



The proposed Hard Rock Hotel & Casino will be unlike any competitors in the region. More than just a casino, Hard Rock is a differentiated entertainment experience – from the design, to the memorabilia, to the service, and to the philanthropy – the Hard Rock experience is one of a kind. Please see the attached presentation, which shows the key differentiators.



hard rock hotels & casinos

please allow me to
introduce myself...

Hard Rock has evolved
into one of the most
exciting, sophisticated
and energetic lifestyle
brands in the world.





brand awareness

Asia – 37%
 Europe – 50%
 USA – 83%

more than
a casino

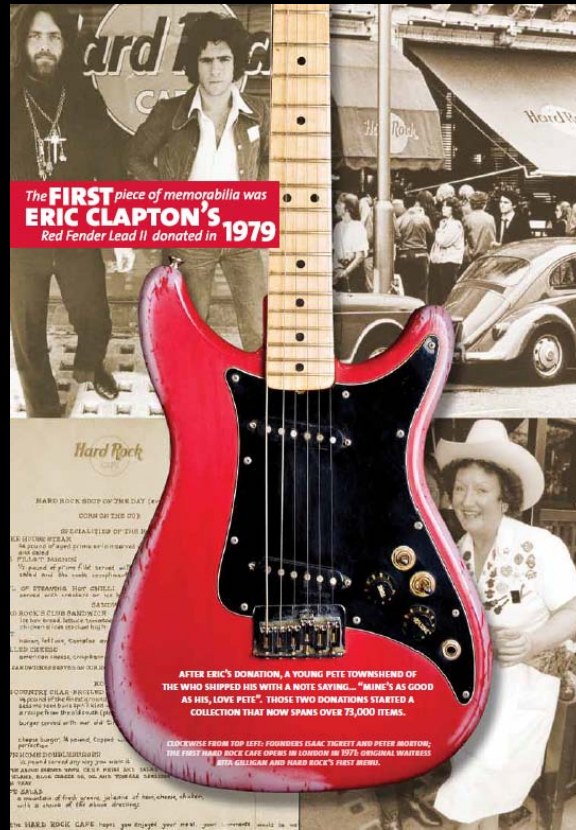


a differentiated experience





brand relevance
drives brand premium



celebrity
memorabilia
music
philanthropy
media coverage



monuments

aspirational

iconic

unique

brand-defining elements

accentuate local cultures

respect for architectural heritage



sleep

upper upscale to beyond luxury

music-centric design

oversized

rock-star suite

unique bathrooms

brand-defining amenities & programs



play

world-class

energy

state-of-the art

efficiency

marketing

VIP



meet

flexible

latest technology

unique spaces

party



retune

Rock Spa®

branded treatments & equipment

brand amenities & retail

Body Rock®



shop

Rock Shop®

exclusive to Hard Rock properties

artist-inspired offerings

fashion-inspired offerings

classics

high-end shopping



float

signature element

integrated design

vibe

cabanas

pool party



eat

Hard Rock Cafe®

signature restaurants

destination

three meal

NYC Steak®



social

world-class clubs

DJ's and live music

lobby bar

center bar

sky bar

pool bar

destination



live

Hard Rock Live®

purpose-built

flexible

concerts

events

banquets

meetings



music

global scale

local relevance

vibe

26,000 live music
events a year

largest global
battle of the bands

Hard Rock Records®



memorabilia

77,000 items

largest collection in the world

locally relevant

global tours

newsworthy

priceless



multimedia

technology

exclusive to Hard Rock properties

partnership with Microsoft





memories

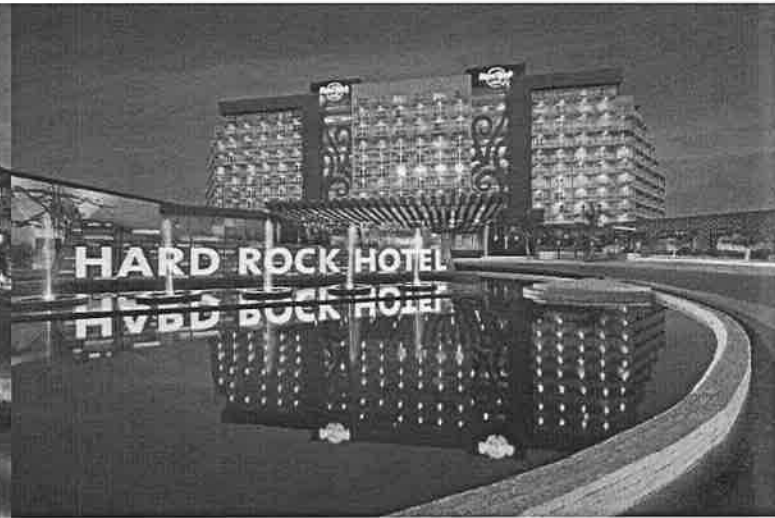
service

environment

attitude

moments

Brand Impact



Punta Cana
(rebranded January 2011)

Cancun
(rebranded August 2012)

	2010	2013	change	2012	2013	change
Occupancy						
ADR						
RevPAR						
RevPAR Index						
Total Revenue						