

Unit 7: Attracting Tourists

Reading 1: Amazing Influencers

Answer the questions as you read.

1. What does the introductory paragraph do? (paragraph 1) _____

2. According to the article, how does tourism help communities like Wānaka?
(paragraph 2) _____

3. Why does a place like Lake Wānaka need to advertise? (paragraph 3) _____

4. What does *that user engagement* refer to in the second to last sentence of
paragraph 3? _____

5. What did local leaders in Lake Wānaka want travel influencers to do? (paragraph 4)

6. What are the two main reasons influencers have a large impact on travel choices?
(paragraph 5) _____

7. According to the article, what has caused Iceland's increase in tourism? (paragraph 6)

8. What technique(s) does the writer use to conclude the article? _____
