



# BREAKOUT

MEETINGS AT HARD ROCK HOTELS



WHEN THE  
SPOTLIGHT IS OURS  
THE MOMENT  
IS YOURS

Every success story can trace its way back to an experience, one that changed those bold enough to be a part of it. These are BREAKOUT moments, our specialty. And on this stage is where you'll find yours.

So when you're ready to get serious about meetings, we're ready to make it happen. This is Hard Rock.

And this is an event performance like no other.



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## LOCATIONS

AMSTERDAM

ATLANTIC CITY

BALI

BILOXI

BUDAPEST

CANCUN

DALIAN

DAVOS

DAYTONA BEACH

DESARU COAST

DUBLIN

GOA

GUADALAJARA

HOLLYWOOD FL

IBIZA

LAKE TAHOE

LONDON

LOS CABOS

MADRID

MALDIVES

NEW YORK

ORLANDO

PANAMA

PATTAYA

PENANG

PUNTA CANA

RIVIERA MAYA

SACRAMENTO

SAN DIEGO

SHENZHEN

SINGAPORE

TAMPA

TENERIFE

TULSA

VALLARTA

## REVERB

ATLANTA

## HARD ROCK HOTELS GLOBAL MAP



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 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 50 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

# VIBE



Music is our essence. It can create moods and memories. It can make you move you 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 hand crafted 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.



# EVERYONE HAS SPACES, WE HAVE VENUES

From setup to sundown, our team of professionals is here to provide all you need to produce an unforgettable and unparalleled event. This is different with purpose, engaging with energy, and uniquely designed to inspire.

- Unparalleled service and accommodations
- Contemporary, luxury design
- Expert AV and technological integration
- Dynamic event facilities
- World-class food & beverage

# PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Hard Rock Hotels promise unique meeting experiences and spaces around the world, all fully equipped to create seamless, professional events – turning the ordinary into an “Anything But Beige” experience.

Our BREAKOUT programs are inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®. All designed to amplify your next meeting or event with curated music, memorabilia and brand experiences. We’ve partnered with the most innovative brand partners to develop experiences designed to inspire your team, strengthen bonds and create a deeper connection to your organization.







## PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®, it's time to BREAKOUT and amplify these experiences for group events.

### TRACKS®

SONG SLAM  
TEAM ANTHEM  
INSTAHITS  
ROCKIN' RECEPTION

### MEMORABILIA

TREASURES OF HARD ROCK TOUR  
WE ARE THE CHAMPIONS GAME SHOW  
SCAVENGER HUNT  
TED-STYLE TALKS

### PICKS®

THE BAND:  
GROUP GUITAR LESSONS

ROCK YOUR RIFF:  
GUITAR ENSEMBLE

### MOTTOS

SAVE THE PLANET:  
CLEAN THE WORLD

ALL IS ONE:  
DRUM CIRCLE CREATING UNITY  
THROUGH MUSIC

### MIX®

LEARN TO BE A DJ  
WINE RIFFS  
SILENT DISCO

### SOUNDBODY

ROCK OM® EXPERIENCE

### WAX®

SPIN ART

**BOOK THESE EXCLUSIVE PROGRAMS FOR YOUR NEXT EVENT.**

Contact your Regional Global Sales Director to learn more.



# CLEAN THE WORLD

## GREEN INITIATIVE

Clean the World provides all of the guidance and materials so attendees can recycle and/or build hygiene kits and donate them to local organizations.

The Hard Rock brand continues to live up to its "Save the Planet" creed as participating Hard Rock Hotels implement the immediate collection and donation of recycled hotel soap and bottled in-room amenities such as; shampoo, conditioner, body wash and lotion, to help fight the global spread of preventable diseases through the distribution of sanitized

hygiene kits crafted with these recycled materials.

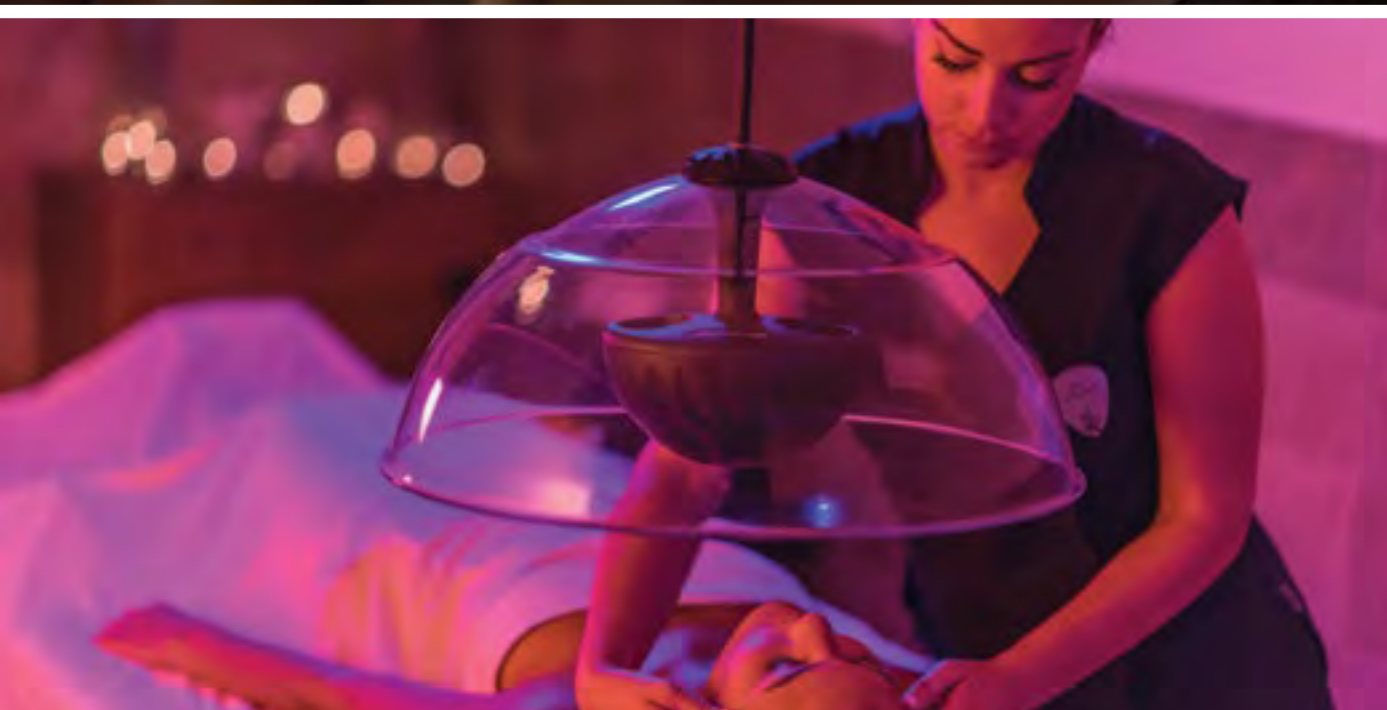
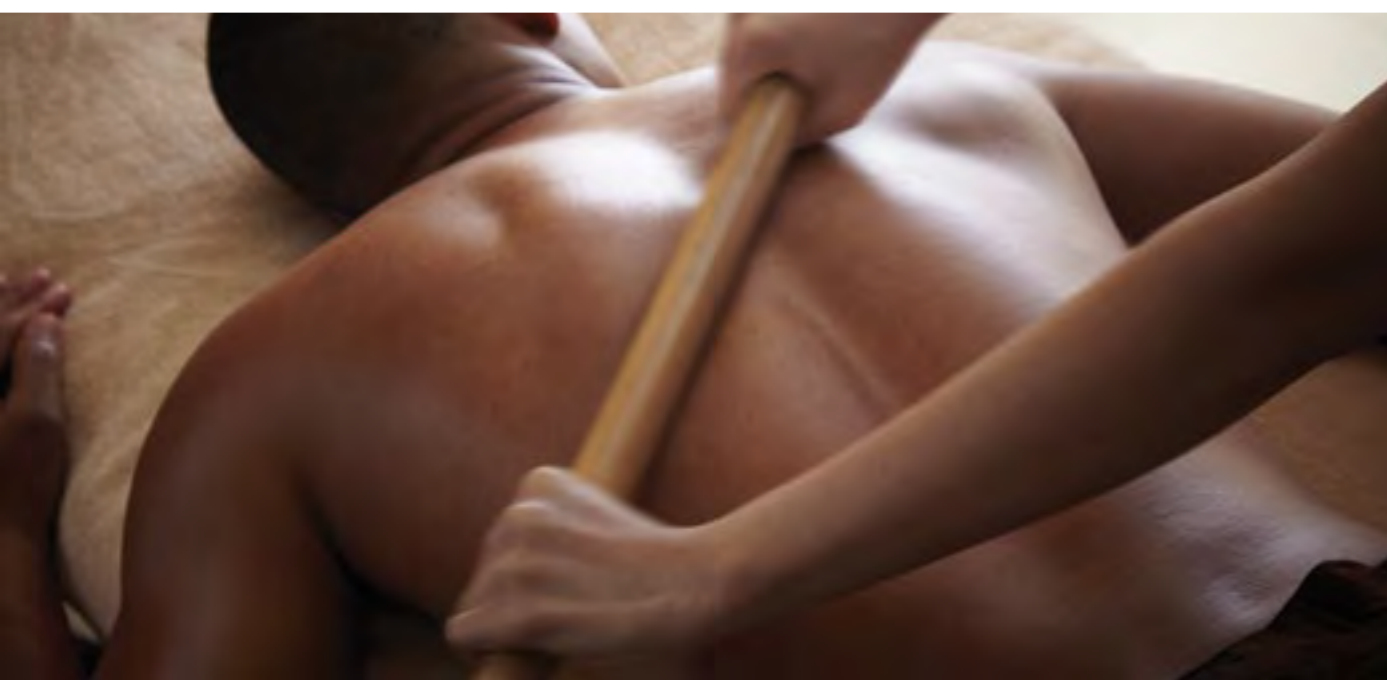
This hands-on program allows meeting professionals and event planners to incorporate an eco-friendly exercise that promotes team building and cooperation while giving back to impoverished individuals and communities.



**JOIN THE GLOBAL HYGIENE REVOLUTION.**

Contact your Regional Global Sales Director to learn more about our team building and community engagement opportunities.

**BOOK THIS EXCLUSIVE PROGRAM FOR  
YOUR GROUP TODAY.**



# RHYTHM & MOTION

rock  spa®

## ROCK SPA® HAS A NEW SET LIST.

**SYNCHRONICITY** Lose track with the musical massage that takes you away from the world for a while. Our masterfully blended soundtracks take you on an experiential journey in sync with a performance of techniques, pressure, and rhythm. The treatment is infused with your choice of natural organic essential oils to reduce stress, ease muscle tension, and detoxify. You have never felt the music quite like this.

**FACE THE MUSIC** Every Rock Star needs a little rehab once in a while. This facial brings the therapeutic benefits of sound vibration and clinically proven organic products to rejuvenate and hydrate the skin.

**SMOOTH OPERATOR** Retune your skin and rock your soul with our two-part treatment that removes impurities and invites new nourishing elements in. Starting with the rhythmical sweetgrass inspired dry brushing, a ritual that softly sloughs rough skin away. Closing with a soothing detoxifying wrap designed to release toxins, hydrate, and smooth the skin.

**WRAP REMIX** The ultimate healing experience that warms you up and wraps you in bliss with a sweet finish. For the full body benefit, this treatment begins with a cleansing shot of ginger tea to jumpstart your detox process, followed by a brisk, rhythmical sweetgrass inspired dry brushing. Following our detoxifying wrap to nourish your skin, the 50-minute Synchronicity massage and cleansing facial mask complete the treatment. A refreshing shot of Rock Spa® Detox Tea is then served to keep you in a state of *ahhh* even longer.

At Rock Spa® we understand that a life in balance is often lived on the outer edges of healthy and hectic. We get it... LIVE HARD, PURIFY HARDER.



The SAFE + SOUND program has been developed by a team of hospitality and gaming experts in collaboration with worldwide health and sanitation specialists, such as Ecolab and NSF. It also includes directives of key agencies, such as the World Health Organization (WHO) and the U.S. Center for Disease Control and Prevention (CDC). SAFE + SOUND is focused on enhanced cleaning practices, social interactions and workplace protocols, while ensuring transparency through the Guest and Team Member journey.

As part of the program, every Hard Rock Hotel & Casino around the world is required to

## PASS THE SAFE+SOUND 262 POINT INSPECTION

independently assessed by NSF. We look forward once more to welcoming through our doors the millions of Hard Rock fans around the world, in the safest environment.

To learn more [click here](#).



# A STAGE THAT SPANS C NTINENTS

Across the street or across the globe, we've built an empire as one of the world's most recognized and experienced hospitality brands. From the world-famous Guitar Hotel, live performance venues, casinos, and Hard Rock Cafes® to luxury all-inclusive hotels in Mexico and the Dominican Republic, we've got the ideal venue to fit your world tour.

Striving to be an inspiration to those who are yet to write their story, Hard Rock Hotel London at Hyde Park stands alone as a haven to those looking to make the most of their experience. With 900 guestrooms located on the corner of Oxford Street and Park Lane, the hotel puts guests just steps away from the very best London has to offer. Adjacent meeting and event space for groups large and small is currently available at Meetings at Great Cumberland Place with renovations and expansion slated for completion in late 2021.

# LONDON

hard rock hotel



# LONDON

hard rock hotel

## 900 GUESTROOMS INCLUDING 89 SUITES

classic rooms . superior rooms . deluxe park view rooms . rock royalty rooms  
rock royalty suites

## RESTAURANTS, BARS & ENTERTAINMENT

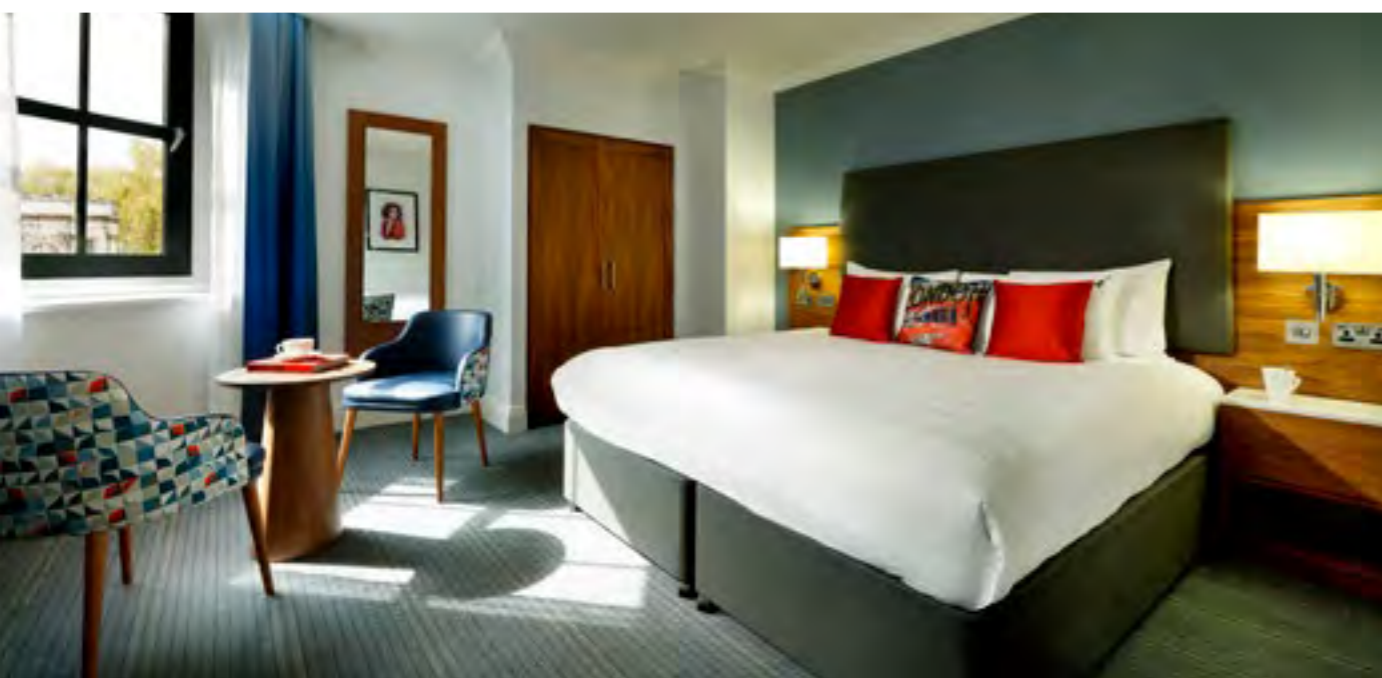
hard rock cafe® . GMT bar . hard rock cafe® bar

## AMENITIES

rock shop® . rock royalty® lounge . 24 hour in-room dining . business center  
sound of your stay® . body rock gym

## MEETING/FUNCTION SPACE

22,001 sq. ft.



great cumberland pl  
marylebone, london w1h 7dl, uk  
+44.800.330.8089  
[hardrockhotels.com/london](http://hardrockhotels.com/london)

ANYTHING BUT  
BEIGE.

THE WORLD  
IS YOUR  
STAGE.



## NORTH AMERICA

### UNITED STATES

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

### CANADA

- 16 LONDON, ONTARIO HOTEL **COMING SOON**

## CENTRAL & SOUTH AMERICA / CARIBBEAN

### BRAZIL

- 17 FORTALEZA HOTEL **COMING SOON**
- 18 GRAMADO HOTEL **COMING SOON**
- 19 ILHA DO SOL HOTEL **COMING SOON**
- 20 NATAL HOTEL **COMING SOON**
- 21 RECIFE HOTEL **COMING SOON**
- 22 SAO PAULO **COMING SOON**

### DOMINICAN REPUBLIC

- 23 PUNTA CANA HOTEL & CASINO

### JAMAICA

- 24 MONTEGO BAY HOTEL **COMING SOON**

### MEXICO

- 25 CANCUN HOTEL
- 26 GUADALAJARA HOTEL
- 27 LOS CABOS HOTEL
- 28 MEXICO CITY HOTEL **COMING SOON**
- 29 RIVIERA MAYA HOTEL
- 30 VALLARTA HOTEL

### PANAMA

- 31 PANAMA MEGAPOLIS HOTEL

## EUROPE / MIDDLE EAST / AFRICA

### CZECH REPUBLIC

- 32 PRAGUE HOTEL **COMING SOON**

### HUNGARY

- 33 BUDAPEST HOTEL

### IRELAND

- 34 DUBLIN HOTEL

### MALTA

- 35 MALTA HOTEL **COMING SOON**

### NETHERLANDS

- 36 AMSTERDAM HOTEL

### SPAIN

- 37 ALICANTE **COMING SOON**
- 38 IBIZA HOTEL
- 39 MADRID HOTEL
- 40 TENERIFE HOTEL

### SWITZERLAND

- 41 DAVOS HOTEL

### UNITED KINGDOM

- 42 LONDON HOTEL

## ASIA PACIFIC

### CHINA

- 43 DALIAN HOTEL
- 44 HAIKOU HOTEL **COMING SOON**
- 45 SHENZHEN HOTEL

### INDIA

- 46 GOA HOTEL

### INDONESIA

- 47 BALI HOTEL

### MALAYSIA

- 48 DESARU COAST HOTEL
- 49 GENTING HIGHLANDS **COMING SOON**
- 50 PENANG HOTEL

### MALDIVES

- 51 MALDIVES HOTEL

### SINGAPORE

- 52 SINGAPORE HOTEL

### THAILAND

- 53 PATTAYA HOTEL



# BREAKOUT

MEETINGS AT HARD ROCK HOTELS