

Fitness Holidays

AUDIO - open this URL to listen to the audio:

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Questions 1-2

Choose **TWO** letters, **A-E**.

Which **TWO** age groups are taking increasing numbers of holidays with BC Travel?

- A 16-30 years
- B 31-42 years
- C 43-54 years
- D 55-64 years
- E over 65 years

Questions 3-4

Choose **TWO** letters, **A-E**.

Which **TWO** are the main reasons given for the popularity of activity holidays?

- A Clients make new friends.
- B Clients learn a useful skill.
- C Clients learn about a different culture.
- D Clients are excited by the risk involved.
- E Clients find them good value for money.

Questions 5-7

Choose the correct letter, **A, B** or **C**.

5 How does BC Travel plan to expand the painting holidays?

- A by adding to the number of locations
- B by increasing the range of levels

C by employing more teachers

6 Why are BC Travel's cooking holidays unusual?

A They only use organic foods.

B They have an international focus.

C They mainly involve vegetarian dishes.

7 What does the speaker say about the photography holidays?

A Clients receive individual tuition.

B The tutors are also trained guides.

C Advice is given on selling photographs.

Questions 8-10

Complete the table below.

Write **ONE WORD ONLY** for each answer.

Fitness Holidays

Location	Main focus	Other comments
Ireland and Italy	general fitness	•personally designed programme •also reduces 8
Greece	9 control	•includes exercise on the beach
Morocco	mountain biking	•wide variety of levels •one holiday that is specially designed for 10

Solution:

- | | |
|---------------------------|--------------|
| 1. D, E - in either order | 6. B |
| 2. D, E - in either order | 7. A |
| 3. A, C - in either order | 8. stress |
| 4. A, C - in either order | 9. weight |
| 5. C | 10. families |

Audioscript:

In this session in your training day we're going to look at some of the more specialised holidays with BC Travel. Now, the travel business is very competitive and it's important to be aware of how the market is changing and developing. In terms of age groups, the over 65s are an important market, and one that is increasing steadily year on year. The fewest holidays are taken by the 31 to 42-year-olds, and that group shows no sign of rising. The biggest market at present is still the youngest group, the 16 to 30s, but we've also seen the biggest drop over the last few years, whereas there's a noticeable growth in the number of holidays taken by the 55 to 64-year-olds. As far as the 43 to 54-year-olds are concerned, booking is steady, but I have to say we haven't seen the increase we expected.

One trend we're noticing with nearly all age groups is the growing popularity of holidays in which there is some kind of specialised activity. I'm not talking here about adventure holidays, where clients take part in risk activities like white water rafting just for the thrill of it. Activity holidays usually involve rather less risk sports, or things like art and music. They're not necessarily cheaper than ordinary holidays, often they're more expensive in fact. But they do often take place outside the main tourist centres, which gives an opportunity for clients to find out more about the local people and customs, and many say this is one of the most positive features of these holidays. Of course, they offer the chance to develop a new skill or talent, but clients often say more than this, it's the chance to create lasting relationships with other like-minded people that's the main draw.

Let me give you some examples of BC Travel activity holidays. Our painting holidays take place in small centres in France and Italy and they're very popular with clients of all abilities from beginners onwards. We've got an excellent team of artists to lead the classes - some of them have been with us from the start, and several additional ones will be joining us this year so that we can offer a greater number of classes in each country.

As far as cooking holidays are concerned. I know a lot of agents offer holidays where clients cook and eat dishes related to one particular country. Usually the one they're staying in. But we focus on dishes from a variety of different ones. Apart from that you'll find the usual emphasis on good quality, organic ingredients and, of course, or less a given nowadays - and there are generally some meat-free recipes included.

Our photography holidays take place in a wide range of countries from Iceland to Vietnam, and they offer a great opportunity to see some stunning scenery. Groups are small, no more than eight, so clients can have personal tuition during the holiday, and excursions are arranged with fully-trained guides. At the end of the holiday an exhibition is held of the photographs taken so that clients can see one another's work and receive constructive feedback from the tutor.

Finally, let me tell you about our fitness holidays. In Ireland and Italy we run one-week general fitness courses for all ages and levels of fitness. Clients start the course with a consultation with a trainer, and they then draw up an individual programme. As well as improving general fitness, clients find that they end the holiday with much of the stress they've built up in their daily lives.

In Greece, we have a two-week holiday for clients who want to do something about their weight. It has all the features you'd expect, like a personalised diet programme. But one of its most popular features is that the exercise classes are all held on the beach. People say it's far preferable to being in a gym.

Finally, we offer several holidays in Morocco. One very popular one is the mountain biking holiday where we provide the bikes and there are different routes according to people's ability. We offer one which is tailored for families, which is particularly popular.

OK, so that's about all the time I have today, so thank you very much ...