

**Reading Level 3: Russian tourism**28<sup>th</sup> November 2014**Topics:** tourism, Russia**Learning points:**

- vocabulary
- idioms and expressions
- two-part verbs
- verb/adjective + prepositions

- 1 Alpine ski resorts are bracing<sup>1</sup> themselves for a significant<sup>2</sup> decline<sup>3</sup> in the number of Russian tourists.
- 2 There was a 7-10% drop in overnight stays by Russian tourists during the summer, as compared to last year, with  
3 advance bookings for the winter season having fallen by 30-40% compared to a year ago. To make matters  
4 worse<sup>4</sup>, Aeroflot has announced that it will not be flying from Moscow to Innsbruck this winter due to<sup>5</sup> the lack<sup>6</sup> of  
5 demand for tickets.
- 7 The tourist industry in Austria is going to feel the pinch<sup>7</sup>. For many Tyrolean resorts, Russians make up 20% of the  
8 number of visitors and in some resorts it is Russians who bring in the lion's share<sup>8</sup> of the income.
- 9 Russians typically come to Austria for more than just skiing: they tend to spend liberally<sup>9</sup> on the latest fashionable  
10 clothing and chic ski gear<sup>10</sup> and to treat<sup>11</sup> themselves in the towns and cities. So the above figures are likely to be a  
11 major blow<sup>12</sup> to everyone connected to the tourist industry this year – apart from those in the most exclusive ski  
12 resorts, like St. Moritz. Apparently the super-rich Russians who have been regular customers are still committed<sup>13</sup>  
13 to coming to their favourite ski resorts, and in the luxury stores in Vienna business has even increased by 8% since  
14 January.
- 16 The underlying reason<sup>14</sup> for numbers having dropped off<sup>15</sup> is the crisis in the Ukraine, which not only directly put  
17 Russians off<sup>16</sup> travelling, but has also indirectly brought about a collapse in the value of the rouble, down by more  
18 than 20% against the euro. The weak rouble makes it more expensive for Russians to travel to Europe, but on the  
19 flip side of the coin<sup>17</sup> should be making it easier for European holidaymakers to travel to Russia.
- 21 However, foreign visitors are also foregoing<sup>18</sup> spending their vacations in Russia. Overnight stays in hotels in  
22 Moscow have fallen by 10-40% and visitor numbers in St Petersburg in 2014 so far have been 20% down on last  
23 year. Overall, an estimated 40-60% fewer tourists from Europe and the USA have travelled to Russia this year,  
24 although demand has picked up<sup>19</sup> a little more recently.
- 25 It appears that the crisis in the Ukraine, the sanctions which were imposed<sup>20</sup> on Russia and even the low oil prices  
26 have hurt and will continue to hurt both Russia and Austria – the question is, how much?

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<sup>1</sup> to brace = sich auf etwas vorbereiten / gefasst machen

<sup>2</sup> significant = deutlich

<sup>3</sup> decline = Rückgang, Abnahme

<sup>4</sup> to make matters worse = um die Lage zu verschlimmern

<sup>5</sup> due to = wegen

<sup>6</sup> lack = Mangel

<sup>7</sup> to feel the pinch = merken, dass Geld knapp wird

<sup>8</sup> lion's share = der Löwenanteil, Mehrheit

<sup>9</sup> liberally = großzügig, reichlich

<sup>10</sup> gear = Ausrüstung, Sachen, Kleidung

<sup>11</sup> to treat oneself = sich etw gönnen / genehmigen

<sup>12</sup> blow = Rückschlag

<sup>13</sup> committed = auf etw festgelegt sein

<sup>14</sup> underlying reason = zugrunde liegend Grund

<sup>15</sup> to drop off = sich verringern, zurückgehen, nachlassen

<sup>16</sup> to put off = jdn abschrecken

<sup>17</sup> flip side of the coin = die Kehrseite der Medaille

<sup>18</sup> to forego = auf etw verzichten

<sup>19</sup> to pick up = sich verstärken

<sup>20</sup> to impose = etw verhängen / erlassen



## Questions

### 1. Idioms, expressions and collocated vocabulary

Make sure you understand and can use in a sentence the following:

- a) to make matters worse
- b) due to the lack of something
- c) to feel the pinch
- d) the lion's share
- e) a major blow
- f) regular customer
- g) underlying reason
- h) on the flip side of the coin
- i) to spend a holiday/vacation

### 2. Two-part verbs

Are you able to use these two-part verbs in sentences? (Do you know alternative meanings for any of them?)

- a) make up
- b) bring in
- c) drop off
- d) put off
- e) bring about
- f) pick up

### 3. Verb/adjective + prepositions

What are the prepositions which follow:

- a) to brace
- b) a decline/drop
- c) compared
- d) lack
- e) tend
- f) spend
- g) a blow
- h) to be committed
- i) reason
- j) to impose