



Cruise Lines International Association
Master Cruise Counsellor Certification Case Study

Case Study # 10

The Baby Boomers

Case Study Details:

Isabella and Scott Simpson are looking for a getaway vacation. You have known them through mutual friends and ran into them at a local restaurant. Isabella mentions to you that they are thinking about a vacation next year, to celebrate their 45th wedding anniversary and travel to one of their bucket list destinations. Before leaving, Isabella mentions they just aren't sure what they want to do. Some of their bucket list destinations include Santa Fe, Italy, Tahiti, Australia and New Zealand. You know that they haven't used a travel agent before, so you give her your card.

Here is some background about the couple that you recall from talking with them when you saw them last. They had discussed what they had done on previous vacations and what they like to do:

Isabella and Scott are youthful, active baby boomers with no children. Scott is a retired bank executive and has varied hobbies including but not limited to sailing, mountain climbing, hiking and yoga. Isabella worked for years in the corporate training industry. She enjoys golf, attending arts and crafts fairs, kayaking and yoga. They both travelled some for their jobs. He like to stay busy while she is more of a relaxer.

They have taken several sailing trips, on their own sailboat as well as bare boat charters in the Caribbean. They have also traveled to Arizona, Hawaii, California and Alaska as well as other domestic trips. They enjoy wine tasting and fine cuisine and have enjoyed several Washington State, Oregon and California winery trips with friends. They have cruised once 40 years ago on a medium-sized ship. Their cruise experience was interesting because they were the youngest passengers on the ship by at least 40 years. The night life was nonexistent and due to the age difference, they really didn't meet any other couples that they had anything in common with. Cruising isn't on top of their list.



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You are excited to help them plan their trip, but you haven't heard from them since you saw them at the restaurant three weeks ago.

Essay Questions:

In your essay, answer the following questions based on the scenario described above:

- How do you plan on contacting them and when? If you do get a meeting, since you work out of your home, where would you meet them?
- What additional information do you need from them to help you make the best recommendation?
- You think cruising would fit their needs now. What three benefits would you tell them about cruising today?
- Which of the destinations they mentioned would be your first choice? Why did you choose that destination?
- What are two recommendations you would make to them as far as a cruise brands, ships and itineraries? Why did you choose these options? What activities on and off the ship would you suggest for them?
- What objections do you anticipate and how would you overcome them?