



Fairfield Inn and Suites by Marriott Brooklyn finds niche with production companies

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According to Bonnie Goodman, director of sales at the Fairfield Inn and Suites by Marriott Brooklyn, the hotel has become the go to place for production companies for meetings and their stay overs. The hotel was developed and built by Troutbrook/Freud Development.

After receiving the Trip Advisor Top 1% Hotel Award, the hipster hangout re-booked for the second half of the year the 495 Production company and film crew that works on many of Bravo Channels programming. Additional production companies that have become loyal repeat customers are Park 2 Productions the company that produces shows for PBS and Animal Planet and own The Oprah Winfrey Network. Goodman said that she is pleased with having the Magic Elves Co. and its employees as a client and guest because she is able to hear about all the exciting places they go visit as this is the company that produces the Travel TV show.

While the data indicates that Brooklyn borough's unemployment to be higher than that of the MSA and State; job growth is accelerating according to a HVS report (the hotel market intelligence company) in many an Industry. According to HVS, Brooklyn-based film and television productions increased hiring by more than 50% in the past four years. Goodman adds that she hopes to capitalize on this niche customer base in the coming year and hopes to announce several large accounts that will also utilize the hotel because of its close proximity to the Barclays Nets Arena.

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