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## **Free Wi-Fi top of hotel guests wish list**

**10th April, 2012**

<http://www.breakingnewsenglish.com/1204/120410-wifi.html>

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# THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

For centuries hotels have been thinking of different and novel ways to attract guests. A free this or a complimentary that can be the difference between someone thinking their hotel stay was mediocre or superlative. A new survey reveals that the twenty-first century guest needs free Wi-Fi Internet access to make his or her stay complete. According to Hotels.com, hotel guests much preferred to be connected in their rooms than have the little luxuries such as Italian espresso coffee makers, video game consoles or a gym to work out in. Of 415 people who responded to the website's survey, more than 38% said free Wi-Fi was a must when deciding where to book a room. Just under a third of respondents said they wanted it to be a standard amenity at hotels. Many people are tired of paying the often exorbitant charges to get online.

Taylor L. Cole, director of public relations and social media for Hotels.com, said the results of the survey were as he expected: "Given the explosion of mobile use in the past few years, it is no surprise that travellers are requiring free and fast Wi-Fi," he said. He added that: "Many guests never travel without their tablets, smartphones and laptops. It's as intuitive as packing a toothbrush. Guests use these items in their rooms to plan activities for the next day." Internet these days is seen as an automatic freebie in many parts of the world. Charging for it is like asking guests to pay for water. Countries with a strong focus on attracting business clientele and higher end travellers are leading the way in providing free Wi-Fi. The United Arab Emirates is one destination where it is unlikely that Wi-Fi will be added to your hotel bill. Other countries are quickly following suit.

# WARM-UPS

**1. FREE WI-FI:** Walk around the class and talk to other students about free Wi-Fi. Change partners often. Sit with your first partner(s) and share your findings.

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*centuries / novel ways / mediocre / connected / coffee makers / book a room / online / public relations / survey results / laptops / intuitive / freebies / clientele / amenity*

Have a chat about the topics you liked. Change topics and partners frequently.

**3. HOTELS:** How could you make them better? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

Improve...	Current problems	Improvements
Wi-Fi		
room service		
the rooms		
check-in		
bathrooms		
booking		

**4. HUMAN RIGHT:** Students A **strongly** believe free Internet access is a human right; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

**5. FREEBIES:** What are the best freebies? Rank these and share your rankings with your partner. Put the best at the top. Change partners and share your rankings again.

- Wi-Fi
- desserts
- songs
- English lessons
- phone calls
- T-shirts
- advice
- transport

**6. GUEST:** Spend one minute writing down all of the different words you associate with the word 'guest'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

# BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

- a. The article says free Wi-Fi could greatly change a hotel guest's stay. T / F
- b. Most hotel guests prefer free luxuries to free Internet access. T / F
- c. More than half of those who took a survey said free Wi-Fi was a must. T / F
- d. Around 30 per cent of those polled said hotels should have free Wi-Fi. T / F
- e. A website spokesman was surprised at the results of his site's survey. T / F
- f. The man said guests always brought a laptop but not a toothbrush. T / F
- g. The article said charging for Wi-Fi is like charging for water. T / F
- h. Hotels in many nations will soon be doing similar to those in the UAE. T / F

**2. SYNONYM MATCH:** Match the following synonyms from the article.

- |                    |                    |
|--------------------|--------------------|
| 1. centuries       | a. doing the same  |
| 2. complimentary   | b. run-of-the-mill |
| 3. mediocre        | c. poll            |
| 4. connected       | d. over the top    |
| 5. exorbitant      | e. free            |
| 6. survey          | f. natural         |
| 7. explosion       | g. ages            |
| 8. intuitive       | h. mushrooming     |
| 9. attracting      | i. online          |
| 10. following suit | j. drawing         |

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |                                 |                          |
|---------------------------------|--------------------------|
| 1. different and novel          | a. packing a toothbrush  |
| 2. mediocre                     | b. exorbitant charges    |
| 3. have the little              | c. and social media      |
| 4. 38% said free Wi-Fi          | d. ways                  |
| 5. tired of paying the often    | e. luxuries              |
| 6. director of public relations | f. suit                  |
| 7. the explosion of mobile use  | g. clientele             |
| 8. as intuitive as              | h. or superlative        |
| 9. attracting business          | i. in the past few years |
| 10. quickly following           | j. was a must            |

# WHILE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

**GAP FILL:** Put the words into the gaps in the text.

For centuries hotels have been thinking of different and (1) \_\_\_\_\_ ways to attract guests. A free this or a complimentary (2) \_\_\_\_\_ can be the difference between someone thinking their hotel stay was mediocre or superlative. A new survey (3) \_\_\_\_\_ that the twenty-first century guest needs free Wi-Fi Internet access to make his or her stay complete. According to Hotels.com, hotel guests (4) \_\_\_\_\_ preferred to be connected in their rooms than have the little (5) \_\_\_\_\_ such as Italian espresso coffee makers, video game consoles or a gym to work out in. Of 415 people who responded to the website's (6) \_\_\_\_\_, more than 38% said free Wi-Fi was a must when deciding where to book a room. Just under a (7) \_\_\_\_\_ of respondents said they wanted it to be a standard amenity at hotels. Many people are (8) \_\_\_\_\_ of paying the often exorbitant charges to get online.

*much*

*third*

*that*

*tired*

*novel*

*survey*

*reveals*

*luxuries*

Taylor L. Cole, director of (9) \_\_\_\_\_ relations and social media for Hotels.com, said the results of the survey were as he expected: "Given the explosion of mobile (10) \_\_\_\_\_ in the past few years, it is no surprise that travellers are requiring free and fast Wi-Fi," he said. He added that: "Many guests never travel without their tablets, smartphones and (11) \_\_\_\_\_. It's as intuitive as (12) \_\_\_\_\_ a toothbrush. Guests use these items in their rooms to plan activities for the next day." Internet these days is seen as an automatic (13) \_\_\_\_\_ in many parts of the world. Charging for it is like asking guests to pay for (14) \_\_\_\_\_. Countries with a strong focus on attracting business clientele and higher end travellers are leading the (15) \_\_\_\_\_ in providing free Wi-Fi. The United Arab Emirates is one destination where it is unlikely that Wi-Fi will be added to your hotel bill. Other countries are quickly following (16) \_\_\_\_\_.

*packing*

*laptops*

*use*

*suit*

*water*

*public*

*way*

*freebie*

## LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

For centuries hotels have been thinking of different and \_\_\_\_\_ guests. A free this or a complimentary that can be the difference between someone thinking their hotel \_\_\_\_\_ or superlative. A new survey reveals that the twenty-first century guest needs free Wi-Fi Internet access to make his or her stay complete. According to Hotels.com, hotel guests \_\_\_\_\_ be connected in their rooms than have the little luxuries such as Italian espresso coffee makers, video game consoles or a gym \_\_\_\_\_. Of 415 people who responded to the website's survey, more than 38% said free Wi-Fi was a must when deciding where to book a room. Just under a \_\_\_\_\_ said they wanted it to be a standard amenity at hotels. Many people are tired of paying \_\_\_\_\_ charges to get online.

Taylor L. Cole, director \_\_\_\_\_ and social media for Hotels.com, said the results of the survey were as he expected: "Given the \_\_\_\_\_ use in the past few years, it is no surprise that travellers are requiring free and fast Wi-Fi," he said. He added that: "Many guests never travel without their tablets, smartphones and laptops. It's as \_\_\_\_\_ a toothbrush. Guests use these items in their rooms to plan activities for the next day." Internet these days is seen as an \_\_\_\_\_ many parts of the world. Charging for it is like asking guests to pay for water. Countries with \_\_\_\_\_ attracting business clientele and higher end travellers are leading the way in providing free Wi-Fi. The United Arab Emirates is one destination where it is unlikely that Wi-Fi will be added to your hotel bill. Other countries are \_\_\_\_\_.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'follow' and 'suit'.

<b>follow</b>	<b>suit</b>
---------------	-------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• novel</li><li>• reveals</li><li>• access</li><li>• gym</li><li>• third</li><li>• tired</li></ul>	<ul style="list-style-type: none"><li>• expected</li><li>• surprise</li><li>• tablets</li><li>• automatic</li><li>• focus</li><li>• suit</li></ul>
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# FREE WI-FI SURVEY

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

Write five GOOD questions about free Wi-Fi in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.



## FREE WI-FI DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'Wi-Fi'?
- c) Do you need Wi-Fi? Why?
- d) Should Wi-Fi always be free in hotels?
- e) What other things should be free in hotels?
- f) Do you think the whole world will be connected with free Wi-Fi one day?
- g) What are the benefits of Wi-Fi?
- h) Does free Wi-Fi make a hotel stay much better?
- i) How high up your hotel wish list is free Wi-Fi?
- j) Do you think charges for Wi-Fi at hotels are exorbitant?

*Free Wi-Fi top of hotel guests wish list – 10th April, 2012*  
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## FREE WI-FI DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) Have you ever been frustrated at not getting Wi-Fi access?
- c) Do you always travel with a laptop or other Internet enabled device?
- d) What does "Wi-Fi" mean?
- e) Are there any dangers of using Wi-Fi?
- f) Is paying for Wi-Fi at a hotel the same as paying for water?
- g) Do you think hotels would get more guests if they provided free Wi-Fi?
- h) If hotels charge \$10 a day for Wi-Fi, that's like paying \$3,650 a year. What do you think of that?
- i) How has Wi-Fi changed the world?
- j) What questions would you like to ask a hotel owner about free Wi-Fi?

# LANGUAGE – MULTIPLE CHOICE

From <http://www.BreakingNewsEnglish.com/1204/120410-wifi.html>

For centuries hotels have been (1) \_\_\_\_\_ of different and novel ways to attract guests. A free this or a complimentary that can be the difference between someone thinking their hotel stay was (2) \_\_\_\_\_ or superlative. A new survey reveals that the twenty-first century guest needs free Wi-Fi Internet access to make his or her stay (3) \_\_\_\_\_. According to Hotels.com, hotel guests much preferred to be connected in their rooms than have the little (4) \_\_\_\_\_ such as Italian espresso coffee makers, video game consoles or a gym to work out in. (5) \_\_\_\_\_ 415 people who responded to the website's survey, more than 38% said free Wi-Fi was a must when deciding where to book a room. Just under a third of respondents said they wanted it to be a standard amenity at hotels. Many people are (6) \_\_\_\_\_ of paying the often exorbitant charges to get online.

Taylor L. Cole, director of public relations and social media for Hotels.com, said the results of the survey were (7) \_\_\_\_\_ he expected: "Given the explosion of mobile use in the past few years, it is no surprise that travellers are requiring free and fast Wi-Fi," he said. He added that: "Many guests never travel without their tablets, smartphones and laptops. It's as (8) \_\_\_\_\_ as packing a toothbrush. Guests use these items in their rooms to plan activities for the next day." Internet these days is seen as an automatic (9) \_\_\_\_\_ in many parts of the world. Charging for it is like asking guests to pay for water. Countries with a strong focus (10) \_\_\_\_\_ attracting business clientele and higher end travellers are leading the way in providing free Wi-Fi. The United Arab Emirates is one destination where it is unlikely that Wi-Fi will be (11) \_\_\_\_\_ to your hotel bill. Other countries are quickly following (12) \_\_\_\_\_.

## Put the correct words from the table below in the above article.

- |     |                |                 |                  |               |
|-----|----------------|-----------------|------------------|---------------|
| 1.  | (a) thinks     | (b) thought     | (c) thinker      | (d) thinking  |
| 2.  | (a) electrical | (b) mediocre    | (c) drenched     | (d) rusting   |
| 3.  | (a) complete   | (b) compete     | (c) replete      | (d) pleat     |
| 4.  | (a) luxurious  | (b) luxuriates  | (c) luxuries     | (d) luxuriant |
| 5.  | (a) For        | (b) Whom        | (c) Of           | (d) That      |
| 6.  | (a) rested     | (b) tired       | (c) relaxed      | (d) fatigued  |
| 7.  | (a) as         | (b) has         | (c) was          | (d) is        |
| 8.  | (a) interested | (b) interactive | (c) inaction     | (d) intuitive |
| 9.  | (a) request    | (b) freebie     | (c) presentation | (d) packaging |
| 10. | (a) of         | (b) in          | (c) at           | (d) on        |
| 11. | (a) multiplied | (b) subtracted  | (c) added        | (d) divided   |
| 12. | (a) suit       | (b) garment     | (c) clothing     | (d) dress     |

Free Wi-Fi top of hotel guests wish list – 10th April, 2012

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# HOMework

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about Wi-Fi. Share what you discover with your partner(s) in the next lesson.

**3. FREE WI-FI:** Make a poster about free Wi-Fi. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. HOTEL WI-FI:** Write a magazine article about free Wi-Fi in hotels. Include imaginary interviews with people who say it must be free and hoteliers who want to make a profit.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. LETTER:** Write a letter to a hotel owner. Ask him/her three questions about free Wi-Fi in his/her hotel. Give him/her three ideas on how to make a guest's stay better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE:

a. T      b. F      c. F      d. T      e. F      f. F      g. T      h. T

## SYNONYM MATCH:

- |                    |                    |
|--------------------|--------------------|
| 1. centuries       | a. ages            |
| 2. complimentary   | b. free            |
| 3. mediocre        | c. run-of-the-mill |
| 4. connected       | d. online          |
| 5. exorbitant      | e. over the top    |
| 6. survey          | f. poll            |
| 7. explosion       | g. mushrooming     |
| 8. intuitive       | h. natural         |
| 9. attracting      | i. drawing         |
| 10. following suit | j. doing the same  |

## PHRASE MATCH:

- |                                 |                          |
|---------------------------------|--------------------------|
| 1. different and novel          | a. ways                  |
| 2. mediocre                     | b. or superlative        |
| 3. have the little              | c. luxuries              |
| 4. 38% said free Wi-Fi          | d. was a must            |
| 5. tired of paying the often    | e. exorbitant charges    |
| 6. director of public relations | f. and social media      |
| 7. the explosion of mobile use  | g. in the past few years |
| 8. as intuitive as              | h. packing a toothbrush  |
| 9. attracting business          | i. clientele             |
| 10. quickly following           | j. suit                  |

## GAP FILL:

### Free Wi-Fi top of hotel guests wish list

For centuries hotels have been thinking of different and (1) **novel** ways to attract guests. A free this or a complimentary (2) **that** can be the difference between someone thinking their hotel stay was mediocre or superlative. A new survey (3) **reveals** that the twenty-first century guest needs free Wi-Fi Internet access to make his or her stay complete. According to Hotels.com, hotel guests (4) **much** preferred to be connected in their rooms than have the little (5) **luxuries** such as Italian espresso coffee makers, video game consoles or a gym to work out in. Of 415 people who responded to the website's (6) **survey**, more than 38% said free Wi-Fi was a must when deciding where to book a room. Just under a (7) **third** of respondents said they wanted it to be a standard amenity at hotels. Many people are (8) **tired** of paying the often exorbitant charges to get online.

Taylor L. Cole, director of (9) **public** relations and social media for Hotels.com, said the results of the survey were as he expected: "Given the explosion of mobile (10) **use** in the past few years, it is no surprise that travellers are requiring free and fast Wi-Fi," he said. He added that: "Many guests never travel without their tablets, smartphones and (11) **laptops**. It's as intuitive as (12) **packing** a toothbrush. Guests use these items in their rooms to plan activities for the next day." Internet these days is seen as an automatic (13) **freebie** in many parts of the world. Charging for it is like asking guests to pay for (14) **water**. Countries with a strong focus on attracting business clientele and higher end travellers are leading the (15) **way** in providing free Wi-Fi. The United Arab Emirates is one destination where it is unlikely that Wi-Fi will be added to your hotel bill. Other countries are quickly following (16) **suit**.

## LANGUAGE WORK

1 - d    2 - b    3 - a    4 - c    5 - c    6 - b    7 - a    8 - d    9 - b    10 - d    11 - c    12 - a

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