



Please Allow Me to Introduce Myself...

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Hard Rock has evolved into the one of the most exciting, sophisticated and energetic lifestyle brands in the world. From exhilarating music to authentic memorabilia, innovative signature restaurants to electrifying public spaces, Hard Rock is redefining globally what a lifestyle destination experience can be.

Hard Rock Hotels are internationally recognized as a leader in the hospitality industry. Around the globe our hotels offer unique and contemporary designs, world-class entertainment, incomparable service and one-of-a-kind brand programs, catering to modern travelers who seek a reprieve from traditional, predictable hotel experiences.

Stemming from our roots and infused in our core, guests will find MUSIC & ENTERTAINMENT that touches all generations and genres. Our authentic lifestyle brand delivers immersive, engaging, and electrifying experiences to all of our fans.



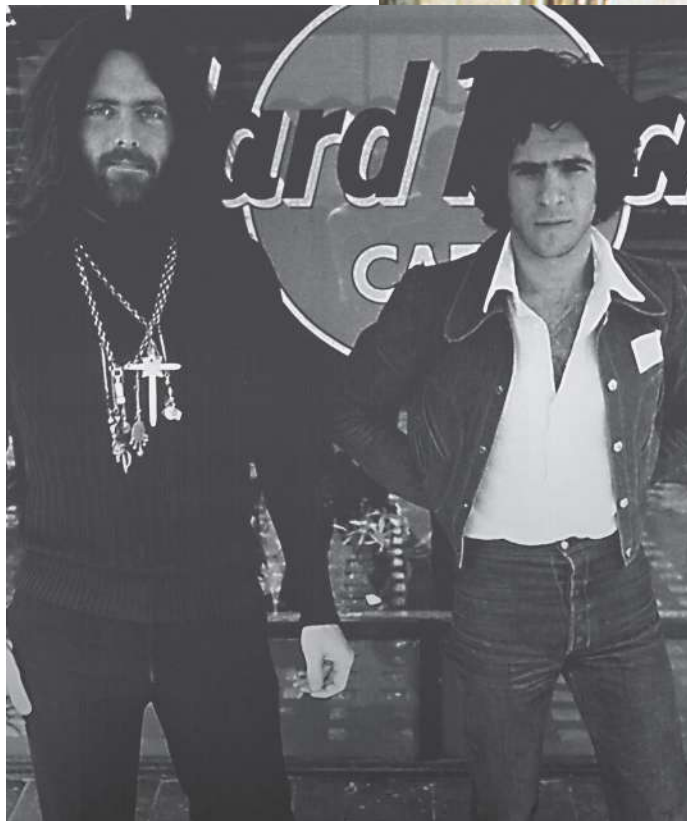


**A
Global
Entertainment
Company**

Our Roots

IT ALL STARTED IN 1971

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. Five decades, 68+ countries and 190+ Cafes & Rockshops and more than 36 Hotels & Casinos later, we're still saving tables for our Rock Star friends, and for millions upon millions of their fans.



- 70 COUNTRIES
- 208 HARD ROCK CAFES AND ROCK SHOPS
- 38 HARD ROCK HOTELS
- 16 HARD ROCK CASINOS
- 6 SEMINOLE GAMING PROPERTIES
- 1 HARD ROCK STADIUM
- 8 HARD ROCK LIVE VENUES
- 3.4M VISITS TO ONLINE STORE ANNUALLY
- 4M+ T-SHIRTS SOLD ANNUALLY
- 86,000+ PRICELESS MEMORABILIA
- 52,000+ WORLD-WIDE TEAM MEMBERS
- 10.8M UNITY MEMBERS



AS OF July 1ST, 2023

Hard Rock by the numbers...An amazing array of assets around the globe

80%
brand awareness

203 Billion
brand impressions per year

140 million
visits a year

250 venues
worldwide

Locations in
68 countries

37 hotels & 13 casino
properties and growing

20k hotel rooms
and growing

35k live music events
per year

83k pieces
of memorabilia



Music is our essence. It can create moods and memories. It can make you move to the floor or tuck you into bed. Music 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, as it is our potent brand differentiator and we take it very seriously. Our guests should not leave us and hear the same tracks at the mall or an airport food court that they have heard at our hotels. Hard Rock Hotel playlists are bespoke, lovingly handcrafted by our team of musical magicians. Remember that mix tape you made for your high school crush? Well our DJ's are crushing on our hotels. And their record collections are huge. But love is a two-way street, and that's one reason why our Vibe Managers, whom we refer to as the Visionary Individuals Behind the Experience, at each property are 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.

The Six Pillars



MUSIC

We believe music is a language that brings the world closer together. It's part of our DNA.



MEMORABILIA

Starting with Eric Clapton's guitar, we choose to memorialize the greats - from past to present - on our walls.



MERCHANDISING

It all began with our classic Hard Rock Tee. Now, our merchandising lines help our guests express themselves every day.



MONUMENTS

Located in some of the most iconic locations around the globe, our monuments are recognizable by all.



MENU

From rockin' burgers to boozy milkshakes and everything in between, Hard Rock Cafe's menu is a crave-worthy experience accessible around the world.



MOTTOS

They are what Hard Rock has been built on! Love All, Serve All, All is One, Take Time to Be Kind and Save the Planet.

Seminole Tribe of Florida

Known as the “Unconquered” Seminole Tribe of Florida, because the Tribe never signed a peace treaty with the U.S. Government, the Seminoles are one of the most admired and successful Native American Indian Tribes in North America. The Tribe’s six casinos, including the Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., are among the most financially profitable casinos in the world.

The Tribe also owns Hard Rock International, with venues in 68 countries, including 198 Cafes & Rock Shops and 36 Hotels & Casinos. More than 4,200 members of the Seminole Tribe live on their tribal homelands within the State of Florida or have made residence in other parts of the country. Today’s Seminoles are often entrepreneurs and college graduates, including many who work in tribal economic enterprises or in tribal government.



Our Mottos



**Social purpose is the life of Hard Rock,
a company founded on our mottos.**



Purpose Led Storytelling

Social purpose is the life of Hard Rock, a company founded on the mottos: **Love All-Serve All, Take Time To Be Kind, Save The Planet, and All Is One.** We work to improve lives, help communities and sustain the earth, infusing the power of music into all we do, wherever we are.

For decades we have been committed to building an environmentally sustainable future. Whether through operational improvements, partnerships with environmental organizations, or best practice collaboration with vendors, we are growing our efforts to sustainably address waste, energy, and water based on evidence and standards.

Through local, national and global philanthropy, we invest in efforts that advance health, wellness, social conditions, economic well-being, disaster relief, and environmental sustainability.

Hard Rock International is committed to diversity and inclusion for both our fans and team members and has been ranked as one of America's Best Employers for Diversity in 2020, by *Forbes Magazine*, in the category of Diversity within the travel and leisure category.



Hotel Brand Programs

Proprietary Music Programming



THE SOUND OF YOUR
STAY



Listening to music
the way it should be
listened to.



Playlists available to
stream on HR.com



Fender guitar delivered
to your room with amp
and headphones.

Hotel Brand Programs

A Comprehensive Wellness Program



rock  spa®

Music-infused spa.

body  rock®

Workout facilities that
provide innovative
training systems through
music and video.

rock  om®

Customized yoga
experiences

ANYTHING BUT
BEIGE.

THE WORLD
IS YOUR
STAGE.



NORTH & SOUTH AMERICA

UNITED STATES

- 1 ATLANTA **REVERB**
- 2 ATLANTIC CITY HOTEL & CASINO
- 3 BILOXI HOTEL & CASINO
- 4 BRISTOL HOTEL & CASINO
COMING SOON
- 5 DAYTONA BEACH HOTEL
- 6 LAS VEGAS HOTEL & CASINO
COMING SOON
- 7 NEW YORK HOTEL
- 8 ORLANDO HOTEL
- 9 SACRAMENTO AT FIRE MOUNTAIN
HOTEL & CASINO
- 10 SAN DIEGO HOTEL
- 11 SEMINOLE HARD ROCK
HOTEL & CASINO HOLLYWOOD, FL
- 12 SEMINOLE HARD ROCK
HOTEL & CASINO TAMPA
- 13 TULSA HOTEL & CASINO

CANADA

- 14 LONDON, ONTARIO HOTEL
COMING SOON

DOMINICAN REPUBLIC

- 15 PUNTA CANA HOTEL & CASINO

MEXICO

- 16 CANCÚN HOTEL
- 17 GUADALAJARA HOTEL
- 18 LOS CABOS HOTEL
- 19 RIVIERA MAYA HOTEL
- 20 VALLARTA HOTEL

EUROPE

GERMANY

- 21 HAMBURG **REVERB**

SPAIN

- 22 IBIZA HOTEL
- 23 MADRID HOTEL
- 24 MARBELLA HOTEL
- 25 TENERIFE HOTEL

SWITZERLAND

- 26 DAVOS HOTEL

ASIA/OCEANIA

CHINA

- 27 DALIAN HOTEL
- 28 SHENZHEN HOTEL

INDIA

- 29 GOA HOTEL

INDONESIA

- 30 BALI HOTEL

MALAYSIA

- 31 DESARU COAST HOTEL
- 32 PENANG HOTEL

MALDIVES

- 33 MALDIVES HOTEL

THAILAND

- 34 PATTAYA HOTEL

Hard Rock Hotels - UNITED STATES

UNITED STATES:

Atlanta (Reverb)

Atlantic City

Biloxi

Daytona Beach

Hollywood, FL

New York

Orlando

Sacramento

San Diego

Sioux City

Tampa

Tulsa



Hard Rock Hotels - MEXICO & CARIBBEAN



MEXICO

Cancun*

Guadalajara

Los Cabos*

Puerto Vallarta*

Riviera Maya*

CARIBBEAN

Punta Cana, Dominican Republic

*All Inclusive Resort



Hard Rock Hotels - EMEA



Davos, Switzerland

Hamburg, Germany (Reverb by Hard Rock)

Ibiza, Spain

Madrid, Spain

Tenerife, Spain*

Marbella, Spain

*Can offer All Inclusive Packages



Play
HARD



WELCOME TO THE
HARD ROCK
HOTEL MARBELLA!



Pause
HARD

Play button will take you to the Spotify page but only when in presentation mode, if
not in presentation mode please press Ctrl+click on the button to make it work

LOCATION

Europe/Spain/Andalusia/
Malaga/Marbella



- Located in Puerto Banús, one of the top spots in Costa del Sol.
- 59km/36 miles from Malaga International Airport.
- 64Km/39 miles from the train station Maria Zambrano.
- 325 days of sunshine with an annual temperature of 20°C.
- More than 70 golf courses, Costa del Sol also known as Costa del Golf.





LEVEL	NAME	SQM	SQF	HEIGHT	COCKTAIL	THEATRE	SCHOOL	U SHAPE	BOARDROOM	BANQUET	CABARET
LEVEL 0	ROXY (I + II + III)	550	5950	3,9	550	546	338			300	272
	ROXY I	163	1754	3,9	150	150	86	48	64	90	72
	ROXY II	163	1786	3,9	155	168	90	48	64	90	88
	ROXY III	220	2410	3,9	200	210	144	54	76	140	112
	PRE FUNCTION AREA	216	2325	2							
LEVEL -1 (BREAKOUTS)	PRE FUNCTION AREA	103	1107	2,9							
	STUDIOS I	186	2001	2,7	180	200	65		32	100	60
	STUDIOS II	66	710	2,5	90	90	48	40	46		32
	STUDIOS III	40	430	2,56		30	24	20	24		
	STUDIOS IV	26	280	2,5		20	12	10	12		
	STUDIOS V	44	473	2,56		30	18	20	24		



MEETING SPACES

- More than 900 sqm of meeting spaces.
- Up to 8 meeting rooms.
- Up to 3.000 sqm of outdoor spaces.



Escape Routine

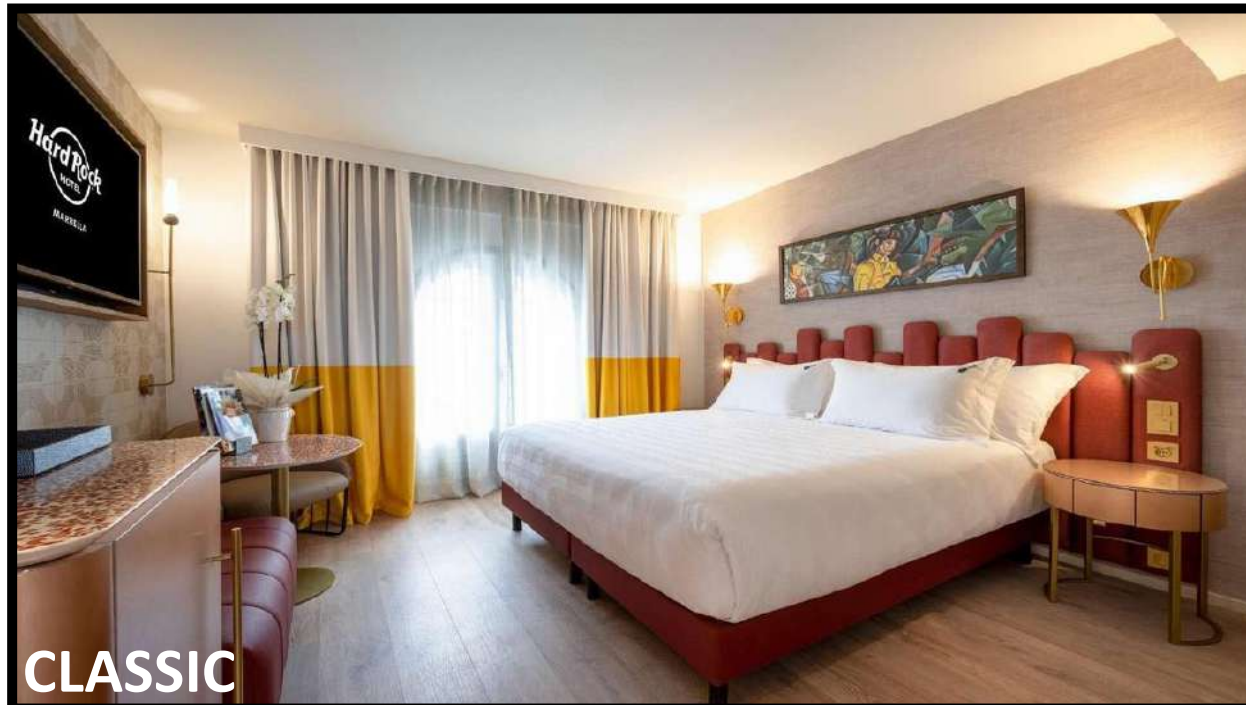
BREAKOUT

MEETINGS AT HARD ROCK HOTELS





STUDIOS





Play
HARD



Pause
HARD



WELCOME TO THE
NEVER – ENDING
SUMMER! ▶

Avenida Adeje 300, 38678, Playa Paraiso, Tenerife, Spain.

Reservations: +34 971 92 76 91

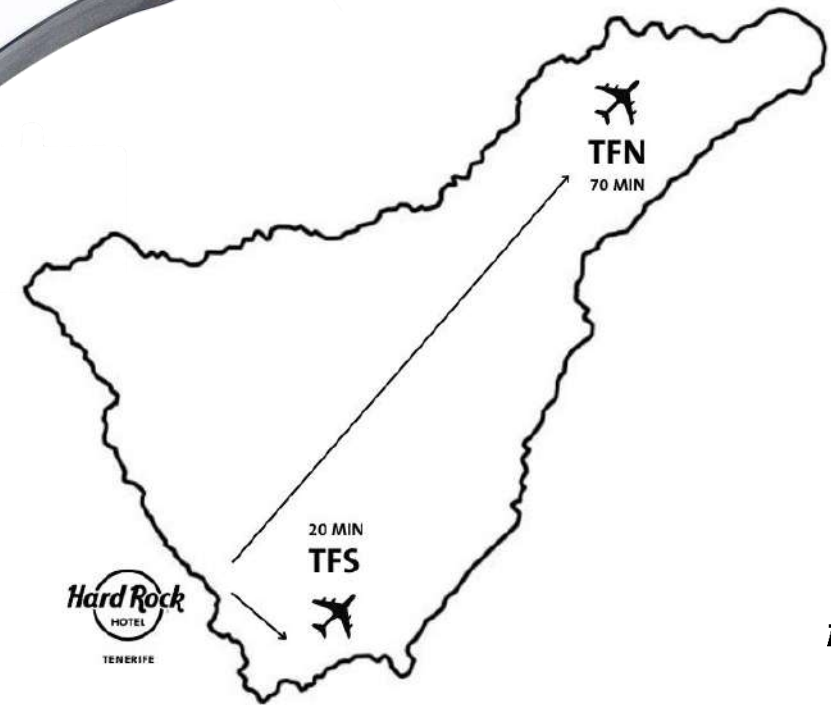
Hotel: +34 922 74 17 00

[HARDROCKHOTELS.COM/TENERIFE](https://www.hardrockhotels.com/tenerife)

Instagram: @hrhtenerife

Facebook: Hard Rock Hotel Tenerife

Playa Paraíso, the perfect location



STAY TOGETHER

Hard Rock Hotel Tenerife has **624 rooms**, with **259 suites** and luxury extras, **16 rooms adapted** for people with limited mobility and **89 interconnecting rooms** for the convenience of the whole family where the guest can relax and live unique experiences. With bold, modern décor, you'll enjoy spectacular views and exclusive services.

At Rock Royalty® level, we bring the ultimate upgrade and get the guest feel like a real star in the extraordinary rooms and suites to enjoy a legendary stay in Tenerife.



EAT. DRINK. DANCE.

GASTRONOMY & VIBRANT SCENES

At Hard Rock Hotel Tenerife, we mix the best local flavors and traditions. A caffeine fix, a quiet meal or craft cocktails, our various restaurants and bars have just what the guest needs. They will be able to enjoy the best atmosphere of our restaurants and nightlife spaces and nourish their experience at the Hard Rock Hotel Tenerife with their friends, family and travel companions.



SESSIONS



NARUMI
成美

suena
CHIDO
TAQUERIA

3RD HALF
HARD ROCK HOTEL TENERIFE

Le Petit Chef

WOODSTOCK

546 m2 multipurpose room, with seats for up to 500 people and modern equipment that includes projection screens and adjustable lighting, everything that is needed to put on the greatest of shows.



STAGE AREA

Our main stage. The best outdoor area to make events something special; car show, concerts, dinners under the stars. Everything is possible!





The Sixteenth

HARD ROCK HOTEL TENERIFE



The Beach Club

AT
HARD ROCK
HOTEL

Hard Rock Hotels - APAC



Bali, Indonesia
Dalian, China
Desaru Coast, Malaysia
Goa, India
Maldives
Pattaya, Thailand
Penang, Malaysia
Shenzhen, China





Reverb by Hard Rock Atlanta

195 GUESTROOMS

Across the street from Mercedes Benz Stadium, walking distance to Georgia World Congress Center and State Farm Arena



Reverb by Hard Rock Hamburg

134 GUESTROOMS

The “Green Bunker” can be found in the heart of St. Pauli’s vibrant arts & music scene, with direct access to live concerts, performances from up-and-coming artists and other cultural happenings



COMING SOON:

Reverb by Hard Rock Scottsdale

Summer 2026

195 guestrooms

Anchoring The Sydney, a mixed-use entertainment-focused development in the heart of Scottsdale’s 101 Entertainment Corridor

Reverb by Hard Rock Pensacola

2029

125 guestrooms

Located downtown at Maritime Park along Pensacola Bay. It will provide easy access to nearby hotspots including beautiful beaches, National Naval Aviation Museum and Pensacola Museum of Art

Hard Rock Cafes

Great for Off-Site Events

Semi-Private Events up to Full Buyouts

Built-In Stages, AV and Memorabilia for Theme/Décor

Competitive Pricing





NEW RELEASES

Hard Rock

REVEЯB®

— BY HARD ROCK —

HAMBURG







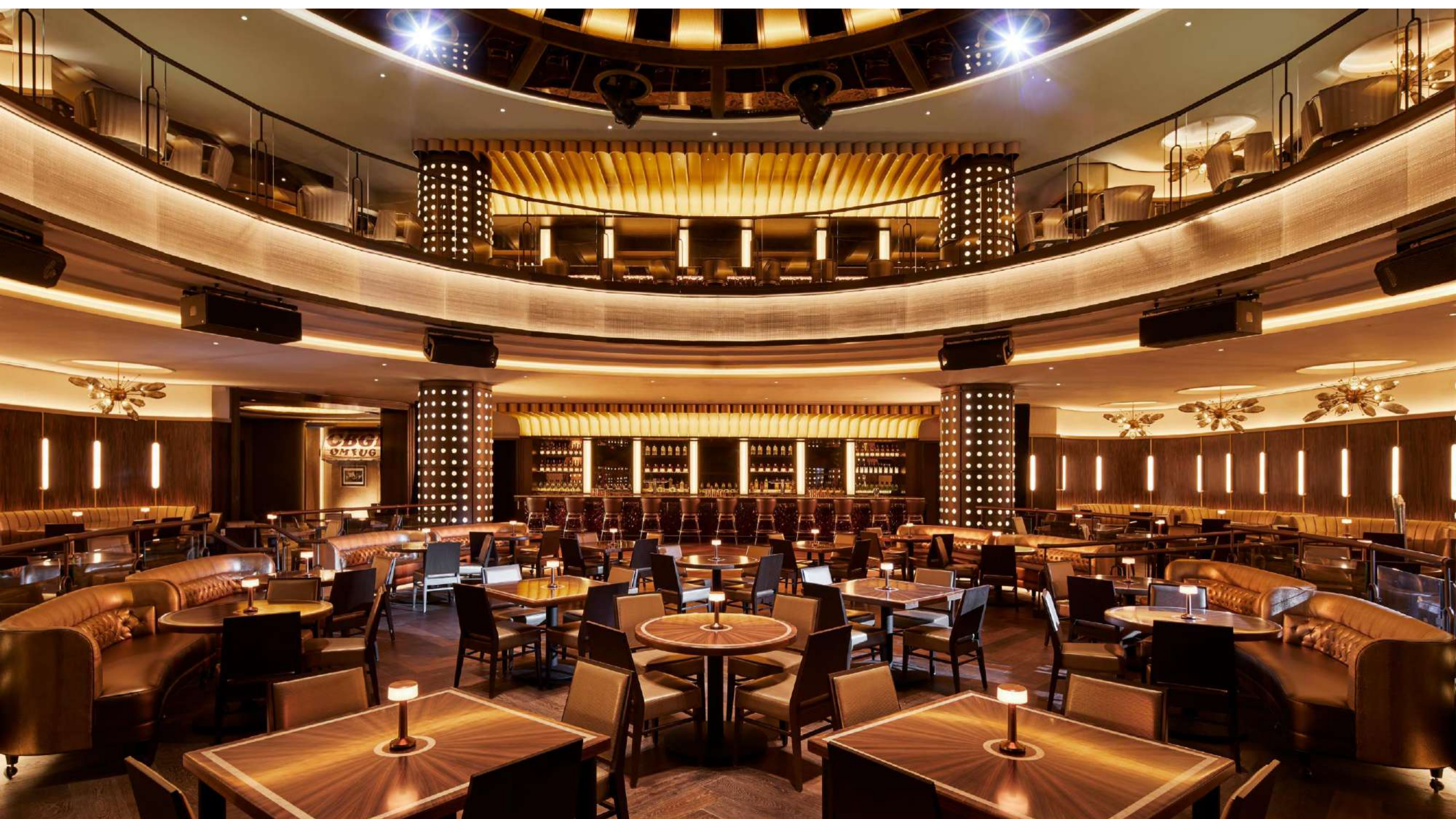




Lucia Simionescu

Hard Rock Hotel
New York





Hard Rock Hotel New York



IRT60

Rooftop Bar & Lounge

Hard Rock Hotel
New York



IRT60

Rooftop Bar & Lounge

Hard Rock Hotel New York



A vertical bar on the left side of the slide, featuring a gradient from dark purple at the top to a golden-yellow at the bottom.

Global Expansion

Project Pipeline

LONDON ONTARIO CANADA



Hard Rock Hotel
London Ontario

100 Kellogg Lane
Designation as a UNESCO City of Music



ROOMS

164



OPENING

Early Spring 2025



HARD ROCK HOTEL & CASINO LAS VEGAS

Opening late-2027

Stunning \$4 billion transformation to ultra-luxury

Formerly The Mirage

3,000 guestrooms

15,000 square m of meeting space

Adding iconic guitar-shaped tower standing tall at 700 ft. and adding an estimated 600 premier rooms & suites

Hard Rock Live - 5,000 seat live entertainment venue



ATHENS, GREECE



Hard Rock Hotel & Casino **ATHENS**



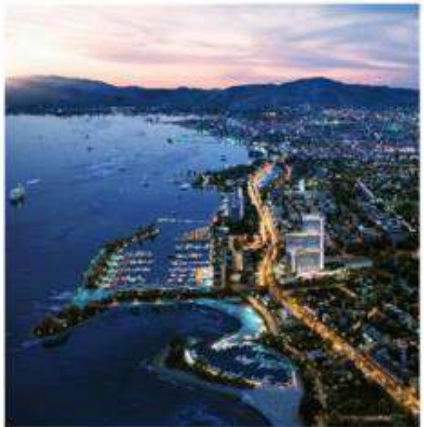
ROOMS

1 100+

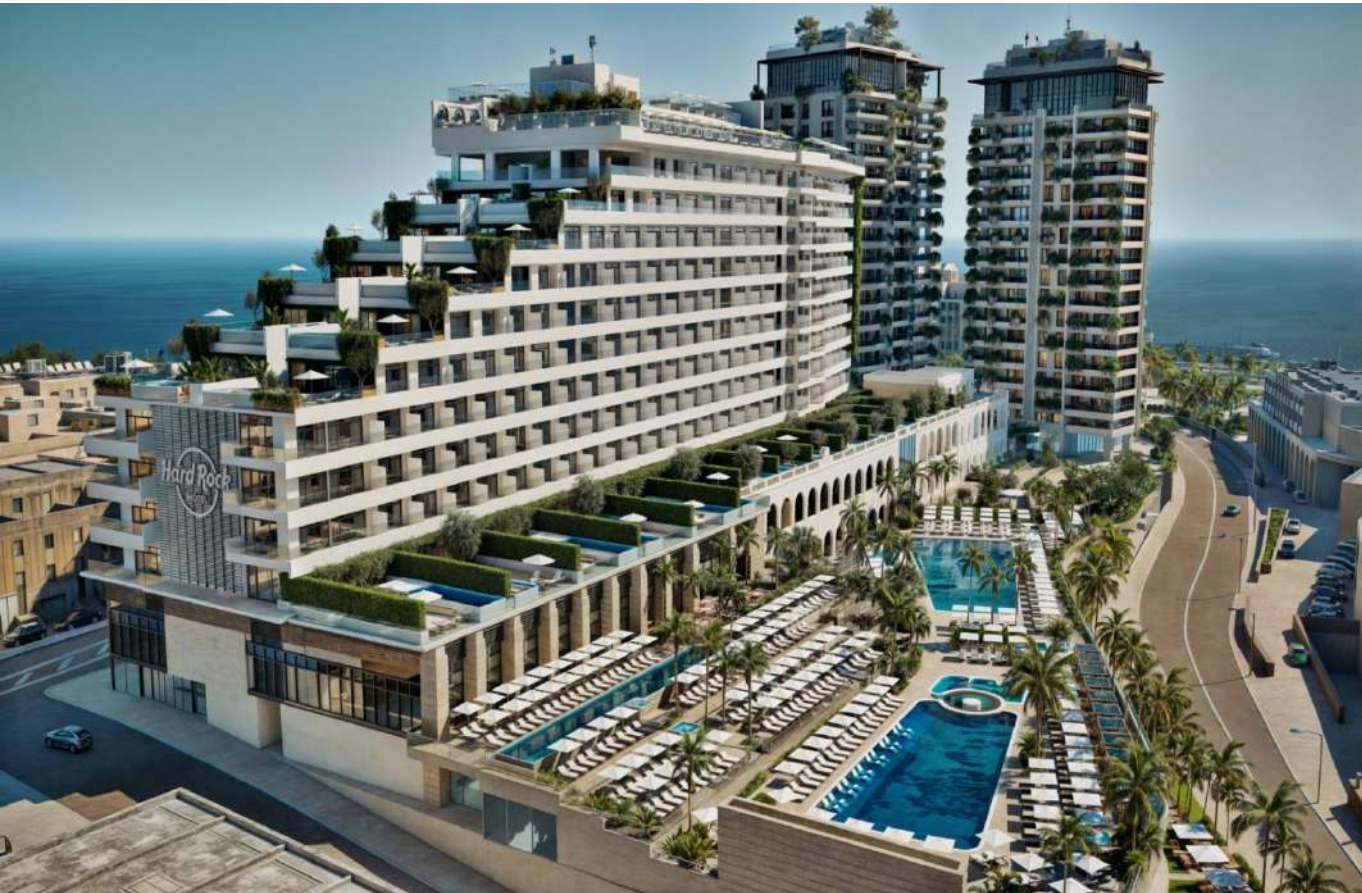


OPENING

2027



Hard Rock Hotel MALTA, St Georges Bay



- **394 rooms & suites, including 25 luxury suites with breathtaking sea view**
- **1,350 sqm of event space**, perfect for MICE, conferences & entertainment
- **Three restaurants**, including signature dining & rooftop bar
- **State-of-the-art Rock Spa® & fitness center**, next-level wellness – approx. 3000sqm
- **Multiple swimming pools**, including a **stunning rooftop pool**, a **family-friendly pool**, and a **private VIP pool**
- **Direct beach access** and integration with St. George's Bay lifestyle complex
- **A premium shopping mall**, home to international brands and experiences

San Juan, Puerto Rico Hotel & Casino



Project/Program Highlights

- 505 Rooms, 198 Residences (70% in Rental Program)
- 30,000 Sq. Ft. Casino
- 10 F&B Outlets
- 35,000 Square Feet of Indoor Meeting Space



Montego Bay, Jamaica



Project/Program Highlights

- 275 slots, 20 table games
- 1,200 Hotel rooms
- 17 restaurants and bars
- Woodstock lawn
- Rock Shop
- Meeting space – 70,550 sf

