicia

Galicia is one of the least 'Spanish' parts of the country. Galicians are Celtic in origin and are very proud of their culture and language, which has similarities to Portuguese. Santiago de Compostela is the main tourist attraction because of its many historic sights. The city centre is perfect for exploring on foot and has Romanesque and Gothic monasteries and other religious buildings, the most famous being Santiago cathedral, with its twin baroque towers. But Galicia also has superb scenery, with wooded mountains offering great views of the wide river valleys, picturesque villages, and beautiful coastline. This region



produces some of the best white wines in the country, as well as some attractive reds that show good potential. Not forgetting the wide range of excellent quality seafood on offer at all restaurants and bars in Galicia!

	Choice 1	Choice 2
Destination	<i>Galicia</i>	
Main cities		
Main attractions		
Types of wine		
Advantages		

- 2 Now ask Student B for information about his/her destination and complete the **Choice 2** column in the table. Together, decide which destination you prefer and why.

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Students A and B

- 3 With your partner, look at the information below on two hotel chains in Spain. Decide which chain you prefer for your clients.

Facilities	HIRESA	HOTELES MEDITANIA
Typical locations	Business/industrial areas	Historic centre of city
Average size	Approx. 300 rooms	50 – 100
Room service	24-hour	7 a.m. to 11 p.m.
Restaurant(s)	1 international + snack bar	international + local dishes
Style/decor	Modern and functional	Classic and elegant
Air conditioning?	Yes	Yes
Satellite TV?	Yes	Yes
Swimming pool?	Yes + sauna	No
Fitness centre?	Yes	No
Business centre?	Yes + secretary service	No
Average price single room		
Other information	Near airport/motorway	Computer points in rooms

- 4 Write a short invitation for your key clients to the trip to Spain. Give some examples of the attractions of the region and the advantages of the hotel. Use the model below to help you.

Send Now Send Later Attachments Signature Options

From: Wine UK Ltd.

Subject: Promotion

Attachments: none

Dear Client

Next summer, Wine UK Ltd is going to organize a special trip to Spain as part of our promotion for Spanish wines and is pleased to inform you that you have been selected for this event.

The trip lasts four days and we are going to visit _____.

We are sure you will be very comfortable in the hotel we have chosen. It is part of the _____ chain and has _____ (*list advantages*).

If you are interested in taking part in this promotion, please confirm to our marketing department as soon as possible and we will send you more details on the trip.