

Brand Update February 2024



HARD ROCK
CAN'T STOP THE
MUSIC
SINCE '71

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SCHOOL OF  **HARD ROCK™**



In 1971, two shaggy-haired Yanks opened an American diner in an old Rolls Royce dealership in London. It had nothing to do with market studies or target audiences. It didn't even have anything to do with memorabilia. That was just a goof: Clapton wants to save his favorite table - sure, we'll put the guitar on the wall. Four decades, 50+ countries and 180+ Hard Rock Cafes and almost 30 hotels later, we're still saving tables for our rock star friends, and for millions upon millions of their fans.



LIVING OUR MOTTOS

While music is the heart of Hard Rock, philanthropy is its soul, and Hard Rock International is committed to making a difference through a wide variety of philanthropic causes and activities. For more than 45 years, Hard Rock International has made it both its business and its abiding passion to make the earth a safer, healthier and better place to live. Since opening in 1971, Hard Rock International has been committed to two consistent brand pillars- music and philanthropy. In 2016, Hard Rock International launched the Hard Rock Heals Foundation, a global charity that aims to improve lives through the power of music. Hard Rock's guiding principle, "Love All – Serve All," encompasses the brand's dedication to its core mantras – "Save The Planet," "Take Time To Be Kind" and "All is One."

LOVE ALL—SERVE ALL
TAKE TIME TO BE KIND
ALL IS ONE
SAVE THE PLANET



Music is our essence. It can create mood and memories. It can make you move or tuck you in. It has a powerful effect on creativity. It can make you want to leave, or it can make you want to stay. Ignore it at your peril, it is a brand differentiator and we take it very seriously. Our guests should never leave us and hear the same sounds at the mall or the airport food court that they just heard at the hotel. Our playlists are created in-house, loving hand crafted by our rabid team of music zealots. Remember that mix tape you made for your high school crush? Well our programmers have a crush on our hotels. That's why they are always blushing. And their record collections are huge. But love is a two-way street, and that's one reason why the Vibe Manager at each property is vital. Their input and expertise, their physical presence on the ground, is crucial in properly executing the music program.

MUSIC IS OUR ESSENCE.
IGNORE IT AT YOUR PERIL.



OUR Set list

76	countries
184	cafes
36	hotels
13	casinos
7	live venues
35,000	live music events
83,000	priceless memorabilia icons

Regional Breakdown

Americas:

Atlanta (Reverb)

Atlantic City

Biloxi

Cancun

Daytona Beach

Guadalajara

Hollywood, FL

Los Cabos

New York

Orlando

Punta Cana

Riviera Maya

Sacramento

San Diego

Sioux City

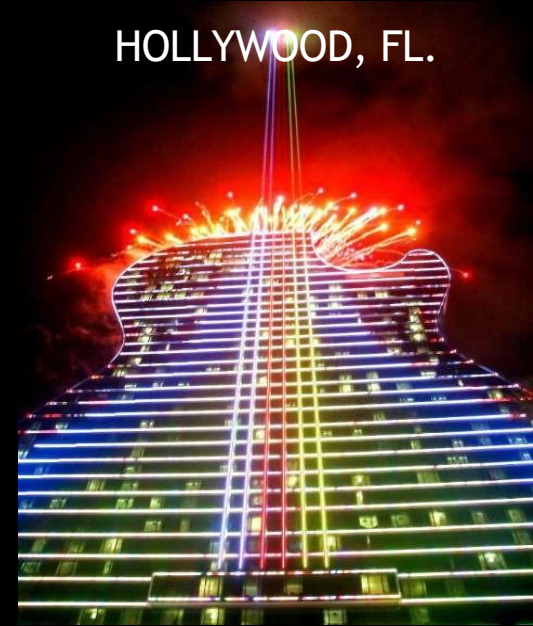
Tampa

Tulsa

Vallarta



HOLLYWOOD, FL.



NEW YORK NY.



Regional Breakdown

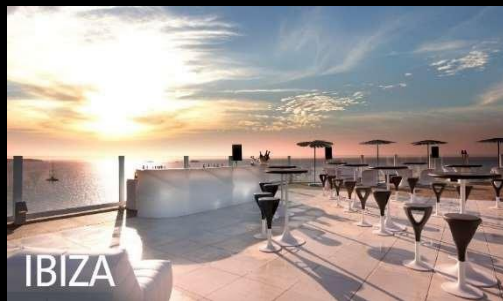
EMEA:

Budapest

Davos, Dublin

Ibiza, Madrid, Marbella

Tenerife



Regional Breakdown

APAC:

- Bali
- Dalian
- Desaru Coast
- Goa
- Maldives
- Pattaya
- Penang
- Shenzhen



songdivision[®]
UNITE AROUND YOUR
PURPOSE USING MUSIC

rock om
Experience | feat. DJ Dree & More!

SCHOOL
OF ROCK



Hard Rock[®]
HOTEL



Clean the World[™]

JEFF NOLAN / HARD ROCK
MUSIC & MEMORABILIA
Consultant

BREAKOUT
MEETINGS AT HARD ROCK HOTELS

EXPERIENCE HARD ROCK AS IT WAS MEANT TO BE

picks.



wax.



THE SOUND OF YOUR
STAY[®]

tracks.



Recent Openings

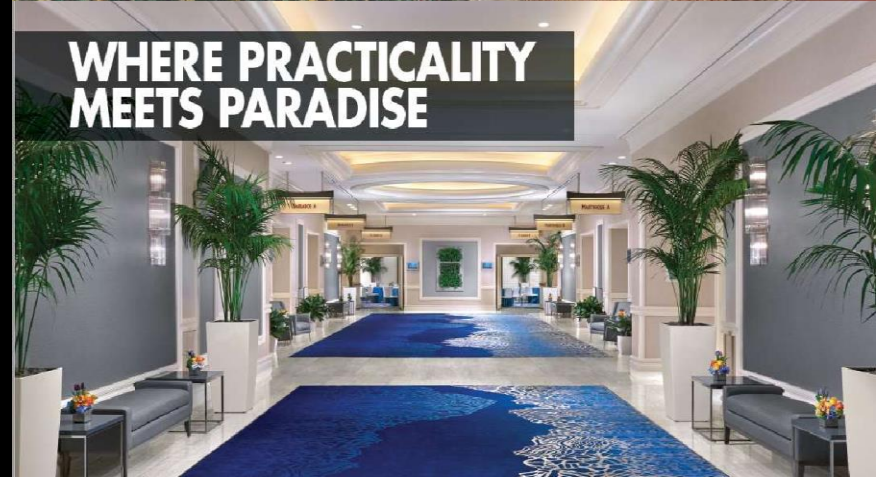




- *Acquired by Hard Rock International December 2022*
- *3044 spacious guest rooms and suites*
- *11,000 sqm Convention centre with over 40 meeting rooms able to accommodate up to 8,650 pax in its plenary room.*
- *Located on the Las Vegas Strip*
- *5 acres of tropical pools, lagoons and waterfalls.*
- *Beatles LOVE Cirque De Solei show*
- *Shows from Terry Fator, Boyz2Men, Matt Goss and more!*
- *13 Food and Beverage outlets*



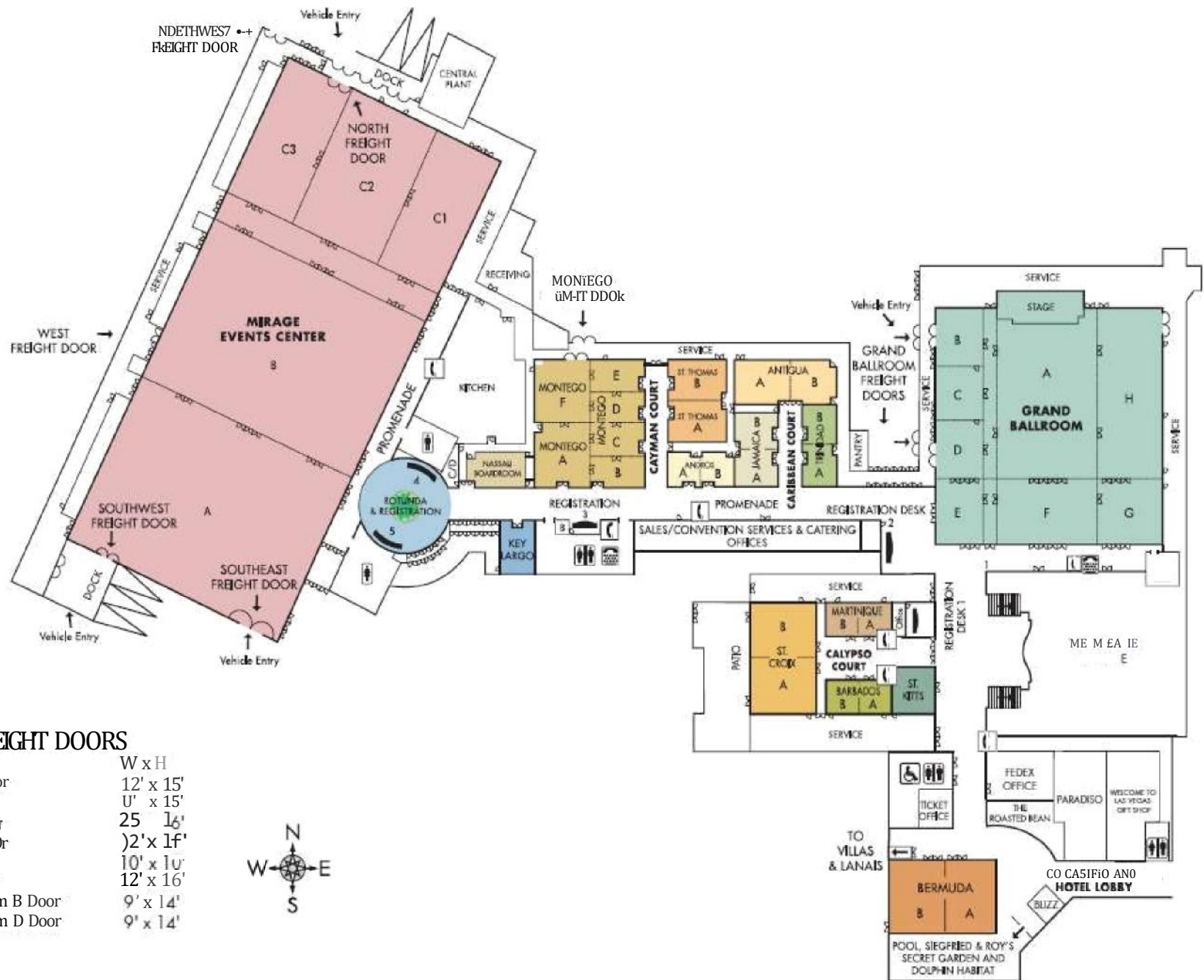
**WHERE PRACTICALITY
MEETS PARADISE**











FREIGHT DOORS

Location	W x H
North West Door	12' x 15'
North Door	11' x 15'
South East Door	25' x 16'
South West Door	22' x 14'
West Door	10' x 10'
Monlego Door	12' x 16'
Grand Ballroom B Door	9' x 14'
Grand Ballroom D Door	9' x 14'







- *Opened July 2022*
- *384 spacious guest rooms*
- *Convention centre for 500 pax with 8 meeting rooms, ceiling height 4m, natural daylight*
- *Located in Located in Puerto Banus. Marbella – under 40 minutes from Malaga airport*
- *Two outdoor swimming pools*
- *Indoor swimming pool, spa and Bodyrock Gym*
- *Rooftop pool bar and The Eden Club experience*
- *Sessions restaurant and poolside terrace*
- *GMT Bar and outdoor terrace*







LOBBY





CLASSIC ROOM

Hard Rock
HOTEL
MARBELLA



EDEN POOL CLUB







SUN SOCIETY

MEETING SPACES

Our meeting rooms are graced with state-of-the-art equipment including projection, screens, in built sound system and adjustable lighting. Wi-fi and high-speed internet access is available. Any extra equipment will be quoted separately and has to be hired through an external company (such as technical support, specific microphone types, extra audio equipment...).

NAME	SQM	SQF	HEIGHT	COCKTAIL	THEATRE	SCHOOL	U SHAPE	BOARDROOM	BANQUET	CABARET
LEVEL 0										
WOODSTOCK (I + II + III)	553	5950	3,9	550	540	300			450	270
WOODSTOCK I	163	1754	3,9	150	130	100	46	50	130	78
WOODSTOCK II	166	1786	3,9	150	130	100	46	50	130	78
WOODSTOCK III	224	2410	3,9	240	240	130	56	60	180	108
PRE FUNCTION AREA		1	1							
LEVEL -1 (BREAKOUTS)										
AVALON I	186	2001	2,7	180	180	65	46	50	130	78
AVALON II	66	710	2,5	70	70	48	40	46		
AVALON III	40	430	2,56		40	24	20	24		
AVALON IV	44	473	2,56		40	18	20	24		
AVALON V	26	280	2,5		20		18	20		

Videos and Virtual Tours

VIDEO

Lobby

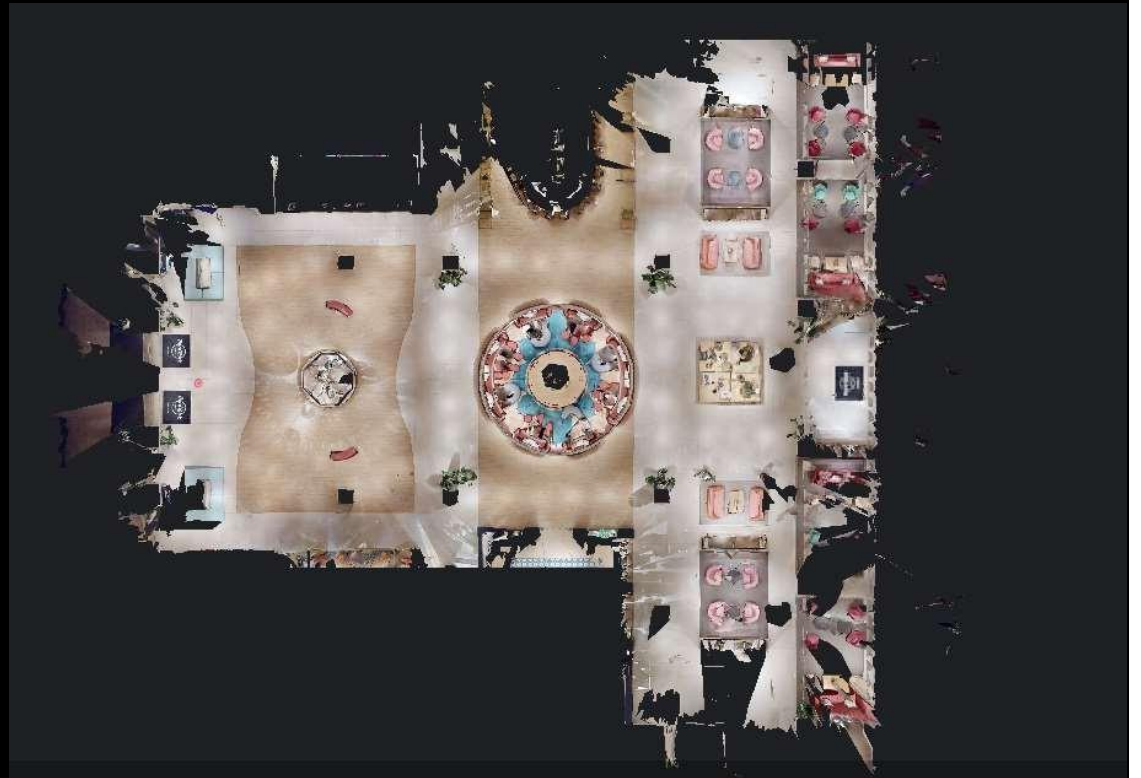
GMT +1 Bar

Sessions Restaurant

Eden Pool

Classic Bedroom

Roxy Meeting room





BUDAPEST

- *Opened April 2022*
- *136 bedrooms and suites*
- *Positioned in the middle of Budapest's Broadway, the city's buzziest theatres, clubs, and restaurants surround our hotel.*
- *Taste the rock star life at Sessions, our upscale restaurant, or at Constant Grind coffee shop and bar. Raise the roof with an event at Roxy, boasting stunning views of Budapest.*
- *155-square-metre meeting and event venue. Glass windows offer breathtaking views of downtown Budapest and the 100-square-metre outdoor terrace elevates meetings and cocktail receptions to new heights.*
- *Rock Royalty® Suite with an outdoor terrace*



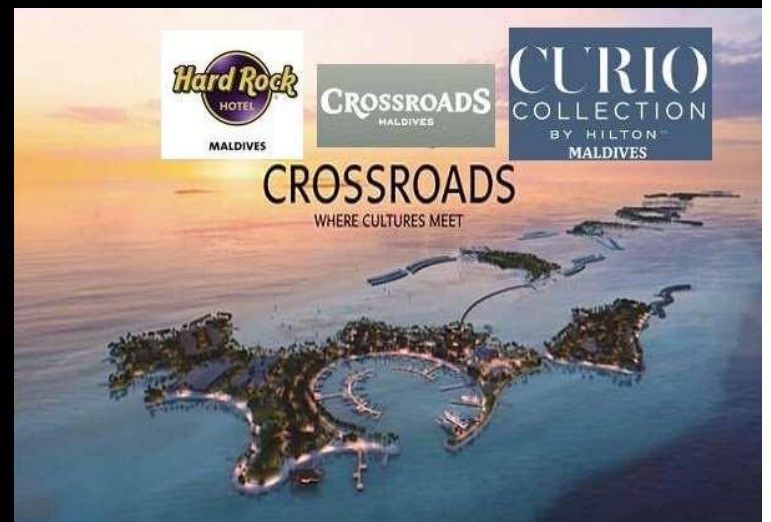
Hard Rock HOTEL DUBLIN

- *Opened February 2020*
- *120 bedrooms and suites*
- *Located within Dublin City Centre, on Lord Edward Street. Within walking distance of the top attractions in Temple Bar and many of Dublin's most visited landmarks and attractions including The Guinness Storehouse*
- *Zampas South American Restaurant and Constant Grind Coffee Bar. Zampas can be hired privately*
- *Rock Royalty® Suite with an outdoor terrace*
- *Rock Shop®*





- *Opened September 2019*
- *178 spacious guest rooms, suites, villas and overwater villas,*
- *Located in Emboodhoo Lagoon, the first integrated resort destination in the Maldives. Only a 15-minute boat ride from the airport.*
- *Direct access to The Marina @ CROSSROADS—an entertainment island with dining, shopping, and more.*
- *Hard Rock Café, Sessions Restaurant, Elephant & Butterfly beachside restaurant and bar*
- *CROSSROADS Event Hall for conferences. One of the largest rentable event spaces in the Maldives A multi purpose venue covering 423 SQM, soiree's at one of our dynamic food and beverage venues.*





- *Opened July 2021*
- *161 spacious guest rooms*
- *Located in Atocha District, Madrid – opposite Reina Sofia Museum and within Madrids ‘Triangle of Art’.*
- *Sessions restaurant serving a unique take on Spanish cuisine with unexpected culinary delicacies. With an open terrace overlooking the garden & swimming pool.*
- *RT60 rooftop terrace - Enjoy the unobstructed 360 views of Madrid from its rooftop bar, located on the 8th floor. Live music, tasty bites and strong libations!*
- *Near to some stunning external meetings spaces which we work closely with.*





- *Opened April 2022*
- *446 bedrooms and suites*
- *In the heart of Midtown Manhattan, steps from the Theater District, Rockefeller Center, Bryant Park, Fifth Avenue shopping, and entertainment venues: Madison Square Garden and Radio City Music Hall*
- *THE VENUE ON MUSIC ROW - An extraordinary bi-level entertainment event space with capacity for up to 400*
- *Rock Royalty® Suite with an outdoor terrace*
- *SESSIONS RESTAURANT & BAR with open-air terrace plus NYY Steak restaurant NYY offering sustainably sourced heritage steaks and local market fish*
- *RT60 ROOTOP BAR & LOUNGE - On the 34th floor, our show-stopping bar & lounge with two outdoor terraces that offer north and south facing city views*



Hard Rock Hotel NY – Rock Star Royalty Suite



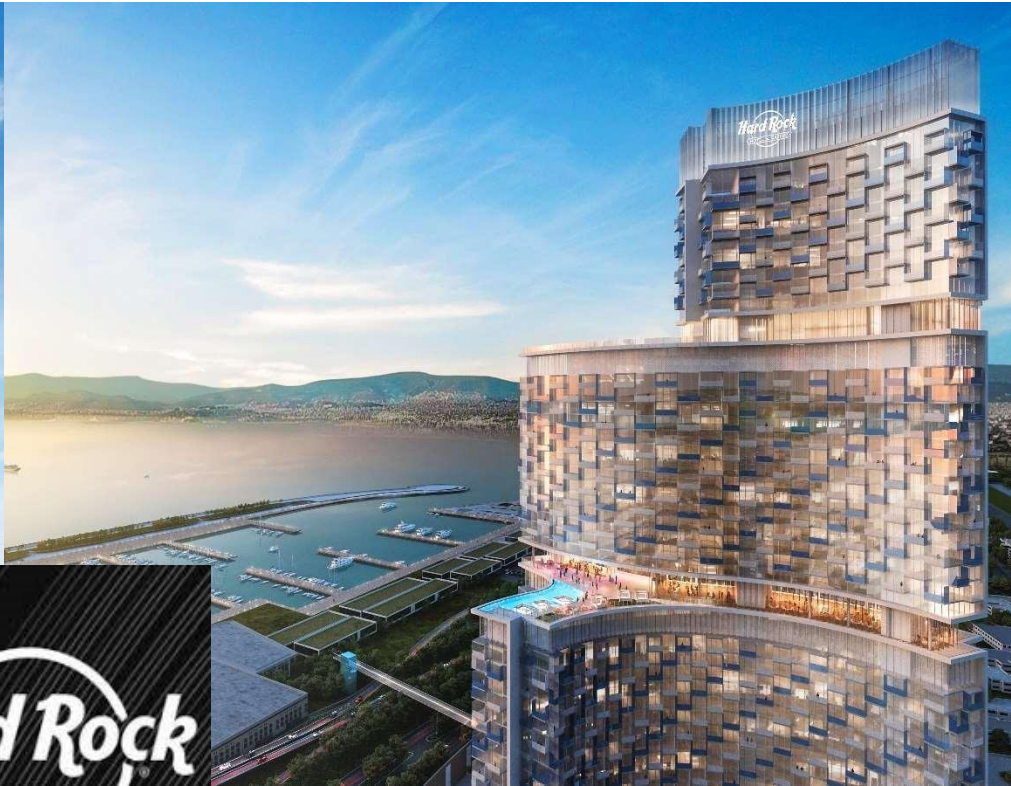
New
Openings
Coming
soon.....

Sao Paulo - Paulista

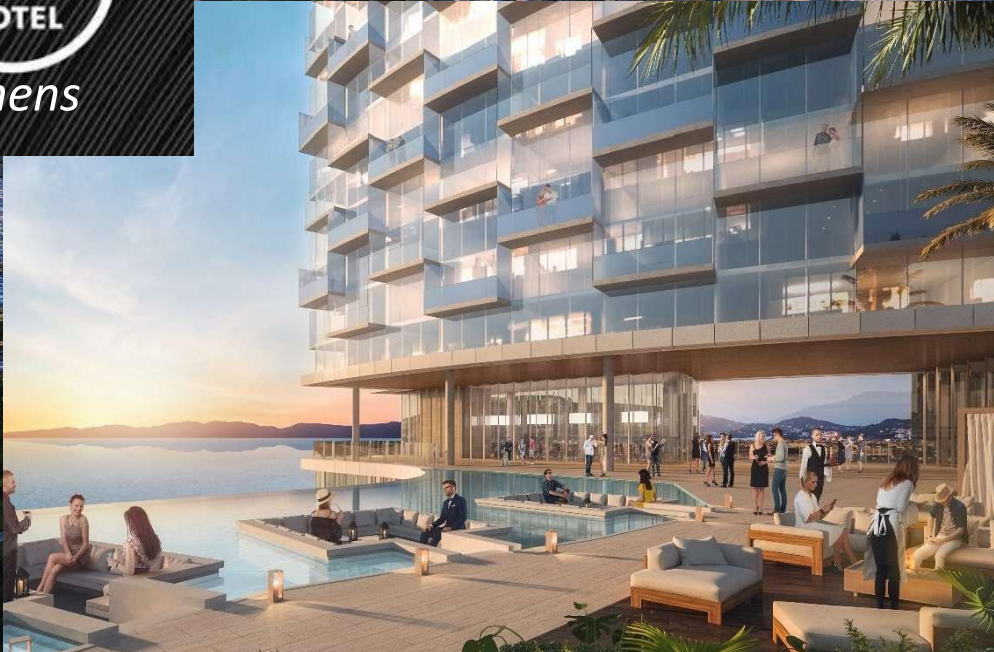


Malta - St Georges Bay





Hard Rock
HOTEL
Athens



Portugal - Algarve, Praia do Vau, Portimao





Hamburg St Pauli

Q & A