

from the Michigan Film Office...

DOWNTOWN DETROIT MARRIOTT HOTELS REACH 3,200 ROOM NIGHTS IN FILM PRODUCTION BUSINESS YEAR-TO-DATE

Film sector on pace to double '07 revenues from all of company's area properties

Business: Renaissance Center Marriott, Marriott Courtyard-Downtown,
Detroit, Michigan

Most recent developments:

- Film business revenue surpasses \$300,000 in just first three months of new film incentive legislation
- Three movies, three TV pilots make up initial activity; comparable to one major convention booking

Recent projects: *Prince of Motor City, Prayers for Bobby, The Job, The Saint*

Profile:

Signature downtown hotel, the nation's tallest, and companion property across Jefferson Avenue have continued a resurgence since being taken over by Marriott Corporation in 2003. Bucking the economic trend, the film business has become by far the two hotel's fastest growing sector in overall revenue.

Key Developments:

- Created special toll-free number and "Marriott's in Michigan" web page, creating a one-stop shop for productions' concerns, office space, services, etc., while also showing hotels geographic proximity to shooting locations.
- Working with building owner General Motors to provide production office space in the RenCen office towers.
- Offering discounted hotel food and beverage, plus coupons for local dry cleaners, restaurants and other businesses.
- Added one full-time staffer to work directly with film production companies.

Quote from Judy Dufour, Director of Sales and Marketing, Detroit Marriott at the Renaissance Center

"In this era of decline in most industries within Michigan, it is so refreshing to see growth from this ambitious, and quite effective initiative. This new business will support the bottom line of our two hotels in downtown Detroit through a very difficult 2008, and we see it continuing into 2009 and beyond. Not just a hotel stay, it is pure economic impact; with taxi dollars, car rentals, equipment, office space, restaurant visits, shopping, staffing, and so much more. We've needed some good news, and this has been a sure win for everybody."

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