



JW MARRIOTT. BUCHAREST GRAND HOTEL

Market

Marriott International, Inc. is a leading worldwide hospitality company. Its heritage can be traced to a root beer stand opened in Washington DC, in 1927 by J. Willard and Alice S. Marriott. Today, Marriott International has nearly 2,800 lodging properties located in the US and 66 other countries and territories.



As a leader in the hospitality industry, Marriott's global diversity commitment encompasses every business unit worldwide and is designed to meet the growth and profit opportunities inherent in ever-changing populations and markets.

In Romania, JW Marriott Bucharest Grand Hotel competes, on the upscale hotel market, along the other major players in the field.

Achievements

Only one year after its launch in Romania in 2000, JW Marriott Bucharest Grand Hotel turned into one of the most profitable and successful business units of Marriott International. In 2002, the Sales and Catering Team of JW Marriott Bucharest Grand Hotel was awarded Team of the Year for Continental Europe by Marriott International. The same year, Marriott International awarded JW Marriott Bucharest Grand Hotel the title for Market Most Improved. Two years later, JW Marriott Bucharest Grand Hotel was awarded the Leader of the Year 2004 by Marriott International Inc., followed by the Special Achievements and Extraordinary Leadership Award offered to the Total Hotel Revenue Management Team and Sales and Events Team in 2005.

Kurt Strohmayer was nominated General Manager of the Year 2005 by House of Guides publishing house.

History

The story of the future Marriott International, Inc. starts in 1927, when a pair of newlyweds from Utah opened a nine-stool root beer franchise on

the busy 14th Street in Washington, D.C., charging thirsty patrons "five cents for a frosty mug." J. Willard and Alice Marriott's tiny soda fountain quickly became one of the capital city's most popular eateries. Customers could count on quick service, low prices and good food dished up in a clean and friendly atmosphere.

The 1940s brought its share of expansion opportunities for the Marriott family. In 1947, Marriott launched an ambitious expansion program. In just ten years the company nearly quadrupled its 22 locations to 80, spread out across twelve states from New York to Florida, Utah and Texas. The company's traditional restaurant and food service businesses similarly continued to prosper. By the end of the 1960s, American diners in many large towns and cities could

choose among a half dozen different Marriott restaurant brands, all within an easy drive of home.

In less than ten years, Marriott built properties worth more than US\$ six billion, making the company one of the world's largest real estate developers. In 1988, Bill Marriott was named CEO of the Year by Chief Executive Magazine. Fortune included him in its list of the "25 most fascinating" business leaders.

In April 2000, the company hits its goal of opening the 2000th hotel under the Marriott flag.

The year 2000 also marked the opening of Marriott Bucharest Grand Hotel. In March 2004, it became the first JW Marriott in Continental Europe.

The exclusive JW Marriott collection has been defined as an "approachable luxury" hotel. Its portfolio includes 32 award-winning properties in sought-after global locations and has been widely hailed for its world-class service, gourmet food alternatives and unique business facilities and amenities.

Situated in the heart of Bucharest, JW Marriott Bucharest Grand Hotel has been the five-star choice of European Royalty, Presidents, international dignitaries and any other travelers seeking luxury; it is known for its impeccable services, architectural grandeur and gracious hospitality.

Product

JW Marriott Bucharest Grand Hotel offers impeccably delivered service and elegant

surroundings, allowing its customers to relax and focus on their business in the best conditions possible.

Situated in the business district of bustling Bucharest, "a city in the city", JW Marriott Bucharest Grand Hotel brings modern sophistication to an emerging Eastern European gateway. The hotel is suitably located across the road from the Parliament Palace (the largest building in Europe), in the heart of the financial district and in the vicinity of most ministries.

The JW Marriott is the option for an accomplished achiever: up to 402 deluxe rooms and suites, six restaurants and bars, a Convention Centre, World Class Health Academy, Grand Avenue shopping gallery, Grand Casino, and Grand Offices providing first class office space.

At the JW Marriott Bucharest Grand Hotel, customers enjoy a level of luxury that's hard to resist, including business centre and executive lounge available round the clock, room service and exclusive in-room amenities. This is complimented by butler service and valet parking, available upon request.

In addition to tastefully arranged accommodation, the hotel offers many other enhanced leisure and business facilities that turns travel into a pleasure for its customers, such as the World Class Health Academy including indoor swimming pool, health and fitness centre, squash courts, sauna and massage, steam bath, whirlpool, aerobics, and spa facilities.

JW Marriott Bucharest Grand Hotel is the best choice when it comes to enjoying exceptional cuisine in a refined atmosphere, offering a deeply satisfying choice in its restaurants and bars: Cupola - Modern Classics,



offering a stylish a la carte menu, with modern interpretations of classic table-side preparations; Cucina - The Italian Kitchen which delights through exceptional Italian food; Champions - The American Sports Bar and Restaurant, creating the special atmosphere of being among Champions during sporting events or perhaps a game of pool; Vienna Café - The Austrian Coffee House, which perfectly combines fine Viennese coffees, an appetising cake buffet and live classical music; Pavilion Lounge - International Bar open 24-hours a day.

The JW Marriott Bucharest Grand Hotel provides the best place for meetings and special events. It can accommodate all kinds of events in its two ballrooms, the Grand Ballroom and Constanța Ballroom, as well as in another ten function rooms and exhibition spaces boasting state-of-the-art technical equipment, all offering space to accommodate up to 1,500 people. If all its meeting rooms happen to be busy, its expert team is able to cater for any event, anywhere.

Recent Developments

At the end of 2005, JW Marriott started a new bedding initiative. Most Marriott hotels and resorts and Marriott Executive Apartments have replaced the traditional bedspread with down duvets nestled inside crisp sheets. The new bedding offers thicker, more comfortable mattresses with the addition of a two- to four-inch mattress topper and more pillows. So far,



628,000 beds in approximately 2,400 Marriott hotels worldwide, across eight brands, have begun to acquire a more luxurious look and feel.

Marriott's bedding makeover is a component of The New Look and Feel of Marriott, which presents a fresh approach influenced by the foremost innovations in design, technology, culinary expertise, service and comfort, on offer in the company's hotels throughout the world.

Marriott closely monitors lifestyle trends to cater for its guest's preferences. For this reason, another initiative of Marriott International, Inc. was the launch of a new culinary range in November 2004. In response to the success of its "Fit for You" breakfast program, Marriott Hotels & Resorts, a brand of Marriott International, Inc. initiated a program that now covers lunch and dinner restaurant menus, concierge-level selections, room service and catering menus.

The "Fit for You" program at the JW Marriott Bucharest Grand Hotel caters for guests' personal dietary regimens with carb-conscious, low-cholesterol, low fat and other dietary offerings.

Health-conscious travellers are able to find food and beverages that match their diet and lifestyle when on the road or at business events.

Promotion

JW Marriott Bucharest Grand Hotel develops proactive PR activities and initiatives that best convey its corporate messages and reach its audiences, such as the initiation of the JW Golf Cup, the International Bartenders' Competition and the Vienna Ball.

The JW Golf Cup was launched in 2005 with the aim of offering an opportunity for the hotel's most important partners to meet in pleasant and elegant surroundings. The event was organised under the patronage of the Romanian Golf Federation. The competition also continued in 2006, its second edition, which enjoyed the appreciation of the participants and good media coverage.

Another traditional JW Marriott event, the International Bartenders' Competition, has been taking place every year since 2002 in Champions, The American Sports Bar and Restaurant. Organised under the supervision of

the International Bartenders Association, the competition brings Romanian talent together with the best bartenders in Europe, all exhibiting the skills, passion and enthusiasm that the art of bartending requires. Started in November 2002 with the First Champions Flair Crash, this event had a huge impact on the HoReCa market, encouraging the development of the

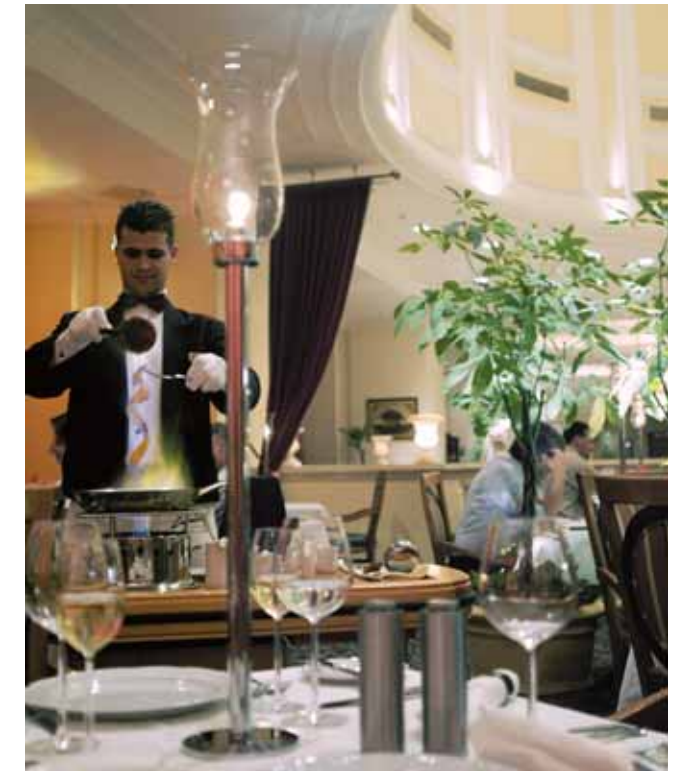
next step in bartending - flaring (professional performance bartenders).

In 2006, JW Marriott organised the first Viennese Ball in Bucharest, the most exclusive event of the year, enjoying high-level participation and the performance of the famous Viennese orchestra, Schönbrunner Schlossorchester und Ballet.

The event served a humanitarian purpose, as the hotel donated 20,000 euros to charity organisations, which support the social reintegration of homeless children and work to prevent child abandonment.

Other activities included New Year's Eve parties in the hotel's restaurants, Grand Ballroom and Constanța Ballroom; Valentine's Day celebrations; 8th March (Women's Day) events; Halloween parties; Cinco de Mayo Mexican party; all of these have been successful events where people come every year to enjoy truly unforgettable moments.

In Romania, as in every other country in which it operates, the JW Marriott Hotel reflects its corporate policies by supporting different



organisations, such as: United Way Romania, one of the most well-known organisations developing rehabilitation programs for people with disabilities; Concordia Ploiești, another organisation integrating young people into society. The Spirit to Serve Community programme similarly offered financial and material support to the communities affected during the floods in 2005, through donations to the Pro Romania Foundation.

Brand Values

Three main ideals serve as the foundation of all aspects of Marriott's Spirit to Serve. These are The Spirit to Serve the customer; through attention to detail, openness to innovation, and creativity in serving customers; The Spirit to Serve associates, which stems from the unshakeable conviction that "people are the most important asset"; The Spirit to Serve the community, which is demonstrated every day by associational and corporate support of local, national, and international initiatives and programs.

THINGS YOU DIDN'T KNOW ABOUT

JW MARRIOTT

- › JW Marriott comes from John Willard Marriott, the founder of the Marriott corporation
- › The Marriott Corporation was originally known as Hot Shoppes, Inc.
- › Laundry department washes weekly around 16,000Kg of sheets and towels, and almost 2,000Kg uniforms, using approximately 250Kg of detergents
- › Housekeeping department changes weekly: 11,256 sheets, 19,698 pillow sheets, 50,652 towels and 5,628 bathrobes
- › Banquets and restaurants use every month over 500 kinds of wine and more than 4,000 wine bottles