

TRANSPORTATION

EX ① The common holiday means of transport are cars, planes, coaches, trains, ferries, cruiser, and yachts. Compare them together using the word below:

expensive	cheap
tiring	relaxing
boring	interesting
slow	quick/fast
uncomfortable	comfortable
inconvenient	convenient
detrimental to the environment	environmentally friendly
dangerous	safe
unpunctual	punctual

EX ② Complete the article with the words below:

- 1/check through 2/formalities 3/share 4/tickets 5/latest 6/costs 7/flight 8/clients
9/employees

Big tour operators charter airplanes to transport their ^{to} their holiday destinations. Independent, individual and business travellers, on the contrary, use scheduled flights. If a flight is chartered, it means that the whole airplane is for exclusive use of a particular tour operator. Sometimes more tour operators ^{• one chartered} airplane. Chartered planes, in short charters, don't fly according to any fixed time-table. A person who is in charge of organizing groups together for a chartered flight is called a consolidator.

Some people may find it difficult to read the ticket and get around at a big airport. The itinerary, which the agent issues for them together with their air ticket, should help them. It is a detailed description of the ^{there one can find information not only about the} date and time of the departure, but also about the terminal, possibilities to check-in time, minimum connecting time in case of changing planes, arrival time given in the local time, etc. The time shown on the flight ticket coupons are the departure times of an aircraft. However, the most important information for the passenger seems to be the one about the check-in time, as that is the ^{time at which a passenger can be} accepted for travel, allowing the necessary time to complete all ^{Passengers} who have booked seats but do not check-in for the flight are called "no-shows". Their seats can be sold at a very low price as a "stand-by ticket" to people, who come to the airport and wait at the counter till the end of the check-in time or to ^{of the carrier who} wish to fly. That is one way how carriers try to avoid unoccupied seats and how flexible passengers, who are not stuck by time, can reduce their travel ^{to the minimum.} Another way to avoid unoccupied seats is to overbook the flight. The carriers can run an overbooking policy, i.e. they can afford to sell more flight ^{than there are seats} available, thanks to careful monitoring and control of the situation over a long period. The airlines operate compensation schemes for passengers with confirmed reservations who are unjustifiably denied carriage because of non-availability of seats due to overbooking.

2b) Can you explain these words?

OVERBOOKING POLICY
CHARTERS
NO-SHOWS
CHECK THROUGH
STAND-BY TICKETS

2c) What do these particular incentive programmes and improvements in the air transport mean?

FREE MILES MENUS CLUB EUROPEAN LOUNGES
HAND-BAGGAGE ALLOWANCE REDEEMABLE BONDS SEAT LOCKERS

Competition in air transport is very tough and damps down the fares. Airline companies offer transient rates or various incentives to attract more travellers. Frequent flyer programmes are among the most common loyalty programmes in the market.

A fast growing number of low-cost airlines forces traditional carriers to find new ways to cope with this competition. They see the solution in new alliances and partnerships. This gives passengers the opportunity to collect not only free miles but to get redeemable bonds also for staying in a partner hotel or hiring a car in a partner car-hire agency.

Most airline companies have been redefining travel for the 21st century and therefore they have launched large programmes of product innovations, both on the ground and in the air. They improve their portfolios offering the cost-conscious business traveller more choice than ever before. Exclusive Club Europe Lounges have been opened at 26 airports for those, who wish to work or simply relax using contemporary and stylish facilities prior to their take-off. Travellers will also experience these changes on board of some planes. New luxurious leather seats are being introduced on many short-haul aircrafts; larger overhead lockers provide travellers with more space for their hand-baggage, inspiring light and healthy menus feature fresh ingredients and a complementary bar service has also been enhanced. The hand-baggage allowance has been doubled in the World Traveller Plus category, so today one can take up to 18kg hand-baggage in the cabin. This has reduced the number of those who have to check-in their baggage at the airport of origin and then wait for the baggage in the baggage claim area after landing at the airport of destination. Different "Sky fliers Solo" programmes offer products and services for

③ Find the opposites

- to be 5 minutes delayed
- schedule flight
- cargo plane
- to take off
- to board the plane
- window seat
- domestic flight
- short-haul flight

- A. passenger plane
- B. International flight
- C. to land
- D. to disembark
- E. long-haul flight
- F. to be ahead
- G. chartered flight
- H. aisle seat