



Please Allow Me to Introduce Myself

Here at Hard Rock International, we look for both partners as well as properties that rock the marketplace. Collaboration is our middle name and we welcome the opportunity to join forces in creating a Hard Rock Hotel [& Casino] with you.

From Design & Development to Brand Marketing, Operations Support to Technology Integration, we've curated a master plan that ensures that each and every property hits pure platinum.

- **Open Communication**

We're in continuous communication with owners to track satisfaction & loyalty. We hold conferences and events where owners can hear company news and strategies.

- **Global and Local Expertise**

We are regionally responsive and flexible, providing experienced support teams that know the local market in order to help develop and operate properties according to our owners' goals.

- **A Growing Network**

With one of the largest pipelines of new and planned hotels in our history, we are committed to growth across our portfolio.

- **Ongoing Support & Innovation**

We provide unparalleled support to owners through ongoing communications, collaborative events with senior leadership and one-on-one meetings for the individualized needs of our owners.

- **Design & Construction**

At every Hard Rock Hotel & Casino we dress for the part – from design and development, for both new construction and renovated properties, to visual cues that include authentic Hard Rock memorabilia.

- **Brand & Loyalty Marketing Support**

From marketing support to global advertising and brand website design, we work in tandem with you to tell the Hard Rock story to each and every guest. And our integrated Hard Rock Rewards® program helps build loyalty for you and your property.



- **Information Technology**

Technology is the epicenter of Hard Rock Hotels & Casinos, offering both you and your guest's access to technology solutions such as reservations, Internet access, and entertainment.

- **Hard Rock Hotel's Worldwide Sales**

Through established relationships, we are ready to help you build influential customer relationships and meet the demands of today's Corporate, Group, and Leisure travelers.

- **Reservations & Customer Care**

Experienced team members provide 24-hour, multi-language global coverage in an effort to support and deliver business to your property.

- **Revenue Management Consolidated Center**

Revenue Management supports you in maximizing market share through price optimization, inventory & channel management.

- **Global Online Services**

Reach travelers at every opportunity with the latest mobile, search, and online channels that place your property at their fingertips.

- **Human Resources & Training**

It starts with people and ends with people. From branded recruitment advertising to The School of Hard Rock – a proprietary course offering focused on delivering a rock star experience, we help you deliver with excellence.

- **Quality Assurance Programs**

Consisting of five key elements that include Mystery Shops, Guest Satisfaction Surveys, Employee Opinion Surveys, Online Review Analysis and Hard Rock's Brand Compliance Matrix (an internal assessment protocol), we ensure all of your programs rock.

- **Sound of Your Stay® Music Program**

Here at Hard Rock, music is in our DNA. And whether it's jamming on a Fender® electric guitar, streaming a curated playlist or playing DJ in their room, our proprietary music program allows guests to produce their own personalized soundtracks through our one-of-a-kind music amenity program.



- **Operations Support**

We've got the basis covered from maintenance of insurance policies, negotiation of service contracts, concessions and leases, hotel trend analysis and cost containment.

- **Legal & Financial**

We get the "i's" dotted and "t's" crossed every step of the way. Hard Rock's corporate business affairs team reviews contracts and advises property lenders regarding third party contracts, will recommend and provide advisory services for banking and cash solutions for the property, and assist in the property in the filing of any required tax returns. From control audits and licensing to risk management and revenue management strategy, we've got you covered.

For more information on how to partner with Hard Rock Hotels [& Casinos], please contact us.

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