



# Audio-Technica

## Hurricane Wilma No Match for Maritz Experience

- Client's customers on Mexican trip found themselves in the path of a hurricane, seemingly with no escape
- Maritz performed the almost-impossible; lined up transportation and accommodations out of harm's way
- Unlike thousands of other travelers stranded for the duration, Audio-Technica participants were home and dry quickly

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### Situation

Audio-Technica, a leading manufacturer of high-end microphones, wanted to show appreciation to its best customers by treating them to a week of sun and fun in Cancun, Mexico. They asked Maritz Travel to plan a memorable trip. Guests arrived in Cancun on Saturday, and the week got off to a great start. The weather was perfect. But by Wednesday morning, Maritz Travel staff was concerned by reports that Hurricane Wilma was headed their way. They understood that protecting customer relations and limiting any sales downtime was essential. Audio-Technica executives agreed that they should prepare to evacuate as soon as possible. The Maritz team set about finding a solution that would minimize disruption to the guests.

### Solution

Maritz soon found that the airlines were shutting down reservations to reduce their risk of getting stranded by the storm. Charter airlines were also reluctant to come to the rescue. Then the Mexican government announced a mandatory evacuation of the Cancun hotels to a local university. Knowing our customers would be housed with 400-500 other evacuees and required to sleep on the floor, the Maritz staff refused to accept the solution.

"We will always feel a debt to the work the Maritz staff did behind the scenes, to their complete and total unselfishness and dedication, and to their undying belief that it would all end up okay."

*Audio-Technica*  
*Vice-President of Sales*

Drawing on years of experience, and working with their extensive network of vendors, Maritz identified an alternate solution. By 6 p.m. that day, rooms two hours inland had been secured for Audio-Technica's guests. They were evacuated the following morning by chartered motor coaches. A Maritz-arranged chartered flight transported everyone to Dallas on Sunday morning for connecting flights home.

### Results

While 40,000 tourists and corporate meeting participants remained stranded in Cancun with no air conditioning and inadequate shelter, Audio-Technica program participants were spared the worst of the storm, and returned to homes and businesses with little lost time.

For more information, please visit Maritz Travel at [www.maritztravel.com](http://www.maritztravel.com) or call (877) 4 MARITZ.