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HILTON

<http://www.BusinessEnglishMaterials.com/hilton.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton is an international chain of luxury hotels and resorts. It was founded by Conrad Hilton who bought his first hotel in Cisco, Texas in 1919. Hilton expanded his enterprise until it became a leader in the U.S. market and the country's first coast-to-coast chain. Today, there are more than 3,500 hotels in 81 countries. Its website says: "Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels." The company says its commitment is to "creating exceptional guest experiences" and that their "more than 130,000 team members continue to bring the highest quality of service to the world's visitors." The company established a guest loyalty program called Hilton Honors, which has partnerships with airlines and car rental companies.





WARM UPS

From: <http://www.businessenglishmaterials.com/hilton.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Hilton on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. HILTON MORNING:** Each student pretends to be an employee of Hilton. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Hilton. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Hilton and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Hilton. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Hilton. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton is _____ luxury hotels and resorts. It was founded by Conrad Hilton who bought his first hotel in Cisco, Texas in 1919. Hilton expanded his enterprise _____ in the U.S. market and _____-to-coast chain. Today, there are more than 3,500 hotels in 81 countries. Its website says: "Hilton Worldwide is the leading global hospitality company, _____ sector from luxurious full-service hotels and resorts to _____ and mid-priced hotels." The company _____ to "creating exceptional guest experiences" and that their "more than 130,000 team members continue to bring the highest _____ the world's visitors." The company established a guest loyalty program called Hilton Honors, _____ with airlines and car rental companies.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton is an international chain of ruxlyu hotels and resorts. It was founded by Conrad Hilton who bought his first hotel in Cisco, Texas in 1919. Hilton eaxenpdd his rrntpeisee until it became a leader in the U.S. market and the country's first coast-to-coast nahci. Today, there are more than 3,500 hotels in 81 countries. Its website says: "Hilton Worldwide is the edlagin global hospitality company, spanning the gilgond sector from luxurious full-service hotels and tsseror to extended-stay suites and mid-priced hotels." The company says its commitment is to "creating exceptional guest experiences" and that their "more than 130,000 team members ieotnunc to bring the highest quality of ersciev to the world's visitors." The company established a guest llytayo program called Hilton Honors, which has partnerships with airlines and car rental companies.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton of chain international an is luxury hotels and resorts. It was founded by Conrad Hilton who bought his first hotel in Cisco, Texas in 1919. Hilton expanded his until enterprise the in leader a became it U.S. market and the country's first coast-to-coast chain. Today, there are in 3,500 , countries 81 more hotels than. Its website says: "Hilton Worldwide is the leading global hospitality company, the spanning luxurious from sector lodging full- service hotels and resorts to extended-stay suites and mid-priced hotels." company The is commitment its says to "creating exceptional guest experiences" and that their "more than bring team the members 130,000 continue to highest quality of service to the world's visitors." The program company established a guest loyalty called Hilton Honors, airlines with partnerships has which and car rental companies.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/hilton.html>

H_l_t_n _s _n _nt_rn_t__n_l ch__n _f l_x_ry
 h_t_ls _nd r_s_rts. _t w_s f__nd_d by C_nr_d
 H_l_t_n wh_ b__ght h_s f_rst h_t_l _n C_sc_,
 T_x_s _n 1919. H_l_t_n _xp_nd_d h_s _nt_rpr_s_
 _nt_l _t b_c_m_ _l__d_r _n th_ _S. m_rk_t _nd
 th_ c__ntry's f_rst c__st-t_-c__st ch__n. T_d_y,
 th_r_ _r_ m_r_ th_n 3,500 h_t_ls _n 81
 c__ntr__s. _ts w_bs_t_ s_ys: "H_l_t_n W_rldw_d_
 s th l__d_ng gl_b_l h_sp_t_l_ty c_mp_ny,
 sp_nn_ng th_ l_dg_ng s_ct_r fr_m l_x_r__s f_ll-
 s_rv_c_ h_t_ls _nd r_s_rts t_ _xt_nd_d-st_y
 s__t_s _nd m_d-pr_c_d h_t_ls." Th_ c_mp_ny
 s_ys _ts c_mm_tm_nt _s t_ "cr__t_ng
 _xc_pt__n_l g__st _xp_r__nc_s" _nd th_t th__r
 "m_r_ th_n 130,000 t__m m_mb_rs c_nt_n__ t_
 br_ng th_ h_gh_st q__l_ty _f s_rv_c_ t_ th_
 w_rld's v_s_t_rs." Th_ c_mp_ny _st_bl_sh_d _
 g__st l_y_lty pr_gr_m c_ll_d H_l_t_n H_n_rs,
 wh_ch h_s p_rtn_rsh_ps w_th __rl_n_s _nd c_r
 r_nt_l c_mp_n__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/hilton.html>

hilton is an international chain of luxury hotels and resorts it was founded by conrad hilton who bought his first hotel in cisco texas in 1919 hilton expanded his enterprise until it became a leader in the us market and the country's first coast-to-coast chain today there are more than 3500 hotels in 81 countries its website says "hilton worldwide is the leading global hospitality company spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels" the company says its commitment is to "creating exceptional guest experiences" and that their "more than 130000 team members continue to bring the highest quality of service to the world's visitors" the company established a guest loyalty program called hilton honors which has partnerships with airlines and car rental companies





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton (be) an international chain of luxury hotels and resorts. It (be) founded by Conrad Hilton who (buy) his first hotel in Cisco, Texas in 1919. Hilton expanded his enterprise until it (become) a leader in the U.S. market and the country's first coast-to-coast chain. Today, there (be) more than 3,500 hotels in 81 countries. Its website (say): "Hilton Worldwide (be) the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels." The company (say) its commitment (be) to "creating exceptional guest experiences" and that their "more than 130,000 team members (continue) to bring the highest quality of service to the world's visitors." The company (establish) a guest loyalty program called Hilton Honors, which (have) partnerships with airlines and car rental companies.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/hilton.html>

Hilton is an international _____ of luxury hotels and resorts. It was founded by Conrad Hilton who bought his first hotel in Cisco, Texas in 1919. Hilton _____ his enterprise until it became a _____ in the U.S. market and the country's first coast-to-coast chain. Today, there are more than 3,500 hotels in 81 countries. Its website says: "Hilton Worldwide is the _____ global hospitality company, _____ the lodging sector from luxurious full-service hotels and resorts to extended-stay _____ and mid-priced hotels." The company says its commitment is to "_____ exceptional guest experiences" and that their "more than 130,000 team members _____ to bring the highest quality of service to the world's visitors." The company established a guest _____ program called Hilton Honors, which has partnerships with airlines and car _____ companies.

rental
expanded
creating
leading
chain
suites
continue
leader
loyalty
spanning





PROJECT HILTON

From: <http://www.businessenglishmaterials.com/hilton.html>

Part 1. Your mission is to increase the profits and sales of Hilton. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Hilton is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





HILTON – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/hilton.html>

Role A – Hilton CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Hilton worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Hilton customer

You are a customer of Hilton. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Hilton. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





HILTON – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/hilton.html>

Role A – Hilton New Products Director

You have created a new product for Hilton. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Hilton.

Role B – Hilton Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Hilton Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Hilton Shareholder

You know a lot about Hilton's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





HILTON SURVEY

From: <http://www.businessenglishmaterials.com/hilton.html>

Write five GOOD questions about Hilton in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





HOMework

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Hilton. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Hilton. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. HILTON POSTER** Make a poster about Hilton. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY HILTON LESSON:** Make your own English lesson on Hilton. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Hilton. Share your findings with the class.

