

# ASSIGNMENT D3: Case Study—Jordan and Megan Davis

**Please complete this assignment by typing your answers into the assignment answer sheet provided on your Resource CD.**

No matter where you're based, you will almost certainly have clients who want to travel in and around North America. You'll need to have an idea of what each region offers, and be able to find out what options will meet your clients' budgets and expectations. This assignment resembles a real-life possibility that you may experience yourself.

- a. Read the case study below.

*Jordan and Megan Davis are a young married couple with no children. They finally have some time off work, and have come to you to book their holiday. They would like to go somewhere in North America for a 5 to 7 day break in September. Their budget is \$2,000.*

- b. Review Jordan and Megan's specifications below.
  - They don't mind where they go, as long as it's warm (not hot).
  - They don't want to go anywhere that's too busy. They especially don't want to go anywhere with lots of children.
  - They're willing to go to a beach or city, but they want to be able to relax and go at their own pace.
  - They'd like to be able to do some sightseeing. Jordan and Megan are both into North American history and culture.
  - They'd like to stay in a nice (not too high-end) hotel, and would like to have a variety of options in the area to choose from.
  - They'd like their trip to be as relaxing as possible for their budget. They don't want to go far away if it means a long flight or bus ride.
  - Their \$2,000 budget has to cover their transportation and accommodation, as well as their spending money. You'll need to keep this in mind.

- c. Using the information that Jordan and Megan have given you, write up a proposal for their trip. You should include the following:
- The destination.
  - How far it is from your location (your clients are coming to you, so your location is theirs, too).
  - How they'll get there, and how long it will take.
  - How long they'll stay.
  - Where they'll stay. Are meals included?
  - What they can do while they're there.
  - A break-down of the costs. How much will the transportation, accommodation, and sightseeing cost? How much money will they have left over for spending? They will have to have enough for the entire duration.

Write a short paragraph explaining why you've chosen these travel plans. Refer back to Jordan and Megan's specifications.

Be creative, and feel free to personalize their trip.

After you have completed the assignment, save it on your computer as **D3TG9999** where 9999 is your student number.

***Read the lesson text titled "Mexico, South America, and the Caribbean."***

## **ASSIGNMENT D4:** Mexico, South America, and the Caribbean Trivia

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