



**Cruise Lines International Association  
Master Cruise Counsellor Certification Case Study**

**Case Study # 11**

**The Church Group**

**Case Study Details:**

A close friend of yours invited you to a local fund raiser for a local Parish she belongs to. As an active participant in local events and wanting to meet prospective clients, you attend. The Parish is in an affluent community and many multi-generational families attend Mass each week.

In speaking with people at the event, you find out the Parish will be celebrating their 75<sup>th</sup> Anniversary late next year. It was mentioned that the Priest and members were planning a trip to celebrate this event. Destinations mentioned included Brazil (to see the Christ the Redeemer statue), the Caribbean or Mexico (to aid local communities).

You also find out the that Priest is very sought after as a motivational speaker and often helps other fund-raising events within the community. He will be travelling with the group.

When you get home after the event you start thinking about their upcoming trip. It would be a perfect opportunity to put together a cruise/land package for them. You also are aware that some CLIA member cruise lines offer deep staff discounts for Priests to cruise and to conduct Mass during the cruise for the passengers.

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**Essay Questions:**

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

- Who do you need to speak with at the Parish? Who do you contact and when do you plan to meet with them? What additional information do you need before presenting your ideas?



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- Describe the sales package you would put together to introduce the idea of a cruise and land package for them. Please highlight the major benefits this type of trip will provide the travelers.
  
- What would be your first choice of cruise line, date and itinerary? Why? What would be your second choice, and why? Do either of the cruise lines offer a clergy discount, or would you consider a TC berth for the Priest? Which do you think would be a better fit?
  
- What type of land package would you put together for them? What ideas about shore excursions do you have for them?
  
- What objections do you anticipate and how would you respond to them?
  
- To get involved with the future fund-raising activities, what type of travel packages would you put together to donate for live and silent auction items?