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

TRANSFORMATIVE

COLLECTIONS

THOMPSON HOTELS

ACE HOTEL

NoMad

KIMPTON® HOTELS & RESTAURANTS

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

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March 2006
Opening Date

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91
Rooms

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9,000
Square Feet of Exhibition Space
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
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
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
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
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
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
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
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
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.
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
- Facebook: 100,040*
- Instagram: 86,250*
- Twitter: 13,225
- Email: 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 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

**TOP 10 HOTELS IN WORLD**
- #20 21c Museum Hotel, Cincinnati
- #34 21c Museum Hotel, Bentonville
Central Brand Delivery powered by Accor

For Premium Room Nights based

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
   ALL.ACCOR.COM
   - 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

1 LIFESTYLE COMPANION APP
   ACCOR ALL
   - > 50% Mobile and App visits
   - 1 Download every minute
   - > 4,3/5 app ratings
     iOS: 4,5/5 & Android: 4,3/5

18 BRAND.COM WEBSITES

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

Official figures as of end 2019
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

Official figures as of end 2019
## Development Criteria

**Programming & Development**

<table>
<thead>
<tr>
<th>Category</th>
<th>Prime Locations</th>
<th>Secondary Locations</th>
<th>Airports Suburbs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AAA ultra city center location, historic conversion</strong></td>
<td>200 keys</td>
<td>150 keys</td>
<td></td>
</tr>
<tr>
<td><strong>Recommended Number of Rooms</strong></td>
<td>200 keys</td>
<td>150 keys</td>
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<tr>
<td><strong>Room Average Size</strong></td>
<td>378 sq ft</td>
<td>378 sq ft</td>
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<tr>
<td><strong>TGFA / Room</strong></td>
<td>850 GSF</td>
<td>750 GSF</td>
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<tr>
<td><strong>Food &amp; Beverage</strong></td>
<td>11,200 GSF</td>
<td>1-3 meal F&amp;B outlet</td>
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<td><strong>Well-Being</strong></td>
<td>3,000 GSF</td>
<td>Fitness</td>
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<td>Spa</td>
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<td>Swimming</td>
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<tr>
<td><strong>Meetings</strong></td>
<td>15,000 GSP</td>
<td>Ballroom</td>
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<td>Main Gallery</td>
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