NEWS LESSON

When a Travel Report Puts a Quiet Place on the Map



BEFORE YOU READ

1 Warm up

Talk about these questions with a partner.

1. Would a TV series ever make you want to visit a place?
2. What can make a busy destination feel worth the crowds?
3. Would you rather plan a trip around food, a story or an event?

2 Key words

These words are in the article. Write the letter of the meaning (A to H) in each box.

1	**self-fulfilling**	☐	A	public attention
2	**spotlight**	☐	B	popular at a particular time
3	**methodology**	☐	C	the basic systems of a place, such as roads and water
4	**redirect**	☐	D	coming true because people expect it to
5	**metropolitan**	☐	E	the methods used to collect and study information
6	**fashionable**	☐	F	connected with a large, busy city
7	**infrastructure**	☐	G	to send something in a new direction
8	**undiscovered**	☐	H	not yet found or known by many people

3 Read

Read the article and underline the key words from task 2. The paragraphs are numbered.

Expedia's 2027 report says searches are rising for Busan, Perugia, Punta del Este and Holbox. A search is not a booking, and a quiet place may not stay quiet.

1 A city that barely appeared in last year's holiday plans can suddenly become next year's must-visit destination. A new travel report puts places including Busan, Perugia and Punta del Este in the spotlight. Its predictions may offer ideas for a trip, but interest in a place is not the same as bookings, and neither guarantees a good holiday.

2 Predictions about the next fashionable destination have a way of becoming self-fulfilling. Media coverage generates curiosity, curiosity increases searches, and the resulting figures produce yet more headlines.

3 Expedia's October 2026 Unpack '27 report used year-on-year growth in flight and accommodation searches to identify destinations attracting increasing interest. Among those highlighted were Busan in South Korea, Perugia in Italy, Holbox in Mexico and Punta del Este in Uruguay. The wider list also included Hyogo, the Tweed region, Chichester and several North American destinations.

4 The geographical range is part of the appeal. Busan combines metropolitan energy with beaches, Perugia offers a historic hilltop setting, and Punta del Este has long been associated with coastal holidays. Holbox promises a different pace on an island where vehicle access is limited. Such places are not necessarily undiscovered; many already have substantial tourism economies and established identities. That does not make the data worthless. It simply means that search growth is a measure of changing interest, not an impartial ranking of the world's most rewarding places.

5 The report's methodology is essential to understanding its claims. Expedia compared searches on its platforms from September 2025 to July 2026 against the corresponding earlier period. A percentage increase measures changes in interest within that system, not global visitor numbers or a guarantee of future popularity. A smaller destination may show a dramatic growth rate without attracting more tourists than a major capital.

6 There is also a paradox in promoting supposedly quieter alternatives. Publicity can redirect visitor pressure rather than reduce it. Rising demand may benefit restaurants and hotels but can also strain housing, transport and natural environments. Any discussion of emerging destinations should consider residents' priorities and the capacity of local infrastructure. Readers can use these lists as a starting point while checking seasonal conditions, local concerns and what they actually enjoy. Travel decisions deserve more than a fashionable postcode.

7 The fact that a company has recorded growing search interest does not establish that a place would benefit from substantial additional tourism. Travellers could therefore weigh up seasonal patterns, public transport, local accommodation policies and alternative periods for visiting before making plans. The most useful forecast encourages informed curiosity rather than a race to arrive before everybody else. Popularity alone is a poor substitute for understanding a place.

8 Before booking a place from a trending list, it helps to ask why it appeals, what kind of experience it offers and whether extra attention will change it. The best destination for 2027 will not be the same for everybody, whatever a ranking says.

Sources: Expedia UK Newsroom. Picture: AI illustration.

4 True, false or not given

Circle **T** (true), **F** (false) or **NG** (the article does not say).

1. Perugia has introduced a tourist tax. T F NG
2. The destination with the fastest search growth necessarily receives the most visitors. T F NG
3. The writer suggests that publicising lesser-known places could simply move crowding elsewhere. T F NG
4. The period Expedia compared had ended before the report was published. T F NG
5. The writer recommends ignoring trending lists altogether. T F NG

5 Vocabulary

Complete the sentences with words from the box. Two words are not needed.

capacity	corresponding	dismiss	emerging	generates	reluctant	strain	substantial

1. The sudden rise in visitors began to _____ the island's already limited water supply.
2. A _____ share of the town's income now comes from tourism, so any fall in visitors would hurt.
3. The 2026 figure only means something when set against the _____ figure for 2025.
4. Investors are watching _____ destinations that have not yet appeared on mainstream tourist maps.
5. A single viral video often _____ more interest than a year of advertising.
6. Residents argue that the town has reached its _____ for visitors and cannot take any more.

6 Word forms

Use the word in brackets to make a word that fits the gap.

1. Critics question the _____ of rankings based only on search data. **(RELIABLE)**
2. The new air route has made the region far more _____ to visitors. **(ACCESS)**
3. Local campaigners are _____ about plans to double hotel capacity. **(SCEPTIC)**
4. A _____ rise in rents followed the festival. **(DRAMA)**
5. Councils must ensure that growth remains _____ in the long term. **(SUSTAIN)**

7 Language focus: prepositions

Complete the sentences with words from the box. Two words are not needed. Formal writing relies on fixed phrases. Learn the preposition with the whole phrase, such as attributable to or beyond recognition.

against	as	beyond	in	of	to	towards

1. Some critics accuse travel lists _____ oversimplifying complex trends.
2. Quiet places are often marketed _____ an alternative to the major capitals.
3. Rising rents are partly attributable _____ short-term holiday lets.
4. Some neighbourhoods have been transformed _____ recognition by tourism.
5. The risk lies _____ treating a search figure as proof of popularity.

SPEAK

8 Talk about it

Discuss in pairs or small groups. Give reasons for your answers.

1. Would you visit the place everyone was talking about or go somewhere quieter?
2. How much should a travel company's predictions influence your plans?
3. What would make a holiday feel like your own choice?

9 Role-play: choosing the holiday

Work in pairs. Read your card, then have the conversation. Swap roles and do it again.

Student A · the trend follower

You have seen a list of fast-growing destinations. You want to book a week in one of them. Explain why it excites you and answer your friend's worries.

Student B · the careful planner

You think a trending place may be busy and expensive. Ask questions about prices, crowds and transport. Suggest a different place, or a different month.

Useful phrases

I've just seen a list of places everyone's searching for.

It looks amazing, but isn't it going to be crowded?

What's the weather like at that time of year?

I'd rather go somewhere quieter.

Let's compare the prices before we decide.

Could we meet halfway and go in September?

Afterwards, tell the class: where are you going, and who changed their mind?

ANSWER KEY

2 Key words

1 D · 2 A · 3 E · 4 G · 5 F · 6 B · 7 C · 8 H

4 True, false or not given

1 NG · 2 F · 3 T · 4 T · 5 F

5 Vocabulary

1 strain · 2 substantial · 3 corresponding · 4 emerging · 5 generates · 6 capacity

6 Word forms

1 reliability · 2 accessible · 3 sceptical · 4 dramatic · 5 sustainable

7 Language focus

1 of · 2 as · 3 to · 4 beyond · 5 in

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