



## 21c Museum Hotel Market & Economic Impact Study

*Louisville, Kentucky*

Mr. Hunden completed the feasibility study and application review for the Kentucky Tourism Development Act (KTDA) tax incentive program for a proposed 21c Museum Hotel in Louisville. His work included a market analysis, financial modeling and impact modeling. The award-winning project is a 90-room boutique hotel and is unique in that it houses the developers' contemporary art collection and creates an interactive art experience throughout the hotel.

The idea behind the project was to renovate an historic structure, drawing more tourism, generating a cutting-edge cultural activity and inducing culinary tourism via a destination restaurant. A full analysis was conducted, including a survey of the art-travel world to understand the ability of the proposed hotel to induce demand to the market. An analysis was also conducted of the culinary travel market to understand the number of people annually who may travel from outside of Kentucky for a memorable meal at the proposed restaurant.

The 21c Museum Hotel, which opened in April 2006, is one of the only hotels of its kind in the U.S., featuring a contemporary art museum. It has outperformed the market in every measure. It has drawn a significant amount of positive press in travel, art and leisure magazines and the hotel was voted in 2009 as the Top Hotel in the United States in the *Conde' Nast Traveler* Reader's Choice Awards. The restaurant, Proof on Main, was selected as one of the best new restaurants of 2006 by Esquire Magazine.

**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2003