NEWS LESSON

Can Travel Searches Predict Your Next Holiday?



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	**spotlight**	☐	A	public attention
2	**buzz**	☐	B	excited talk about something new
3	**accommodation**	☐	C	the feeling of a place
4	**curiosity**	☐	D	the people or groups in charge of a place
5	**appeal**	☐	E	a place to stay, such as a hotel
6	**atmosphere**	☐	F	happening in one part of the year
7	**seasonal**	☐	G	to be attractive or interesting to someone
8	**authorities**	☐	H	a strong wish to learn or know something

3 Read

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

Expedia compared searches on its own platforms from September 2025 to July 2026. Rising curiosity is not the same as arrivals, and some of these places are busy already.

1 Every year brings a new list of destinations that travellers are supposedly about to discover. Some are already famous, while others have spent years outside the international spotlight. What makes a location suddenly attractive, and can a travel company really predict where people will go next?

2 A city may suddenly pop up everywhere online after a popular film, a new flight route or a few beautiful photographs. The buzz can build long before most travellers know much about it.

3 Expedia's Unpack '27 report, released in October 2026, identified destinations where searches for flights and accommodation had grown compared with the previous period. Its selections included Busan in South Korea, the Italian city of Perugia, Holbox in Mexico and Uruguay's Punta del Este. The list also featured places in Japan, Australia, Canada, Britain and the United States.

4 The destinations appeal to different kinds of travellers. Busan combines beaches with lively urban markets, while Perugia offers medieval streets and cultural festivals. Holbox is known for its quieter island atmosphere, and Punta del Este attracts holidaymakers to Atlantic beaches and seaside restaurants. Rather than following one theme, the list reflects growing curiosity about a wide variety of places.

5 The numbers deserve careful reading. Expedia compared search activity on its own platforms between September 2025 and July 2026 with a similar earlier period. Rising interest does not necessarily translate into completed bookings or future arrivals, and the results may differ from what other companies are seeing. There is no perfect destination for everybody. Someone looking for quiet walks may dislike the nightlife another visitor loves, so following a trend can leave people disappointed.

6 Increased attention also creates challenges. Tourism supports jobs and businesses, but sudden popularity can push up accommodation costs and place pressure on local infrastructure. Travellers may be attracted by images of quiet streets only to discover that other visitors have had the same idea.

7 The list also raises the question of what travellers should do when a destination receives sudden attention. Before booking, it is worth looking into transport options, seasonal crowding, prices and whether visitors can access local attractions without placing unnecessary pressure on residents. Some destinations highlighted by Expedia may already have significant tourism, so the description 'hidden gem' can be misleading.

8 Local authorities may welcome extra visitors while worrying about housing costs and environmental damage. A company's ranking is only one piece of information, and its commercial interests are not the same as those of a community deciding how much tourism it wants.

9 A useful travel list should therefore start a conversation rather than settle it. Where do you actually want to spend time, and what kind of experience are you hoping for? Choosing a destination because it fits your interests may be more rewarding than following the latest prediction about where everybody else is heading.

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. The list also featured places in Japan, Australia and Canada. T F NG
2. All the places on the list are undiscovered. T F NG
3. The writer suggests that a destination's popularity can be a problem for the people who live there. T F NG
4. Expedia has published the same list for five years. T F NG
5. Expedia's report measured how many people actually travelled to the destinations. T F NG

5 Vocabulary

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

access **commercial** **highlighted** **infrastructure** **promote** **significant** **supposedly** **underestimate**

1. Every year brings a list of destinations that travellers are _____ about to discover.
2. The island's _____ was built for a few hundred people, so roads and water supply now struggle.
3. The village received a _____ number of visitors this summer, far more than usual.
4. The mayor _____ housing costs as the biggest worry in the town.
5. A company's _____ interests may differ from those of a local community.
6. Visitors should be able to _____ the old town without queuing for hours.

6 Verb forms

Write the correct form of the verb in brackets.

1. By the time the report appeared, many travellers _____ their holidays. (BOOK)
2. In October 2026, Busan _____ as a destination by Expedia. (IDENTIFY)
3. If we _____ about the crowds, we would have chosen another month. (KNOW)
4. The cost of accommodation _____ three times this year. (RISE)
5. It is worth _____ into transport options before you book. (LOOK)

7 Language focus: prepositions

Complete the sentences with words from the box. Two words are not needed. Many verbs and adjectives take a fixed preposition. Learn the whole phrase, such as translate into or differ from.

about at by for from into on

1. Some travellers worry _____ how crowded a place will be.
2. Rising interest does not always translate _____ bookings.
3. Sudden popularity can put pressure _____ local roads.
4. Tourism is responsible _____ thousands of local jobs.
5. A trip chosen from a list may differ _____ one chosen for your own reasons.

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

4 True, false or not given

1 T · 2 F · 3 T · 4 NG · 5 F

5 Vocabulary

1 supposedly · 2 infrastructure · 3 significant · 4 highlighted · 5 commercial · 6 access

6 Verb forms

1 had booked · 2 was identified · 3 had known · 4 has risen · 5 looking

7 Language focus

1 about · 2 into · 3 on · 4 for · 5 from

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