

Text 2

You will hear a text about low-cost airlines' pricing strategies.

III. | While listening, fill in each gap in the notes in no more than 3 words.
11-20

Notes on low-cost airlines

You can get to(11) for £10!

Interviewee: James Philips from the(12) 'What?'

Airlines use a very(13) pricing strategy

At peak time, e.g. Friday or before(14) ⇒ high price

Extremely cheap tickets ⇒ mainly in(15)

Typical pricing features:

- Like economic cornflakes with(16)
-(17) to make money
- Very quick(18)
- Using(19) (they are cheaper to operate)
- Possible extra high cost for the traveller:(20)

BGE NYVK	B2	Listening Comprehension	
English for Tourism and Catering			

KEY

Text 1	
1.	B
2.	A
3.	A
4.	C
5.	C
6.	T
7.	F
8.	F
9.	T
10.	T
Text 2	
11.	(fabulous) destination(s)
12.	consumer group / consuming group
13.	dynamic
14.	(public) holiday(s)
15.	advertising / advertisement / advance / (very) last minute
16.	no fancy packaging
17.	(they/ to) sell food/ selling food/ serve food/ no free food/ food/serving food
18.	turnaround (time)
19.	smaller airports
20.	train fare/costs/tickets/ transfer/ transport/ travel/get to city centre/ go into city

Text 1
[NewsJobsGuidebook] 1'55"

You are listening to the 6 o'clock news on BBC Radio 4.

The plane maker, Shorts, is to cut jobs at its factory in Belfast. The company is owned by the Canadian-based group, Bombardier Aerospace. The details from our Ireland correspondent, Dennis Murray:

MURRAY: Bombardier is best known for making regional commuter aircraft. In a news release, the company says that the cuts are in response to market demand. 645 jobs are to go at the Shorts factory in Belfast over a 9 month period starting next January. Around the same number of jobs are to go at sites in Montreal. The cuts are at all levels including management. Around five thousand people work at Shorts, but it's still a shock to a workforce who feel their recent story has been one of success.

The future of the restaurant guide, Les Routiers, in the United Kingdom, is in doubt - because the firm that owns the British publishing licence has collapsed. Accountants have been appointed to take control of the company's affairs. More details from our Business Correspondent, Martin Shankleman:

SHANKLEMAN: Les Routiers guidebooks may have become synonymous in some quarters with value for money hospitality, but it seems they've been struggling recently in an age where people increasingly prefer to swap recommendations online. The first sign of business trouble was evident when the company's official UK website was closed down because of an unpaid bill. Another supplier owed money then went to court, and secured an order for the appointment of a provisional liquidator. A spokesman for the accountants KPMG said they were still assessing how much money they might recover for creditors. Les Routiers originated in France, and the guidebooks had been published in the UK since nineteen-ninety. It's not known whether the French parent company will re-assign the UK license to another business or not. That depends on whether someone believes there is still a future for this type of guide.

Text 2
[Low cost airlines] 2'23"

Presenter: Now, if like me you're already thinking about next year's holidays but you don't want to spend too much money, you've probably already visited the websites of some of the new budget airlines. I'm sure you've all heard of people getting flights to fabulous destinations for as little as £10. It almost seems too good to be true. I'm joined in the studio by James Phillips of consumer group 'What?' and I hope he's going to answer the big question – just how do they make it so cheap?

James: Well, the first thing to say is that not all budget airline flights cost less than £10. The airlines operate a very dynamic pricing strategy so prices change depending on demand for the product. So, if you want to fly at a peak time, like, say Fridays, when lots of people travel or just before a public holiday, then demand for tickets will be high and so prices will be higher. Of course the extremely cheap flights feature prominently in the advertising but very few people on any flight will have paid the incredibly low prices you hear about. If you book a long time in advance or at the very last minute, you're more likely to get a good price.

You know, people always focus on the dynamic pricing strategy, charging different prices depending on demand, but basically, in everything else, this is just economy pricing, just like your economy cornflakes in a supermarket with no fancy packaging. It's the same principle – these are 'no frills' airlines. They don't serve free food on any of their flights – in fact they sell food, so they make money that way. They have a very quick turnaround time, that is, they don't spend much time on the ground because when an aeroplane's on the ground it isn't making any money. They're ticketless – almost all of their business is done on the internet, and that reduces expenses. And most controversially, they fly to and from smaller airports because they're cheaper to operate from, so when they say they'll fly you to Rome, for example, you could end up at a small airport 50 kilometres from Rome and have to pay a train fare to get to the city centre that may cost more than you paid for your flight!