

Paris: World's Most Powerful Destination

VOCABULARY WORDS

1. Fashion (Noun) /'fæʃən/ the newest or very popular style of hair, clothing, etc.; the making and marketing of new styles of clothing, hair, etc.
Example: The new season's fashions will be arriving in store next week.
2. Destination (Noun) /,dɛstə'neɪʃən/ a place where a person or thing is going or being sent
Example: Iceland is one of the top destinations on my must-see list.
3. Directly (Adverb) /dɪ'rɛktli:/ with no people or things in between
Example: She moved from a lower position directly into management.
4. Remain (Verb) /rɪ'meɪn/ to stay in a particular place, state, condition, etc.
Example: After winning the 1991 season, the Chicago Bulls remained dominant throughout the '90s.
5. Powerhouse (Noun) /'pəʊə,həʊs/ a person or thing with great power, strength, etc.
Example: Tech powerhouse Alphabet Inc. purchased YouTube in 2006.



Paris' famous art, food, fashion and history have made it a favorite destination for many tourists. And this "city of love" has now also been called the world's "most powerful" tourism city. This is based on research from the World Travel & Tourism Council (WTTC), which said travel and tourism directly added \$36 billion to the city's economy in 2022. That makes Paris the "most powerful" of 82 major tourist cities across the world, the WTTC said.

Julia Simpson, the WTTC's CEO, said cities such as Paris, London and New York will remain "global powerhouses" for tourism. "But over the next few years, Beijing, Shanghai and Macau will be moving up the list of top city destinations," she said. The WTTC said global

tourism began to return to normal in 2022, following the serious impact of the coronavirus pandemic. It noted that at first tourists chose to visit less busy destinations on the coast or in the countryside, but its most recent research showed that city vacations had become popular again.

Beijing came second to Paris on the WTTC list, with tourism adding \$33 billion to its economy in 2022. But the Chinese capital, as well as Shanghai, the country's largest city, are expected to push Paris into third place in the next 10 years, the WTTC said. Orlando in Florida came third for 2022, with tourism adding \$31 billion to its economy. Tokyo was seventh, making about \$18 billion from tourism.

The WTTC's Cities Economic Impact Report for 2022 was the first since 2018, when Shanghai, Paris and Beijing were the three cities with the highest direct economic impact from tourism.

DISCUSSION

1. What cities in your country are you yet to visit?
2. What are the busiest tourist destinations you've been to?
3. Have you been to any tourist destinations that didn't meet your expectations?
4. Have you been to any tourist attractions that were crowded with people?
5. Are there any places in your country that have experienced overtourism?