


1 SPEAKING

a  Look at the photo and the caption and answer the questions.

- 1 Do you think the things at duty-free shops are cheaper than at normal shops?
- 2 Do you ever buy things at duty-free shops? Why / Why not?



WiseWallet

Guide to Airport Shopping

1 Airport security takes a long time, right? So when you finally arrive at the departure lounge, what do you want to do? Well, it seems that for most of us, the answer is 'spend'. According to research, in the first 60 minutes after getting through security, passengers are usually in a buying mood. That's why businesses call this the 'golden hour' – it's a golden opportunity for them to sell! We travellers need to know about their tricks, so here's our *WiseWallet* guide.

2 Airport departure areas are getting more and more like shopping centres, and make no mistake – everything is planned. The path they make you take through the duty-free shop is winding: they know that will make us spend more. The reason is that in airports, we buy what we see – we don't go in with a shopping list. We see something, we like it and decide to buy it. A winding path means we see more of the things on sale.

3 Why do people buy at duty-free shops anyway? You think you're getting something cheap, but the fact is a lot of those things are cheaper outside the airport or online. Just because a sales assistant tells you their product is cheap, that doesn't mean it's cheap, right? We *WiseWallet* readers are too clever for that!

4 Airport shops are usually placed together in groups so that it feels something like a high street. According to research, people shop more in busy places, and of course that's exactly what airport businesses want us to do. So now you know.

5 And last but not least, there's this old trick: make the customer believe it's their last opportunity to get something good. You can see a lot of cheese in Amsterdam airport, chocolate in Zurich and coffee in Rio de Janeiro. It's your last opportunity to buy something special to remember the city by, so the price is sky-high. Luckily, *WiseWallet* readers bought their souvenirs before coming to the airport, right?



The joy of duty-free – but is it *really* cheaper?

2 READING

a Read the article on page 48 and match paragraphs 1–5 with titles a–e below.

- a ☐ Souvenir shopping
- b ☐ Is it really cheaper at the airport?
- c ☐ The first hour in the departure lounge
- d ☐ The path through the shop
- e ☐ The busy shops

b Read the article again and find the words and phrases below. Match them with meanings 1–7.

tricks winding make no mistake
a high street last but not least souvenirs
the price is sky-high

- 1 the final important point _____
- 2 it's very expensive _____
- 3 it is true _____
- 4 where the important shops are in a town centre _____
- 5 things to remember a holiday by _____
- 6 not straight _____
- 7 clever ways to make you do something _____

BETTER READING: IDENTIFYING THE WRITER'S ATTITUDE

You can often guess how the writer feels about the topic, even if he or she does not write it clearly.

Which option do you think best describes the writer's attitude? Underline sentences in the text which support your answer.

The writer ...

- 1 doesn't like the way airport departure areas are changing in recent years.
- 2 thinks airports are much more interesting now than they used to be.
- 3 thinks airport shopping is a good way to pass the time waiting for a flight.
- 4 thinks most passengers are too clever to pay the high prices of airport shops.

c Read the text again and decide if the sentences below are true or false. Correct the false sentences.

- 1 People often spend more money than normal while they're waiting for a plane.
- 2 Travellers call the first 60 minutes after security the 'golden hour'.
- 3 Passengers don't usually go to airport shops to buy something they planned to buy in advance.
- 4 Most things are less expensive in duty-free shops.
- 5 The airport is a good place to buy cheese in Amsterdam.

3 SPEAKING

a  Ask and answer the questions with a partner.

- 1 Do you enjoy air travel?
- 2 How do you spend time at airports?
- 3 Are you a careful shopper?

