



At the corner of curiosity.

21c is 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.

21cmuseumhotels.com



RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 21C \ ART SERIES
MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS
THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1



LIFESTYLE - PREMIUM
INTERNATIONAL 4/5 STARS

#1

MULTI-VENUE ART MUSEUM
IN NORTH AMERICA
75,000+ SQUARE FEET
OF EXHIBITION SPACE

92%

REPUTATION
PERFORMANCE
SCORE

3

YEARS IN A ROW
AWARD WINNING
CONDÉ NAST TRAVELER
READER'S CHOICE

Global footprint of 11 hotels OPEN + PIPELINE

NETWORK → 9 HOTELS
1,240 ROOMS

PIPELINE → 2 HOTELS
305 ROOMS

1 COUNTRY	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
United States of America	9	100%	1,240 +305

Development

New Built & Conversion	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●	●	
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●	●	

Upcoming openings

Saint Louis, U.S.A. - 173 rooms (2021)
Des Moines, U.S.A. - 131 rooms (2022)

Top 3 unique selling propositions

MUSEUM

Rotating, curated exhibitions, free to the public and open 24/7, 365 days a year.
21c is one of the largest contemporary art museums in the world and North America's only collecting museum dedicated solely to art of the 21st century.

X HOSPITALITY

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.

X 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.

Passions

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.

Communities

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.

Extended Hospitality

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.

Programming

ROOMS	● AAA ⁽¹⁾	● WORLDWIDE
— Average number of rooms	● 200	● 150
— Room average size ⁽¹⁾ (sft)	● 378	● 378
— Total Gross Floor Area ⁽¹⁾ (sft)	● 850	● 750
FOOD & BEVERAGE 11,200 sft GFA ⁽²⁾	1-3 meal F&B outlet	
WELL-BEING 3,000 sft GFA ⁽²⁾	Fitness Spa Swimming pool	
MEETINGS, EVENTS & OTHERS 15,000 sft GFA ⁽²⁾	GFA ⁽²⁾ doubles as exhibition space Ballroom Main Gallery	

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20% (2) GFA: Gross Floor Area (square feet)

Customer profile

BUSINESS	66%	34%	LEISURE
DOMESTIC	95%	5%	INTERNATIONAL

Top 5 flagships to visit

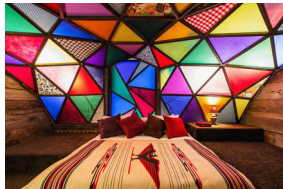
BENTONVILLE
U.S.A.



CHICAGO
U.S.A.



LOUISVILLE
U.S.A.



NASHVILLE
U.S.A.



OKLAHOMA CITY
U.S.A.

