



Cruise Lines International Association
Master Cruise Counsellor Certification Case Study

Case Study # 12

Multi-Gen Travelers

Case Study Details:

You just came back from hosting a table at a homeschool expo event. As you're going through the list of names and notes, you decide to reach out to Suzanne Michaels. During your brief discussion with her you learned that she is a mother who works from home and has two children, Rachel (aged 10) and Benjamin (aged 8) that she homeschools. In addition, she stated that their family would like to do a cruise together over the holidays to make it easier for them all to be together, since they live in different states.

As usual, you prepare for the call, have your list of questions, and are ready to move forward. To your delight, Suzanne is available to speak and was planning on reaching out to you. "We would love to do a Christmas cruise this year. I know it's short notice, but it would be awesome to get everyone together." You glance at the calendar and realize it's already August 15th, which is cutting it very close for a group cruise at Christmas time. "Suzanne, that sounds great. I'd love to see how I can be of assistance," you say. "Who is planning on going?"

She then relates that it will be a mix of her husband's family and hers, which includes: Suzanne, her husband and two children; both sets of parents; her husband's brother, his wife, and their two teens (ages 15 and 13); her sister (age 28) and her husband (age 29).

You start asking about everyone's hobbies and interests. Suzanne and her husband, Charles, enjoy family-oriented activities with their kids, which include arts and crafts, biking, swimming, and dining together. Charles' parents are newly retired and interested in a trip where they get to relax, but also enjoy some fun activities at their leisure like dancing, shopping, and laying around on the beach. Suzanne's parents, although still working, take trips to destinations several times a year. They consider themselves foodies and wine connoisseurs. Marissa, Suzanne's sister, and her husband Mike are relative newlyweds having only been married about two years. They are young entrepreneurs who have started their



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own Pilates and fitness training studio. They love to eat healthy, enjoy physical activities such as hiking, biking, running, and treasure quiet moments together.

You're jotting all this info down and starting to formulate possible options for the family. "Oh!" Suzanne excitedly exclaims, "This trip is even more special because my sister is pregnant with her first child!" This stops you in your tracks.

"Congratulations! That's exciting news," you respond. "How far along is your sister?"

"She told us she's about 8 weeks. We are so excited, and a Christmas cruise would be the perfect way to celebrate the pending arrival!"

Essay Questions:

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

- Given the current timeline for the pregnancy and the cruise, what do you need to advise Suzanne? Why? What would you say and how?
- What are other qualifying questions should you ask before preparing your recommendations?
- What other options for a holiday cruise would you suggest to Suzanne? What cruise line, ship, and itinerary?
- What other cruise line, ship, and itinerary would you recommend? Why?
- What features and benefits would you present to Suzanne regarding your choices?



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- What objections or challenges to closing the sale could you face? How would you overcome them?