



Why Invest in 21c Museum Hotels

Accor Global Development Brochure
October 2021



We Live At the Corner of Curiosity.

A transformative 21st-century hospitality experience, combining a multi-venue contemporary art museum, genuine hospitality, and a chef-driven restaurant. Locally rooted, yet globally engaged.

Museum

A unique new model in hospitality – a *museum* hotel – free and open to the public 24/7, 365 days a year, where locals and guests are encouraged to explore site specific installations, visit rotating curated exhibitions throughout our public spaces, and participate in regular cultural programming.

Founded by contemporary art collectors, 21c has grown to be one of the largest multi-venue contemporary art museums in the world and North America's only collecting museum dedicated solely to art of the 21st century. The exhibits include work from the 21c Collection as well as loans from artists and other private and public collections.



Service

We say “YES.” True hospitality is generosity of the spirit and it begins with the word “yes.” We say “yes” to our guests and “yes” to one another.

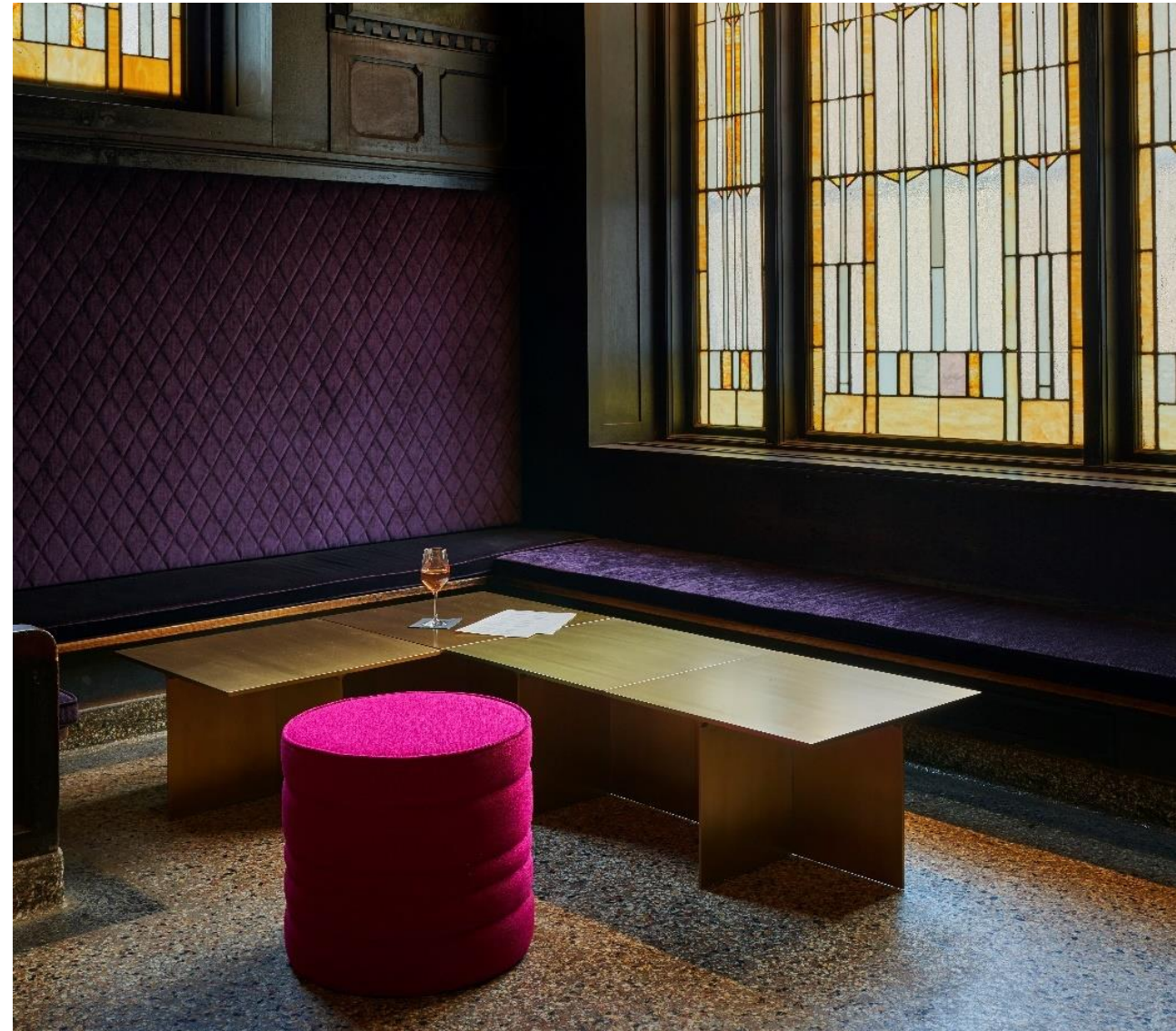
21c prides itself on being not just an innovative and exciting cultural institution, but also on being one of the most accessible and inclusive. Our teammates feel well cared for and in turn, they are able to take great care of our guests and visitors. A visit to 21c leaves you feeling enriched and eager to share the unique experience with others.



Food + Beverage

Restaurants at 21c are chef-driven, locally inspired, and independently branded. Each restaurant is a great stand-alone restaurant that just happens to be in a hotel, attracting locals and guests alike.

Our executive chefs and their dedicated culinary and beverage teams are committed to partnering with local farmers and purveyors, supporting the local economies, and celebrating the regional culinary traditions of each destination.



Global Brand Comp Set

LIFESTYLE BOUTIQUE



NOMAD

TRANSFORMATIVE














COLLECTIONS



AUTOGRAPH COLLECTION®
HOTELS

CURIO
A COLLECTION BY HILTON™

Locations

	Louisville, Kentucky	(open 2006)
	Cincinnati, Ohio	(open 2012)
	Bentonville, Arkansas	(open 2013)
	Durham, North Carolina	(open 2015)
	Lexington, Kentucky	(open 2016)
	Oklahoma City, Oklahoma	(open 2016)
	Nashville, Tennessee	(open 2017)
	Kansas City, Missouri	(open 2018)
	Chicago, Illinois	(open 2020)
	Des Moines, Iowa	(under development)
	St. Louis, Missouri	(under development)



Louisville



Located downtown on Museum Row
in 19th-century tobacco and bourbon
warehouses

March 2006

Opening Date

91

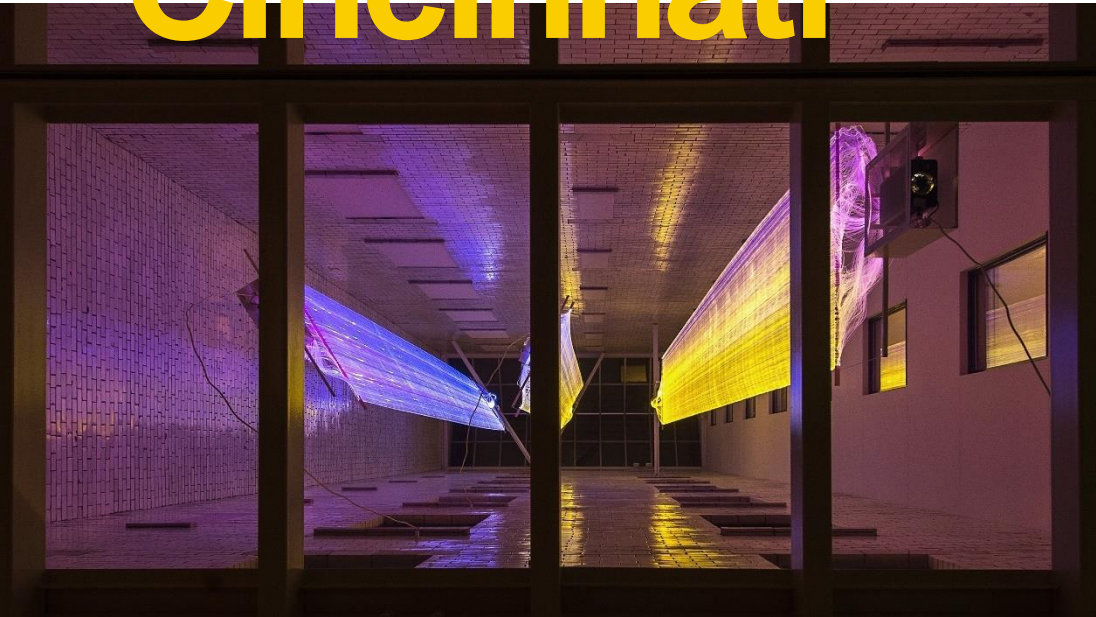
Rooms

9,000

Square Feet of Exhibition Space

PROOF
ON MAIN

Cincinnati



Located in a historic 1912 Metropole hotel, Joseph G. Steinkamp & Brother architects

November 2012

Opening Date

156

Rooms

8,000

Square Feet of Exhibition Space



METROPOLE



Bentonville



New construction on vacant lot adjacent to courthouse and town square in downtown

February 2013

Opening Date

104

Rooms

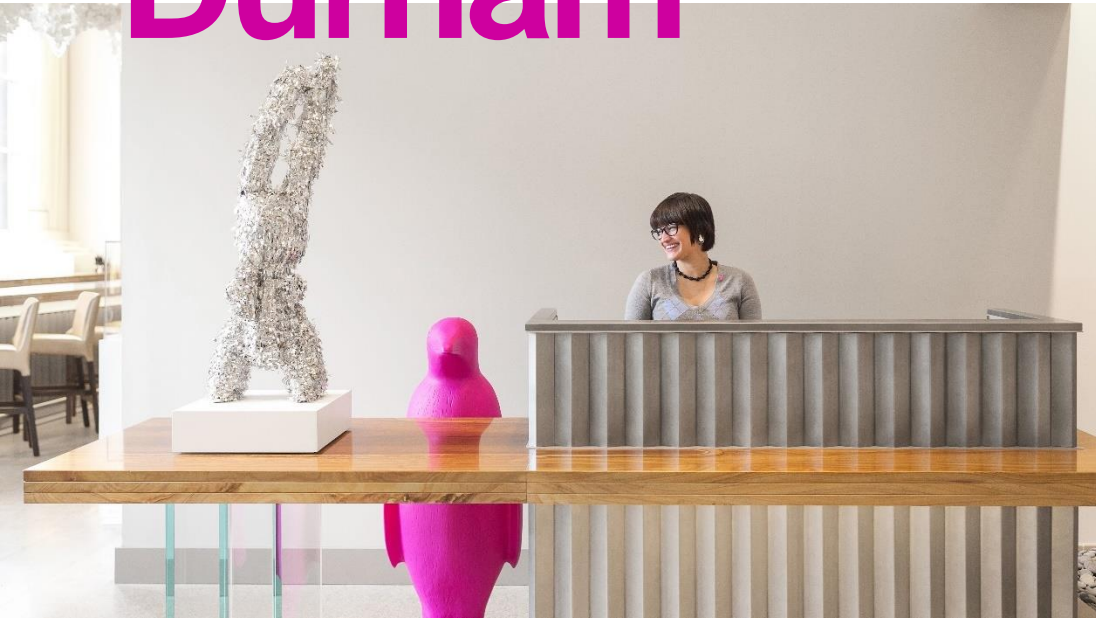
12,000

Square Feet of Exhibition Space

the Five



Durham



Located on the square in the 1937 Hill Building, Shreve, Lamb, and Harmon architects

March 2015

Opening Date

125

Rooms

10,000

Square Feet of Exhibition Space



Lexington



Located in the heart of downtown in the 1914 Fayette National Bank Building, McKim, Mead & White architects

March 2016

Opening Date

88

Rooms

7,000

Square Feet of Exhibition Space

LOCKBOX



Oklahoma City



Located downtown in the historic Ford Motor Company Assembly Plant, Albert Kahn architect

June 2016

Opening Date

135

Rooms

14,000

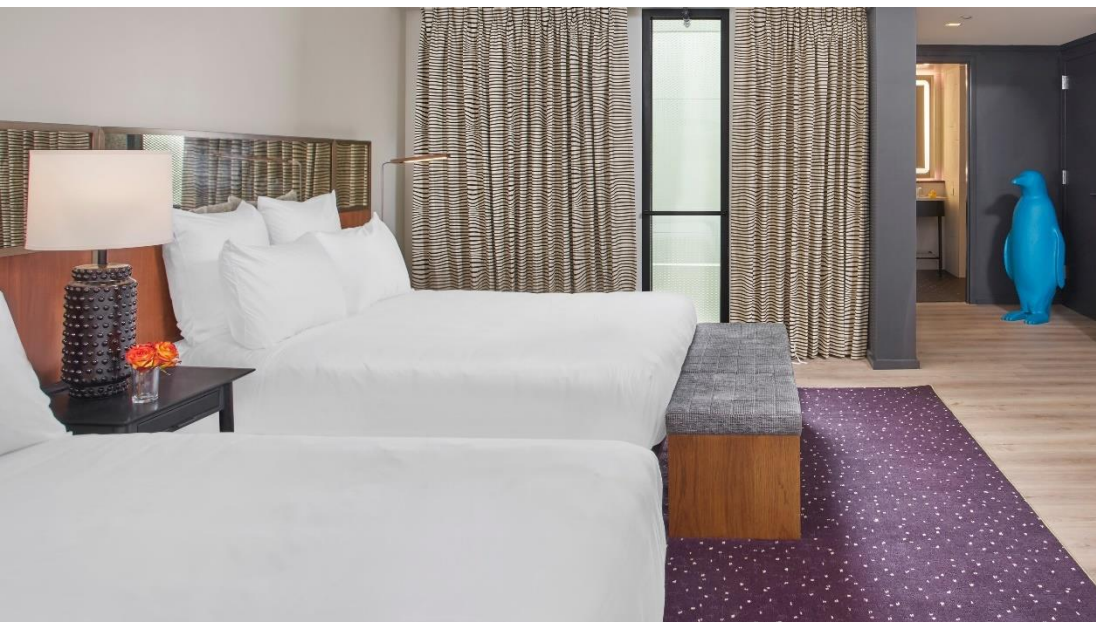
Square Feet of Exhibition Space

**MARY
EDDY'S**

KITCHEN × LOUNGE



Nashville



Located Downtown in the historic
Gray and Dudley Hardware Building
on 2nd Ave. North

May 2017

Opening Date

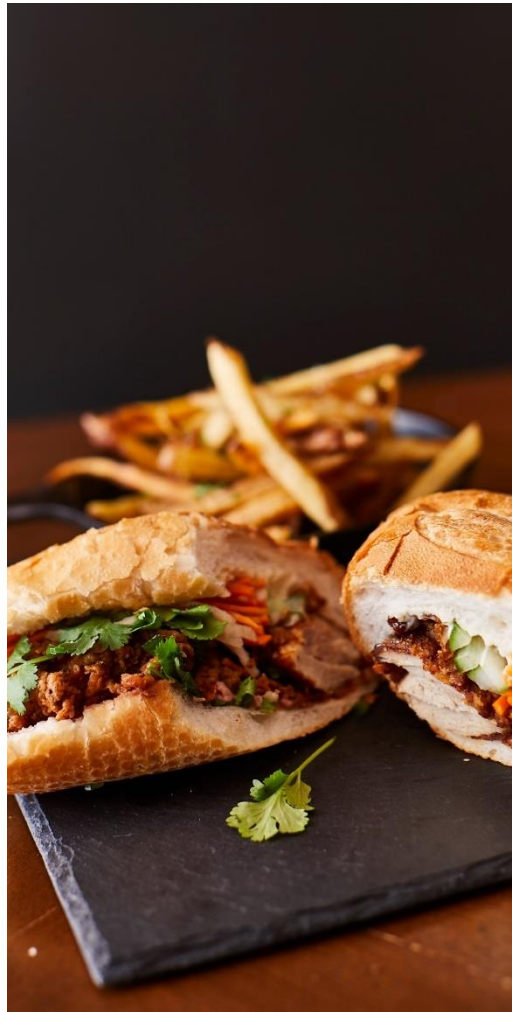
124

Rooms

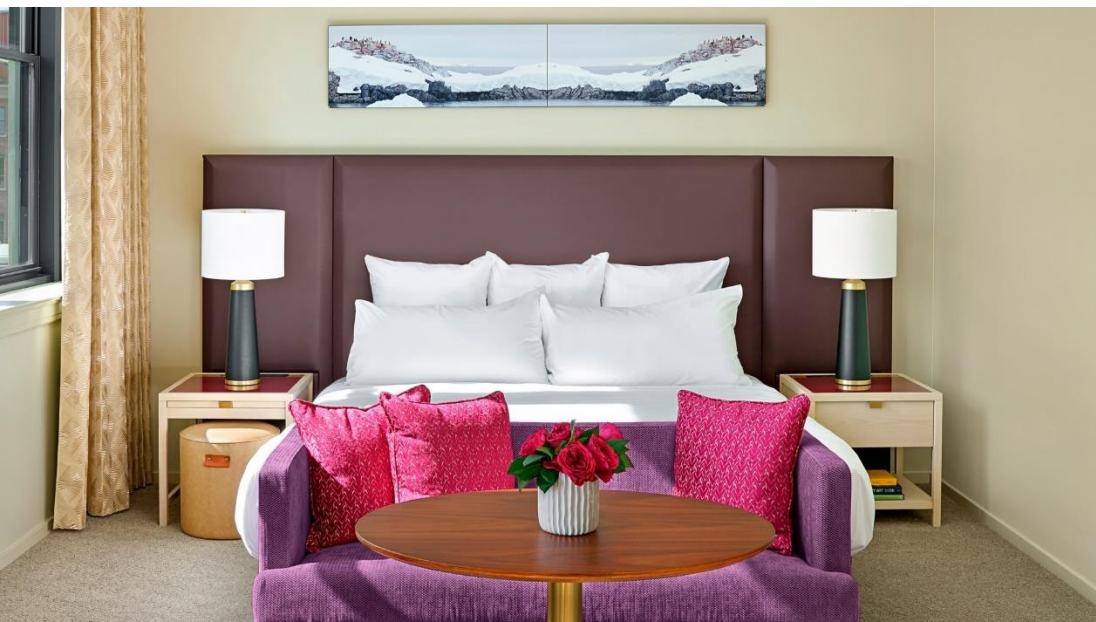
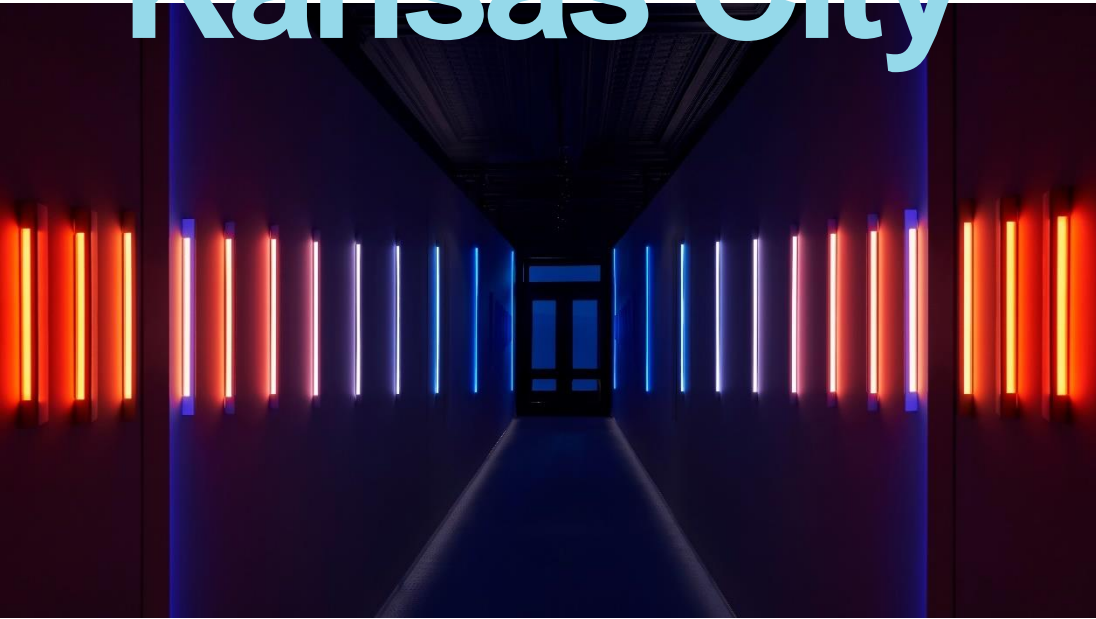
10,500

Square Feet of Exhibition Space

**GRAY &
DUDLEY**



Kansas City



Located downtown in the Financial District in the historic Savoy Hotel and Grill, S.E. Chamberlain, Van Brunt and Howe architects

July 2018

Opening Date

120

Rooms

6,200

Square Feet of Exhibition Space

**THE
SAVOY**
— AT 21c



Chicago



A conversion of the former James Hotel in the Magnificent Mile, steps from Michigan Avenue

February 2020

Opening Date

297

Rooms

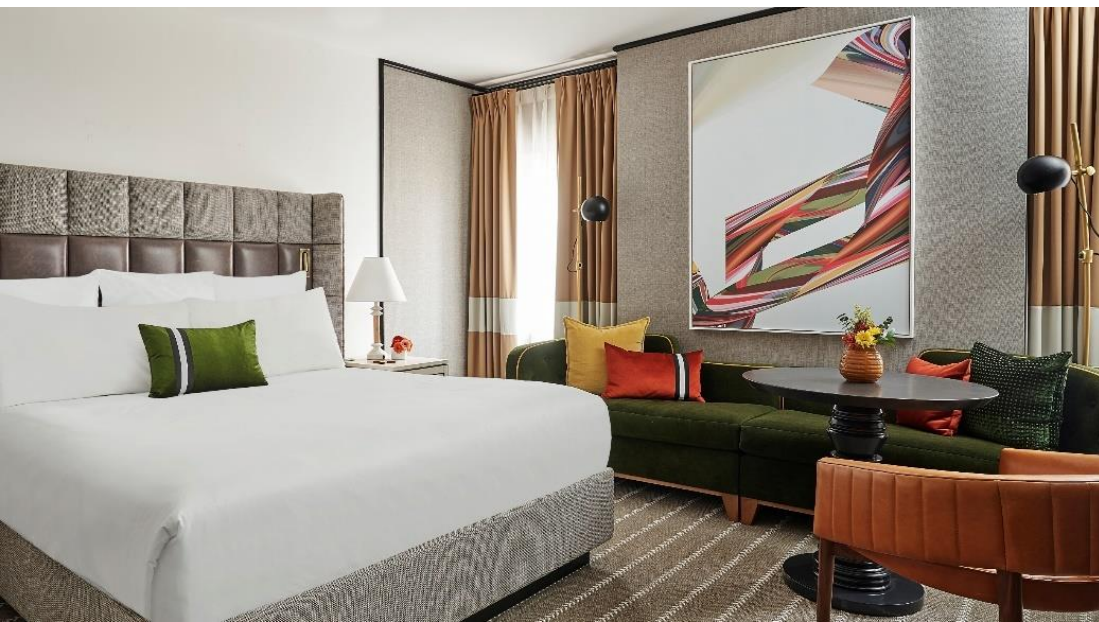
10,000

Square Feet of Exhibition Space

lure
FISHBAR



St. Louis



Adaptive reuse of the former YMCA St. Louis, located at 16th St. and Locust

2022

Opening Date

173

Rooms

14,000+

Square Feet of Exhibition Space

NuovoRE

Development partner



Des Moines



21c Museum Hotel Des Moines, located at The Fifth, a mixed-use development in the heart of downtown Des Moines

2023

Opening Date

131

Rooms

7,000

Square Feet of Exhibition Space

**Mandelbaum
Properties**

Development partner



Brand Passions



Arts & Culture

Rotating Curated Exhibitions + Site Specific Installations + Cultural Programming



Community

Locally rooted, Globally engaged



Genuine Hospitality

We say YES

A Passion for Art



A space for contemporary art.

A multi-venue contemporary art museum where public areas double as galleries to showcase curated exhibitions and cultural programming that are free and open to the public 24/7/365.

Curated Exhibitions

A dedicated team of museum professionals, led by Chief Curator and Museum Director Alice Gray Stites, draw from the ever-growing 21c Collection of nearly 3000 works including painting, sculpture, installation, photography, film, video, performance, and digital art acquired by 21c Founders Laura Lee Brown and Steve Wilson to curate and install rotating exhibitions.



A Passion for Communities



Locally rooted, globally engaged.

21c supports urban revitalization, civic connection, and community engagement. Unique and authentic food & beverage concepts are developed in response to the building and community. Museum programming is developed in response to the local needs and interests and serves as a means of bringing locals and visitors together through shared conversation, culture, and connection.

A Passion for Extended Hospitality



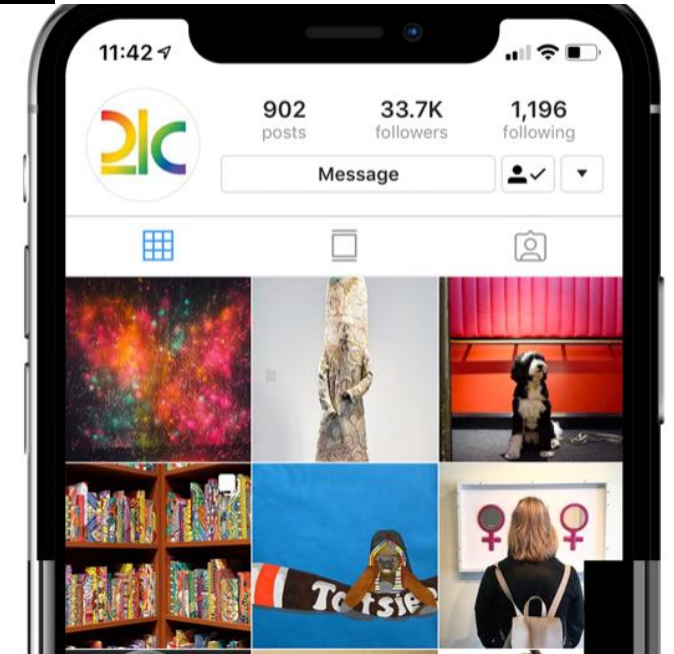
Hospitality extended.

21c's "We Say Yes" approach to genuine hospitality is extended through refined yet comfortable spaces enhanced through thoughtful design touches reflecting our ethos #detailsmatter.



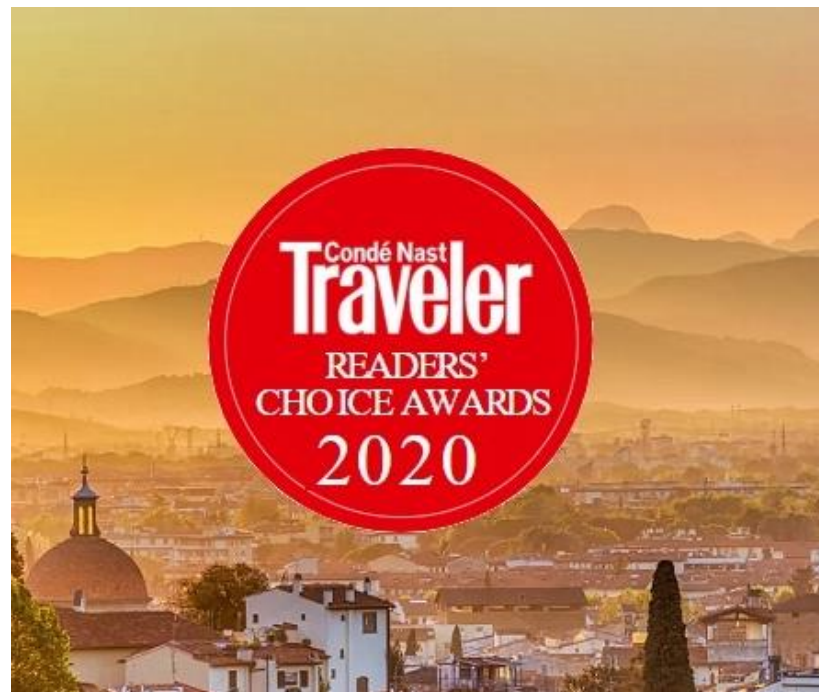
PUBLIC RELATIONS

4,248,100,000
total reach in 2019



BRAND WEBSITE

1.3M web
visitors in 2019



SOCIAL MEDIA

f	100,040*
📷	86,250*
🐦	13,225
✉	407,960

*total all profiles

Recognized with Conde Nast Traveler's 2020 Reader's Choice Award



7 hotels hit the list in 2020

TOP 20 HOTELS IN USA/MIDWEST

- #1 21c Museum Hotel, Cincinnati
- #9 21c Museum Hotel, Oklahoma City
- #13 21c Museum Hotel, Kansas City

TOP 10 HOTELS IN WORLD

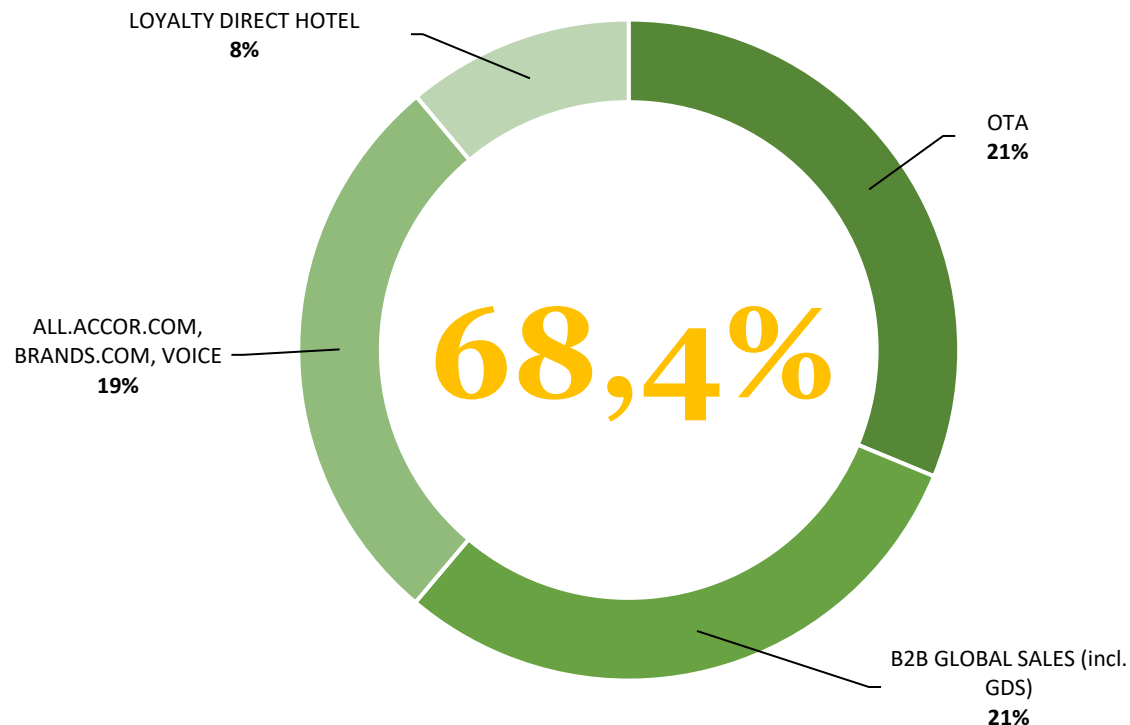
- #20 21c Museum Hotel, Cincinnati
- #34 21c Museum Hotel, Bentonville

TOP 20 HOTELS IN USA/THE SOUTH

- #4 21c Museum Hotel, Bentonville
- #5 21c Museum Hotel, Lexington
- #10 21c Museum Hotel, Louisville
- #16 21c Museum Hotel, Nashville

Central Brand Delivery powered by Accor

For Premium Room Nights based



FOCUS WEB
(ACCOR WEB + WEB PARTNER)

1,5M ROOM NIGHTS

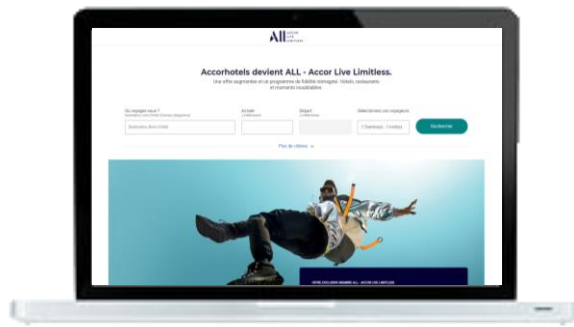
€208M ROOM REVENUE

Central Brand Delivery: CBD (%)

CBD (Central Brand Delivery) measures the business in room nights brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System - CRS), Loyalty & Sales. A 70% CBD means that 70% of the room nights of an hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

NEW booking engine & App

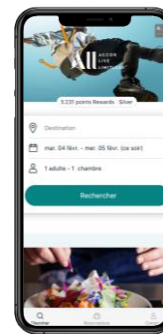
1 MULTIBRAND PORTAL + **1 LIFESTYLE COMPANION APP** + **18 BRAND.COM WEBSITES**
ALL.ACCOR.COM **ACCOR ALL**



- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

NEW in 2020:

- **All Safe label visibility** on digital experience to rest-assure guests during the pandemic
- Launch of **Apartment & Villas** website dedicated to Branded Residences and Extended Stay hotels



- **> 50%** Mobile and App visits
- **1** Download every minute
- **> 4,3/5** app ratings
iOS: 4,5/5 & Android: 4,3/5



- **21C.COM** plugged to **ALL.ACCOR.COM**

NEW loyalty programme

THE ONLY LIFESTYLE LOYALTY PROGRAM

NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK

OFFERING EXTENDED OPPORTUNITIES
TO EARN & REDEEM POINTS

NEW BENEFITS

- 38 Brands and +
- Suite Night Upgrade
- F&B outside a stay

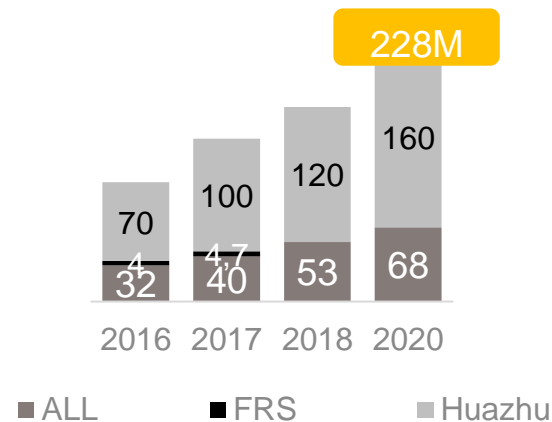
NEW PARTNERSHIPS

- PSG – Games / Net media value +€200m to ALL
- AEG – Worldwide arenas & festivals
- IMG – Taste festivals

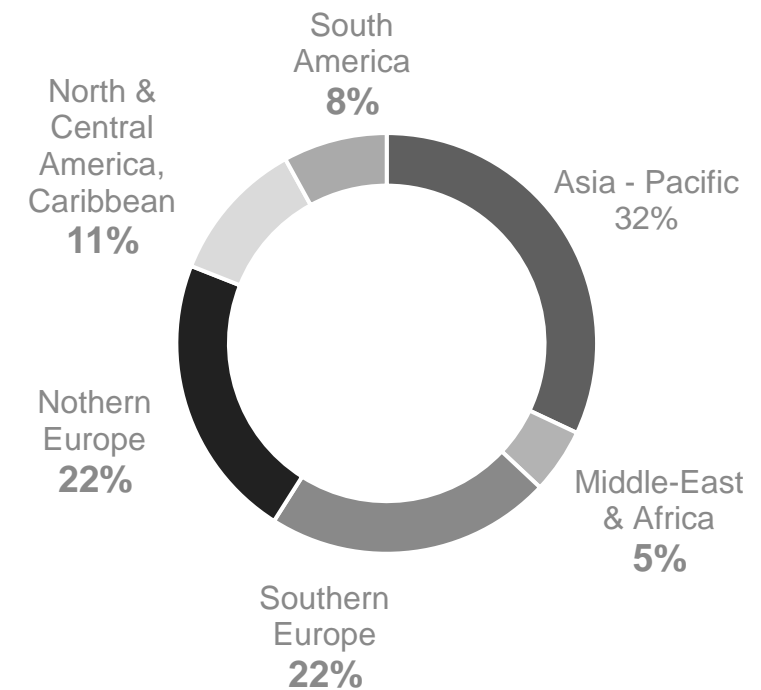


THE FAST GROWING LOYALTY PROGRAM

- **68M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



THE MOST GLOBAL LOYALTY PROGRAM



Development Criteria

Programming & Development

HOTEL	AAA ultra city center location, historic conversion		WORLDWIDE		PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
	RECOMMENDED NUMBER OF ROOMS	200 keys	150 keys				
	ROOM AVERAGE SIZE	378 sq ft	378 sq ft				
	TGFA / ROOM	850 GSF	750 GSF	INTERNATIONAL CAPITALS KEY CITIES & RESORTS	<div></div>	<div></div>	
	FOOD & BEVERAGE	11,200 GSF 1-3 meal F&B outlet		MAJOR DOMESTIC DESTINATIONS	<div></div>	<div></div>	
	WELL-BEING	3,000 GSF Fitness Spa Swimming		OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	<div></div>	<div></div>	
	MEETINGS	15,000 GSP (doubles as exhibition space) Ballroom Main Gallery					

THANK YOU

