

LISTENING

Hyatt Hotels



Sholto Smith

A

CD1.9 Listen to Sholto Smith, Area Sales Director for Hyatt Hotels, talking about how the company meets the needs of business travellers. Listen to the first part and tick which of the following he mentions.

Location of hotels	Good links with underground networks	Close to the airport
Totally non-smoking	Good restaurant	Close to client's office
Technology	Internet	Business centre
Swimming pool	Translation services	Free transport to hotel

B

CD1.10 Listen to the second part and complete the notes on the ways hotels are adding value to their guests' stay.

-¹ on a daily basis
- Membership to the²
- Newspapers
- Transportation to and from the³
- A shuttle service to:
 - a) the⁴
 - b) the⁵ in which the client works

C

CD1.11 Listen to the third part and summarise the future developments in the business travel market that Sholto mentions.

Watch the interview on the DVD-ROM.



D

In groups, discuss what is important for you when staying in a hotel, for either work or pleasure.

READING

What business travellers want

A

What factors do you consider when choosing an airline?

B

Work in pairs. Complete the table below for your article. (You may not be able to answer every point.)

Student A: Read the article on page 17.

Student B: Read the article on page 134.

	Edmond Moutran	John Cox
job	Chairman of Memac Ogilvy & Mather	
nationality		British
travel destinations		
amount of air travel		
choice of class		
choice of airline		
likes		
dislikes		
travel to airport		
hotel requirements		

Counting the ways to bridge the gulf

by Jill James

As more carriers open up more routes, travelling to and around the Middle East has never been easier.

Edmond Moutran, the 63-year-old Chairman and Chief Executive of Memac Ogilvy & Mather, the multinational advertising and communications company, should know. The Lebanese executive reckons he spends 60% of his working week in the air. 'I spend 200 days in Beirut, 40 days in Dubai, 40 days in Bahrain and 25 in the UK. I also spend one week in each of Cairo, Jordan, Jeddah, Riyadh, Kuwait, Tunis and Algeria. I go to South Africa once a year, Barcelona once or twice a year for conferences and I go to Paris four times a year.'

He says his choice of airline is dictated by convenience, but his preference is for Middle East Airlines and its 'new aircraft and equipment, and well-trained, fresh and energetic staff'. His second choice is Gulf Air, with Emirates third, followed

by British Airways and Air France.

He always travels with his wife, Liliane, who worked with him until very recently, and prefers to travel first class. He also uses business class. He says he will travel economy 'in an emergency'.

He uses airline lounges. 'I want good chairs, plenty of newspapers and television. Airlines that spend millions on décor and have uncomfortable chairs really need to look at themselves.'

'MEA gets me a car to the airport and they open a special counter for me as an individual,' he says. 'Staff take your boarding pass, check you in and walk you through to the lounge. The airline saves me about an hour of standing in line. It shows real respect. You don't really get this extra-special treatment on other airlines. With MEA, it's the whole process – that's why I'm so loyal to them.'

So what annoys him most about flying? 'The attitude of crew and



staff sometimes,' he says. 'If they're tired of their jobs, they should give it up. I also dislike the casual attitude of ground staff. Employees should be trained to cope with customers who have problems.'

Mr Moutran says that problems with ground staff are one of the reasons he hates travelling to the US. 'No one ever has time to answer a question there,' he says. He also doesn't like the lack of openness shown by airlines when there are problems and delays.

C In pairs, share information about the two articles. Compare the attitudes of the two travellers. Whose point of view is closest to yours?

D Match the sentence halves to complete the definitions of the words in bold.

- | | |
|------------------------------------|---|
| 1 Peak travel happens | a) a change to a better seat or level of service. |
| 2 When you check in , | b) a room in a hotel/airport where people can sit and relax. |
| 3 Frequent-flyer points are | c) a card you must show in order to get on a plane. |
| 4 An upgrade is | d) all the people who work at an airport, but not the pilots or cabin crew. |
| 5 A lounge is | e) awarded by airlines to reward customer loyalty. |
| 6 A boarding pass is | f) at times when the largest number of people are travelling. |
| 7 Ground staff are | g) you go to desk at a hotel/airport to say you have arrived. |

E Complete the text with the phrases from Exercise D.

I don't always pay a lot of money and I try to avoid¹. However, I do travel a lot, earn² and usually get an³ to first class. The airline gets me a car to the airport. I am met by helpful⁴. They take my⁵ and help me⁶. Then they take me to the⁷, where I read the newspapers.