

# 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

ATLANTIC CITY

BALI

BILOXI

CANCÚN

DALIAN

DAVOS

DAYTONA BEACH

DESARU COAST

DUBLIN

GOA

GUADALAJARA

HOLLYWOOD FL

IBIZA

LAS VEGAS

LOS CABOS

MADRID

MALDIVES

MARBELLA

NEW YORK

ORLANDO

PATTAYA

PENANG

PUNTA CANA

RIVIERA MAYA

SACRAMENTO

SAN DIEGO

SHENZHEN

TAMPA

TENERIFE

TULSA

VALLARTA

## REVERB

ATLANTA

HAMBURG

## VENUES ONLY

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HARD ROCK HOTEL GLOBAL MAP

AWARD-WINNING GLOBAL RECOGNITION



# OUR ROOTS

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. For more than 50 years, we've been saving tables for our rock star friends & millions upon millions of their fans at Hard Rock's many Cafes and unique Hotels located worldwide.





# 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 over 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

[LEARN MORE](#)





# VIBE

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.

# 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.

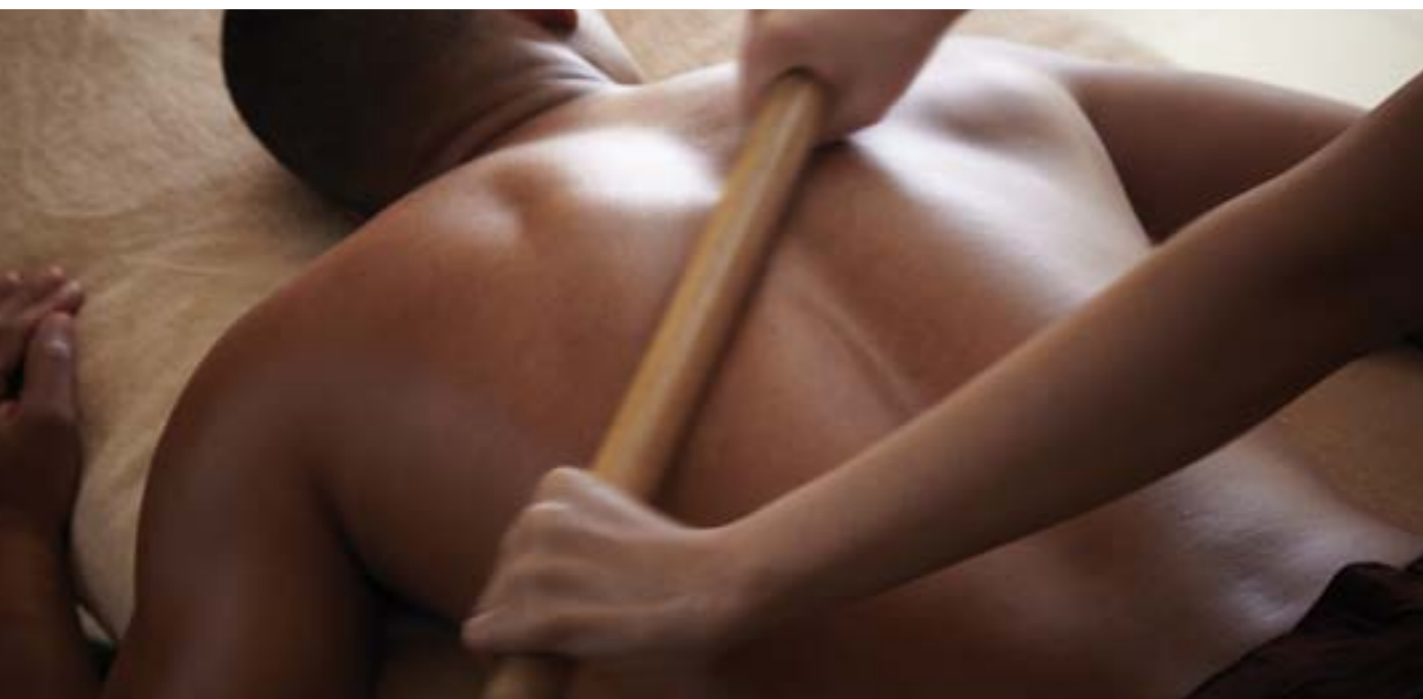
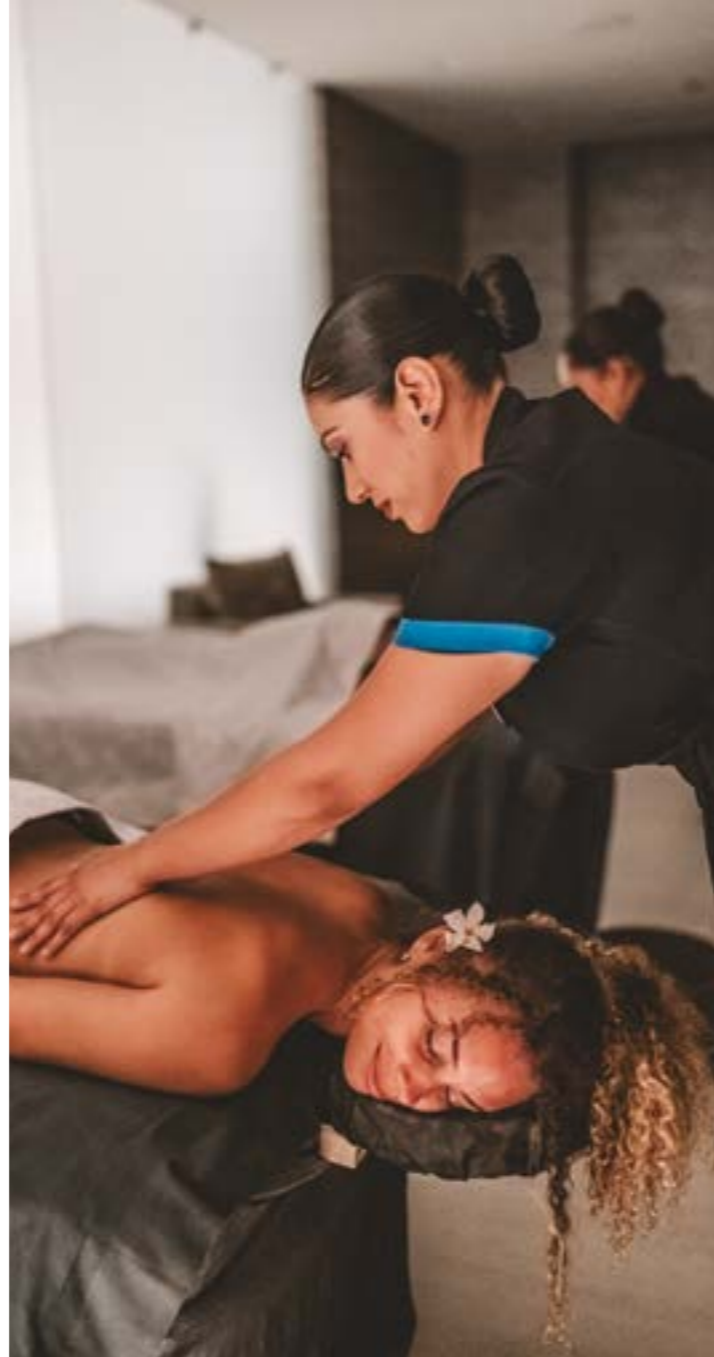
This hands-on program allows meeting professionals and event planners to incorporate an eco-friendly exercise that promotes team building and cooperation while giving back to impoverished individuals and communities.

### 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.

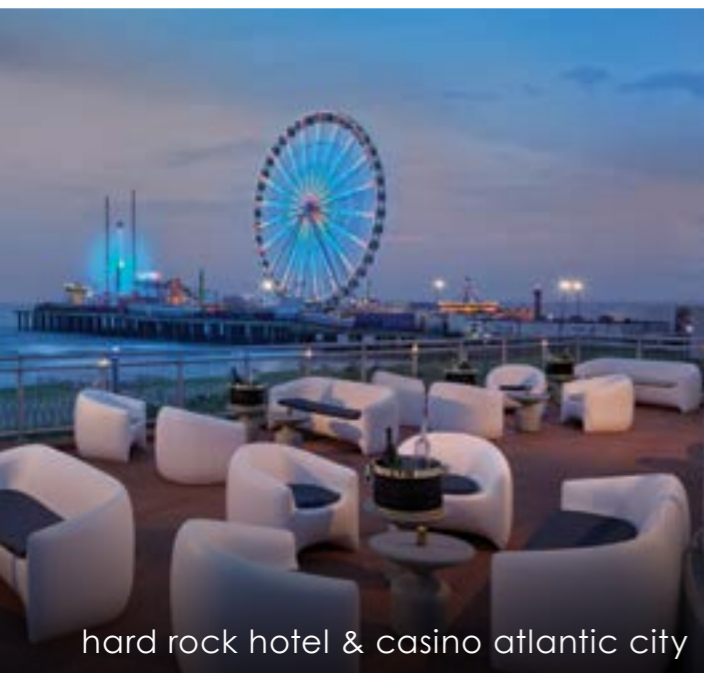
**SMOOTH OPERATOR** Retune your skin and rock your soul with our two-part treatment that removes impurities and invites new nourishing elements in. Starting with the rhythmical sweetgrass-inspired dry brushing, a ritual that softly sloughs rough skin away. And closing with a soothing detoxifying wrap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

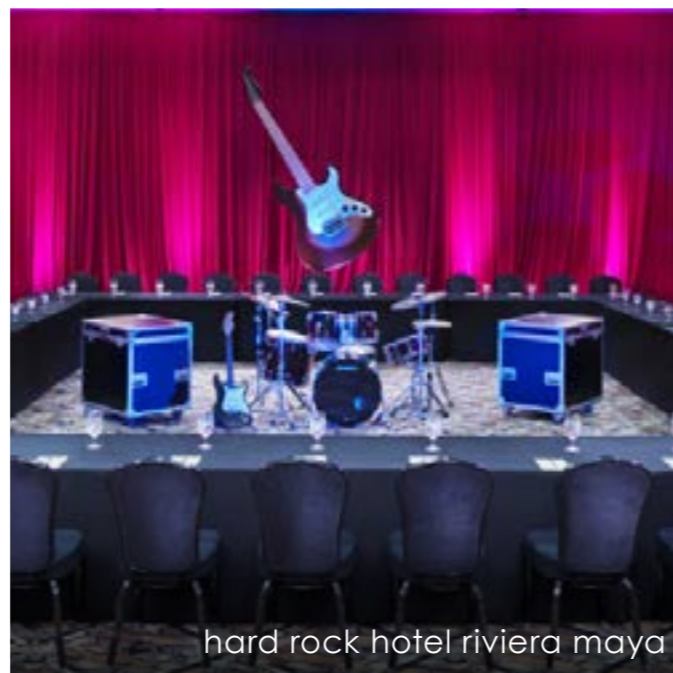
At Rock Spa® we understand that a life in balance is often lived on the outer edges of healthy and hectic. We get it... LIVE HARD, PURIFY HARDER.



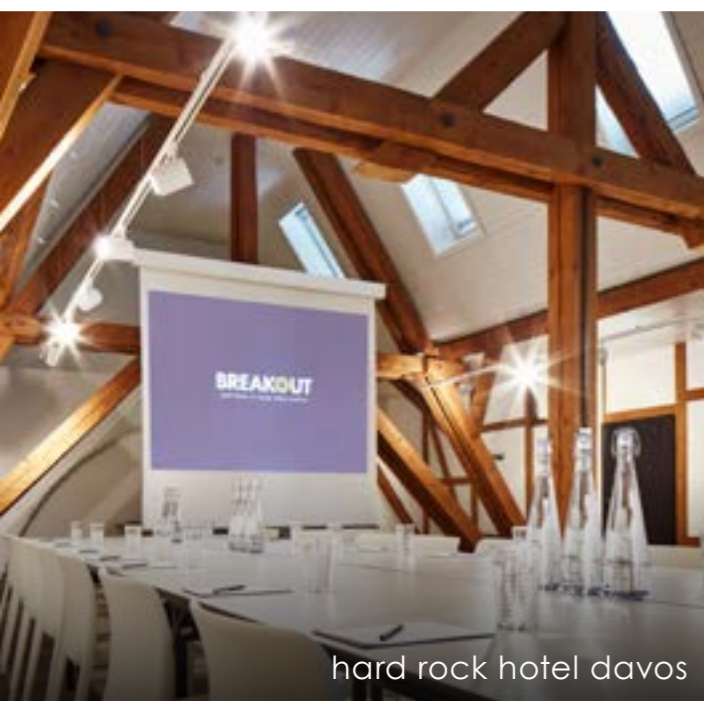
hard rock hotel cancún



hard rock hotel & casino atlantic city



hard rock hotel riviera maya



hard rock hotel davos



hard rock hotel new york

# 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
- Iconic music & entertainment memorabilia



# A STAGE THAT SPANS C NTINENTS

Across the street and around 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.

# REVEAL

BY HARD ROCK™



# REVERB

— BY HARD ROCK™ —

For over 50 years, Hard Rock has been one of the most universally recognized brands around the world; a brand that stands out and elevates the hospitality experience.

Hard Rock Hotels are places to worship the gods of music and REVERB is his tech-savvy sibling. It's a new Hotel concept inspired by music and the understanding that everyone and every town has their own playlist.

MUSIC MAKES YOU FEEL GOOD  
AND BRINGS PEOPLE TOGETHER...

Put on a spectacular show for your group on a stage truly unlike any other at REVERB Hamburg. Uniquely located within the St. Pauli Bunker, Hamburg's largest and one of its few preserved high-rise bunkers, the property boasts 134 rooms, with a mix of classic, superior & suite guestrooms, all of which include stylish and comfortable furnishings, fan-inspired artwork, and workspaces. An energetic hub that provides space for groups to connect and create, REVERB Hamburg is designed for socializing & developing a sense of community and features distinct meeting spaces for one-of-a-kind events. 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. Just wait until your group takes in the view from the newly planted rooftop garden... at REVERB Hamburg, your event will be one high note after another.



# HAMBURG

reverb by hard rock



# HAMBURG

reverb by hard rock



hotel lobby



classic king



constant grind

## 134 GUESTROOMS AND SUITES

classic, superior . harbour view rooms . replay suite . roadie suite  
connecting rooms

## RESTAURANTS, BARS & ENTERTAINMENT

karo & paul restaurant & bar . la sala restaurant & bar . constant grind  
green beanie rooftop pop-up

## AMENITIES

front desk – will call, self-service or mobile check-in . in-room smart voice  
assistants . sound booth . reverb radio boardroom . amenity closet  
parking . rock shop . venues adjacent to the property include fitness  
center, rock climbing, a food hall, millerntor-stadion (st. pauli soccer  
stadium)

## CO-WORKING/MEETING/FUNCTION SPACE

various event spaces for 8 to 2,200 guests are available and can be  
booked exclusively upon request . walking distance to hamburg  
messe-congress conference center

feldstrasse 66  
hamburg, germany, 20359  
+49 040 808 141 102  
[reverb.hardrock.com/hamburg](https://reverb.hardrock.com/hamburg)



# HARD ROCK CAFE®

Experience the one-of-a-kind rock star treatment that has made our brand a global phenomenon. Customize your event with our professional planners and see how we raise your event from a gathering to something legendary.

Hard Rock Cafe® has over 160 locations around the world, and there is one constant at all these destinations—there is no event too big or too small for us to handle. You come to us with an idea—no matter how out there—and we'll make it happen.



hard rock cafe orlando



hard rock cafe florence



hard rock cafe new york



# HARD ROCK CAFE LOCATIONS



## UNITED STATES

- |                 |                        |                   |
|-----------------|------------------------|-------------------|
| 1 ATLANTA       | 10 KEY WEST            | 19 PHILADELPHIA   |
| 2 ATLANTIC CITY | 11 LAS VEGAS           | 20 PIGEON FORGE   |
| 3 BALTIMORE     | 12 MIAMI               | 21 PITTSBURGH     |
| 4 BILOXI        | 13 MYRTLE BEACH        | 22 SAN ANTONIO    |
| 5 CHICAGO       | 14 NASHVILLE           | 23 SAN FRANCISCO  |
| 6 FOXWOODS      | 15 NEW ORLEANS         | 24 WASHINGTON DC  |
| 7 HOLLYWOOD, CA | 16 NEW YORK            | 25 YANKEE STADIUM |
| 8 HOLLYWOOD, FL | 17 NIAGARA FALLS (USA) |                   |
| 9 HONOLULU      | 18 ORLANDO             |                   |

## EUROPE

- |               |                             |           |
|---------------|-----------------------------|-----------|
| 26 AMSTERDAM  | 34 FLORENCE                 | 41 PRAGUE |
| 27 ATHENS     | 35 LISBON                   | 42 ROME   |
| 28 BARCELONA  | 36 LONDON OLD PARK LANE     | 43 VENICE |
| 29 BERLIN     | 37 LONDON PICCADILLY CIRCUS | 44 VIENNA |
| 30 BRUSSELS   | 38 MANCHESTER               |           |
| 31 COLOGNE    | 39 MUNICH                   |           |
| 32 COPENHAGEN | 40 PARIS                    |           |
| 33 EDINBURGH  |                             |           |

COUNTRIES ENJOYING HARD ROCK • FOR FRANCHISE LOCATIONS, PLEASE VISIT [HARDROCKCAFE.COM/LOCATIONS](http://HARDROCKCAFE.COM/LOCATIONS)



# FUTURE OPENINGS



ALGARVE, PORTUGAL

ATHENS, GREECE

ALICANTE, SPAIN

GRAMADO, BRAZIL

LAKE TEXOMA, OKLAHOMA, USA

LONG BEACH, CALIFORNIA, USA

ST. GEORGE'S BAY, MALTA

MEXICO CITY, MEXICO

MONTEGO BAY, JAMAICA

## REVERB

KALAMAZOO, MICHIGAN, USA

TAMPA, FLORIDA, USA

VISIT [HARDROCKHOTELS.COM](https://www.hardrockhotels.com) FOR THE LATEST INFORMATION



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. DAYTONA BEACH HOTEL
5. LAS VEGAS THE MIRAGE HOTEL & CASINO
6. NEW YORK CITY HOTEL
7. ORLANDO HOTEL
8. SACRAMENTO AT FIRE MOUNTAIN HOTEL & CASINO
9. SAN DIEGO HOTEL
10. SEMINOLE HARD ROCK HOTEL & CASINO HOLLYWOOD, FL
11. SEMINOLE HARD ROCK HOTEL & CASINO TAMPA
12. TULSA HOTEL & CASINO

### CANADA

13. LONDON, ONTARIO HOTEL  
**COMING SOON**

### DOMINICAN REPUBLIC

14. PUNTA CANA HOTEL & CASINO

### MEXICO

15. CANCÚN HOTEL
16. GUADALAJARA HOTEL
17. LOS CABOS HOTEL
18. RIVIERA MAYA HOTEL
19. VALLARTA HOTEL

## EUROPE

### GERMANY

20. HAMBURG **REVERB**

### IRELAND

21. DUBLIN HOTEL

### 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



# AWARD-WINNING GLOBAL RECOGNITION



**A GLOBAL EMPLOYER  
OF EXCELLENCE**



Recognizing private company success



In 2023, Hard Rock Hotels was honored by J.D. Power's North America Hotel Guest Satisfaction Index Study as the number one Upper Upscale Hotels brand in Outstanding Guest Satisfaction for the fourth time over the last five years. Hard Rock was also honored by Forbes among the World's Best Employers, as well as Best Employers for Women, Diversity and New Grads, Best Brands for Social Impact, Customer Service All-Star and a Top Large Employer in the Travel & Leisure, Gaming, and Entertainment Industry. HRI became the first privately-owned gaming company designated a U.S. Best Managed Company by Deloitte Private and The Wall Street Journal in 2021, and has since been honored threefold. In the 2022 Global Gaming Awards, Hard Rock was named Land-Based Operator of the Year for the second time in four years. In 2021, Hard Rock Hotels & Casinos received first place ranking in the Casino Gaming Executive Satisfaction Survey conducted by Bristol Associates Inc. and Spectrum Gaming Group for six of the last seven years. Hard Rock International currently holds investment grades from primary investment rating agencies:

S&P Global Ratings (BBB) and Fitch Ratings (BBB).



# TIME TO ESCAPE ROUTINE

# BREAKOUT

MEETINGS AT HARD ROCK HOTELS

Take care of business. Our unique venues are designed to add a casual, collaborative spin to your meetings & events. Expect the unexpected!

CONTACT OUR GLOBAL SALES OFFICE TODAY: [HOTELSALES@HARDROCK.COM](mailto:HOTELSALES@HARDROCK.COM)

