

INTRODUCING HARD ROCK SAFE + SOUND



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 272 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.

OUR PROMISE TO HARD ROCK FANS TO KEEP YOU SAFE + SOUND

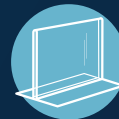
INDIVIDUAL PROPERTY PROTOCOLS MAY VARY BASED ON LOCAL GUIDELINES.



TEMPERATURE CHECKS
for every team member, and vendor upon arrival



INCREASED CLEANING
and disinfecting frequency for high-touch surfaces across public areas, meeting rooms, dining areas, and public restrooms



PLEXIGLASS SEPARATORS
at front desks and check-in areas



SOCIAL DISTANCING
markers placed 6 feet (2 meters) apart where lines can form



HAND SANITIZER
in every public space area and all restrooms



HAND WASHING
Team member hand washing every 60 minutes



MANDATORY MASKS
always for all team members and for guests in designated areas



HIGH LEVEL INFECTION CONTROL
procedures to collect laundry



TOUCHLESS IN-ROOM DINING
hallway service at guest room door



SELF-SERVICE BUFFETS
have been suspended



POOLS & BEACHES
Groups of guests are spaced 6 feet (2 meters) apart



SANITIZATION
of guest luggage before it enters the lobby



SEAL OF SAFE + SOUND
on every guest room door upon arrival

HARD ROCK DAYTONA BEACH

OUR HOTEL HAS IMPLEMENTED ADDITIONAL PROTOCOLS TO ADHERE TO LOCAL GUIDELINES.

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OUR CORE VALUES REMAIN UNCHANGED

In 1971, Hard Rock was built on the foundation of four core values that have been as much a part of our character as music is. They have guided us through good times and challenging times and are intrinsic to our everyday operations. These values have always been, and especially now more than ever, our commitment to you, our Hard Rock Fans.

LOVE ALL SERVE ALL

We cater to no particular group – we embrace everyone. More than a job, we make a difference in people’s lives by the service and hospitality that we provide.

ALL IS ONE

We are a team and we must work together to be successful. The spirit of partnership, along with respecting others and lending a helping hand, is our norm.

TAKE TIME TO BE KIND

It’s true that kindness really is contagious. Empathy and compassion for our guests, our communities and each other make everyday life better.

SAVE THE PLANET

This planet is the only one that we have, so we believe everyone should do their part to preserve it.



Our staff has been trained by industry-leading cleaning experts from Ecolab on proper disinfection procedures.

- We have worked with Ecolab, the global leader in water, hygiene and infection prevention solutions and services for over 100 years across 170 countries, to create a best-in-class cleaning and disease prevention program.
- Ecolab works closely with the CDC, WHO, Environmental Protection Agency, Food & Drug Administration and other leading health organizations to establish best practice guidance for protecting guests and team members.
- Ecolab is a leader in addressing emerging public health issues, following a science-based approach with 19 technology and research campuses in 13 countries and a team of 1,600 scientists, engineers, and technical specialists.



Every Hard Rock Hotel must pass a 272 point inspection by NSF.

- During the reopening process, every hotel will be independently assessed by an NSF auditor, to check that our hotel is SAFE + SOUND compliant, and that we have proper health and sanitization protocols in place to help keep our guests and team members safe.
- For 75 years, NSF has been a global leader in public health and safety, working to protect the food we eat, the water we drink, the air we breathe, the health care products we use and the environment we all share.
- NSF employs over 2,900 people worldwide, including engineers, chemists, public health experts and certification specialists. They operate state-of-the-art labs in North America, Latin America, Europe and Asia.

*While we have taken extraordinary measures to keep our hotels, team members and guests **SAFE + SOUND**, we urge everyone to stay vigilant, treat each other with respect and **TAKE TIME TO BE KIND.***