



21c Museum Hotel Feasibility & Economic Impact

Durham, North Carolina

Hunden Strategic Partners completed a hotel market and economic impact analysis for the City of Durham for the proposed 21c Museum Hotel. HSP’s work included market analysis, financial and economic impact modeling. The project is a 125-room boutique hotel and is unique in that it is housed in the historic Hill Building and features rotating contemporary art collections.

The project is located in downtown Durham in close proximity to Carolina Theatre, Durham Performing Arts Center and Durham Convention Center. This centralized location will draw not only visitors from outside the community, but local residents as well. 21c will benefit the Durham by renovating a historic structure, drawing more tourism downtown, generating a cutting-edge cultural activity and inducing culinary tourism via a destination restaurant. HSP conducted a local hotel market analysis and competitive set review to understand how the project will compete in the market. HSP conducted an economic impact analysis to show how 21c would induce new visitors and spending to the City of Durham.

21c Museum Hotels began with one 90-room outpost in Louisville, Kentucky in 2006. The company has recently opened two new properties, a 156-room hotel in Cincinnati, Ohio and the 104-guestroom hotel in Bentonville, Arkansas.

Client: City of Durham

Time Period: 2013