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Intermediate Student’s Book

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Geography

Once, the traditional British holiday was a week at the seaside – either in the UK or somewhere with more reliable weather like the Mediterranean. But recently, holidaymakers have been looking for a different holiday experience. Perhaps inspired by wildlife documentaries on television, tourists have been flocking to places like Kenya and South Africa for safaris and bush camp holidays. Interest in China has been growing too. About half a million UK tourists have visited China on cultural tours since the 2008 Olympic Games. Meanwhile, tour companies have been promoting the traditional package holiday with a new twist to attract more customers – but with mixed results. One holiday operator has filled all the places on its spa holidays in Spain for this season, but they have sold only half of their available luxury breaks in Egypt.

One of the most notable changes is that the older generation of British holidaymakers has been travelling like never before. The number of holidaymakers over 60 has doubled in the last three years. Cruise destinations in the Caribbean or even to Antarctica are no longer just for young adventurers.

Life