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MOTOR CITY SUCCESS STORY: NEW TERMINAL WILL BOOST DETROIT'S IMAGE, INTERNATIONAL PRESENCE

Detroiters say Edward H. McNamara Terminal / Northwest WorldGateway is area's most important building project, will increase business opportunities in Detroit

DETROIT (January 28, 2002) – Detroit-area residents say the new Edward H. McNamara Terminal / Northwest WorldGateway at Detroit Metro Airport will improve the city's image and create a more attractive business climate, according to a study conducted by Northwest Airlines and Wayne County.

The study asked residents from the seven-county Detroit metro area how the new terminal would affect the city. Nearly 84 percent said the terminal will improve the image of Detroit nationally, while more than 78 percent said it would increase the amount of people who want to do business in the Detroit area.

"This new, state-of-the-art terminal will serve as the gateway to Regional Detroit," said Detroit Regional Chamber President and CEO Richard E. Blouse Jr., CCE. "The impact it will have on our economic development initiatives and improving the overall image of our region will be immeasurable."

According to data from the Detroit Metropolitan Convention and Visitors Bureau, more than 17 million visitors traveled to Detroit in 2000, the last year statistics were available, and that number has increased every year since 1993. Further, visitors spent upwards of \$5.1 billion in Detroit in 2000, representing a 13 percent increase from 1999.

"The new terminal will greatly aid the Detroit Metropolitan Convention & Visitors Bureau's mission to market and sell the Detroit metro region to business and leisure visitors," said Larry Alexander, president and CEO, Detroit Metropolitan Convention & Visitors Bureau. "We know the importance of first impressions, and if the new terminal is the first thing visitors see when they arrive, we'll be off to a good start in forming a positive impression of our destination."

"We're excited about our new terminal and the chance to show off Detroit and Wayne County as a destination for tourists and business travelers alike," Wayne County Executive Edward H. McNamara said. "I'm proud to call this area my lifelong home, and the people of southeast Michigan can take pride in this magnificent new facility."

"Northwest is committed to the city and people of Detroit," said Northwest CEO Richard Anderson. "It's a key hub, and we're pleased that this airport terminal will continue to build Detroit's reputation."

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Long known as “Motown” for its music heritage and as the Motor City for the presence of General Motors, Ford, Daimler/Chrysler and other automotive-related companies, Detroit has undergone a transformation to become an entertainment destination as well. In particular, the downtown area has undergone significant rebirth.

Comerica Park, completed in 2000, became the home of baseball’s Detroit Tigers, while adjacent Ford Field will serve as home of the NFL’s Detroit Lions beginning in the fall. Three new downtown casinos have also attracted visitors to the city. And Compuware Corporation, a software manufacturing and consulting company, is relocating its headquarters from the Detroit suburb of Farmington Hills to downtown. This move came on the heels of General Motors moving its headquarters downtown, to the refurbished Renaissance Center.

More than one-quarter of respondents (26 percent) said the new airport terminal was the most important of the recent construction projects, finishing higher than any of the other choices – the Compuware relocation, the casinos, Comerica Park, the renovation of the Renaissance Center and Ford Field.

Terminal is Boon for International Travelers

International travelers account for 10 percent of people who visit Detroit for business or pleasure, and that’s a figure that local leaders hope to increase with the new terminal’s user-friendly design for international travelers.

The terminal has 10 dedicated international gates in the center of the main concourse, with dual loading bridges for widebody jets, as well as a large Customs and Immigrations facility that can process 3,200 passengers (or eight full 747s) in one hour.

The new terminal also has seven international luggage carousels, and international passengers with domestic connections can claim their luggage, proceed through the security checkpoints, recheck luggage, and then take an escalator or elevator to the center of the main concourse. International-to-domestic connection times in the new terminal will average just 31 minutes.

Upon completion of the terminal, Northwest will be the only carrier to have integrated international arrivals and domestic departures in the same building in all three of its hubs.

“This terminal represents one of the finest international hub facilities in the country,” Anderson said. “International passengers will make it an airport of choice when connecting, and that, in turn, will reinforce Detroit’s role as both an international city and a city of stature around the world.”

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About the Study

Results based on a poll of 300 adults in the seven-county Detroit DMA (dominant market area), conducted by telephone Jan. 3-6, 2002. The randomly selected sample is statistically significant. With a sample of this size, the results are considered accurate to within ± 5.6 percentage points. These data were statistically weighted to ensure the sample's regional, income and age/sex composition reflects that of the entire Detroit metro area according to the most recent Census data.

About Northwest Airlines and the Edward H. McNamara Terminal/Northwest WorldGateway

Northwest Airlines is the world's fourth largest airline with hubs at Detroit, Minneapolis/St. Paul, Memphis, Tokyo and Amsterdam. With 2,400 daily departures, Northwest and its partners serve more than 750 cities in 120 countries on six continents. Based on statistics compiled by the U.S. Department of Transportation, Northwest was the most on-time U.S. airline among the seven largest network carriers for the period 1990-2000. Together with Wayne County, Mich., Northwest is opening a new \$1.2 billion domestic and international airport terminal on Feb. 24, 2002, which includes 97 gates, 18 luggage carousels, 1.5 miles of moving walkways, along with two express trams capable of carrying 4,000 passengers per hour.

Wayne County's Detroit Metropolitan Airport is undergoing one of the most dramatic transformations of any airport anywhere. In addition to the new Edward H. McNamara Terminal / Northwest WorldGateway, the airport also recently opened a new 10,000 ft. runway, and within just one month, Metro will open a brand new airport South Access Road providing a second primary entrance to the airport off of another major area interstate highway. Together with the opening of the new McNamara Terminal, these projects mark the culmination of a multiyear capital improvement program, which will make Metro Airport one of the finest air transportation gateways in the world.

For more information on the terminal, refer to <http://www.newdetroitterminal.com> or contact Northwest Corporate Communications at 612-726-2331 or Wayne County at 734-942-3558.

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