

Hard Rock Cafes

by
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Links for collectors. Click on the name to go to that site.

T-Shirts

Luc Devolder
Arrakeen's Site
NR-19.com
CeeKay's Website

Pin Collector

The logoholic
hrccollector.com
<https://thisishardrock.com>
CeeKay's Website

Magnets

HardRockMagnets.com
<https://thisishardrock.com>

Hard Rock Bears

Hard Rock Bear Collectors on Facebook

Zippo Lighters

Monkey.in

Informational Web Sites

Hard Rock Cafe News and Rumors

HRC Worldwide Community

Shot Glasses

hrcshots.com
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CeeKay's Website

Hard Rock Cafe Rocks

Andreas Buergelt

HR Link Collection

Hard Rock Casino Chips

There are many pages on Facebook, and the web, that have just about everything for the Hard Rock enthusiast and collector. Whatever you collect, do a search and you will find it. The below have been instrumental in helping me put this book together.



Andreas Buergelt. A big thank you for allowing me to use your pictures. This would be a much smaller book without them.



Scott Northup, Scott's Hard Rock. Scott's Hard Rock is a tribute and museum of all things Rock & Roll and the place that brings us all together.



Kay Kalkbrenner Admin of Hard Rock Cafe News and Rumors. Here you find the latest informations on planned new Hard Rock Cafes / Hard Rock Hotels or closing news.



HRC Worldwide follows Hard Rock Café News & Events, all things Rock N' Roll & the Global Communities dedicated to the culture of Peace, Love & Freedom of Expression.



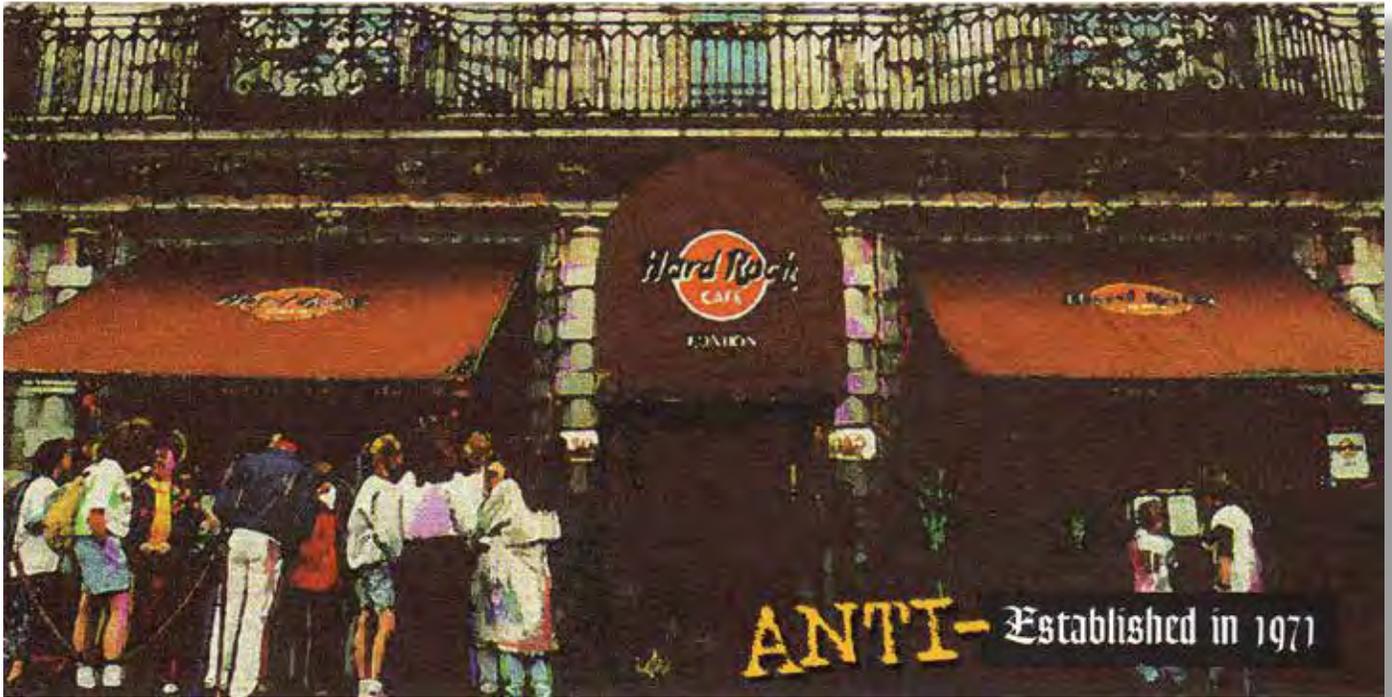
Charlie Lester. I'm grateful to Charlie for all his contributions over the past 15 years. Charlie shared his extensive photographic library for all my projects, especially the *Almost Everything Hard Rock* book.



Hard Rock Chip Guide. 248 pages showing all casino chips, silver strikes and tokens from Hard Rock casinos past and present including the Seminole Casino's and the Commemorative chips from the Cafe's. Completely re-worked to include dates, prototypes, concepts and errors. This guide is a pdf on a DVD, or USB stick, and formatted to print front and back and to place in a 3 ring binder. For sale at anderson-design.org.

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Hard Rock Cafes

Spanning over 265 locations in over 70 countries, Hard Rock has become a truly global phenomenon. From its first cafe in London, England which opened in 1971, to properties around the world, Hard Rock International continues to offer great American food in a rock 'n' roll environment. In 1983 Hard Rock opened the first cafe in Jackson Tennessee followed by Los Angeles, California. In 1983 Hard Rock expanded to Asia with it's first cafe in Tokyo.

Every Hard Rock Café offers a unique experience, from specific memorabilia that pays tribute to emerging and legendary musicians rooted in each area, to authentic, collectible merchandise that reflects the spirit of the city.



Photo by Andreas Bürgert



Visited by millions of guests each year, Hard Rock Cafe offers high quality American fare and great service in an energetic music atmosphere. There are some Hard Rock Café's which did not belong to the Rank Group or HRC International. Most of them opened before the Rank Group took over the Hard Rock name. It is unknown how many are open at this time or how many have closed. There are probably a dozen or so out there, some which are listed in this book under renegade cafe's.

Hard Rock International is the world's original curator of music memorabilia with the most far-reaching and world's greatest collection. Celebrating new and legendary music icons, the collection is showcased at Hard Rock Cafes, Hard Rock Live venues and Hard Rock Hotels and Casinos around the world. A fulltime staff oversees all aspects of the Hard Rock collection, from the initial procurement of an artifact to its maiden installation at a Hard Rock location. Among the pieces in the collection are photos, guitars and other instruments, clothing and costumes, platinum and gold LPs, posters and album art, and other rare music artifacts.

The story of the birth of Hard Rock's memorabilia collection is itself a part of music history. The collection started with a Eric Clapton guitar, a Fender Lead II. It was the beginning of something that nobody even knew was beginning.

It was just a joke among friends.

Back in the seventies, Clapton, the founder of Cream and Derek & the Dominoes, creator of the immortal "Layla", liked to eat at this quirky American diner in London called the Hard Rock Cafe. The place was this funky old building that used to be a Rolls Royce dealership, and it was run by a couple of young Americans who liked to keep it loose. Founded by Isaac Tigrett and Peter Morton, two enterprising and music-loving Americans, Hard Rock Cafe was an instant classic. You could be yourself at the Hard Rock. It was good food and a good time.

So Clapton got to be friends with the proprietors and asked them to save him a regular table, put up a brass plaque or something. And the young proprietors said, "Why don't we put up your guitar?" They all had a chuckle, and he handed over a guitar, and they slapped it on the wall.

No one thought much more about it. Until a week later, when another guitar arrived, a Gibson Les Paul. With it was a note from Pete Townshend of The Who which read: "Mine's as good as his. Love, Pete." The young proprietors put it on the wall. After that, the guitars never stopped coming.

In 1986 Hard Rock started its memorabilia collection by purchasing Sotheby's memorabilia collection. In 2015 Hard Rock purchased the Elvis Presley gold piano making it the 80,000th piece of music memorabilia in their collection. Today there are more than 80,000 guitars, drums, pianos, harmonicas, microphones, shirts, pants, scarves, shoes, handwritten lyrics, cars, bikes, a bus and assorted rock memorabilia - by far, the largest, most valuable such collection in the world - on the walls of over 200 locations in 74 countries around the world.

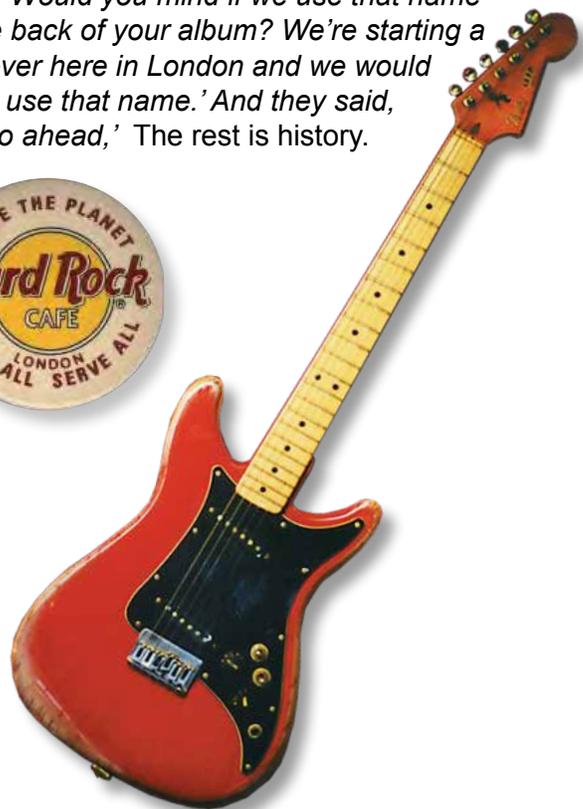
Only 50% of the memorabilia is donated while the rest is purchased from auctions or collections.

Some stars ask for a charity donation for the stuff. Others, particularly younger bands, prefer cash. Hard Rock won't take just any instrument or leopard skin cape. To qualify as memorabilia, items must have been used in commercial recording, live on stage or while writing a song.

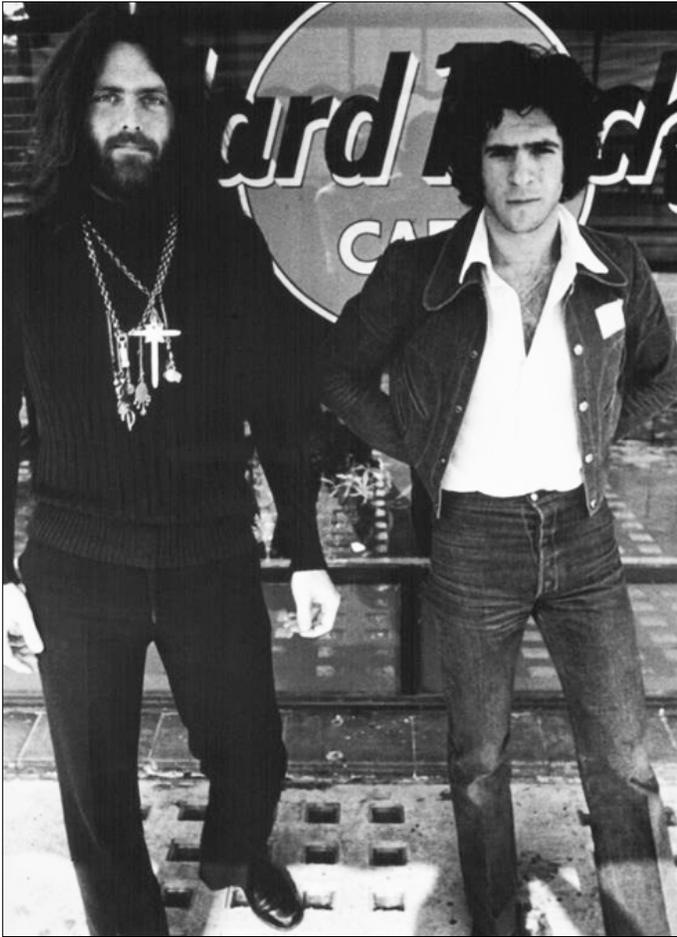


Album Photo by Henry Diltz

Hard Rock Cafe in Los Angeles opened in 1980. The picture was used in the Doors album Morrison Hotel. A year after the album came out they got a call from England and the guy says 'Hello. Would you mind if we use that name on the back of your album? We're starting a cafe over here in London and we would like to use that name.' And they said, 'No, go ahead,' The rest is history.



The guitar that started it all.



Isaac Tigrett and Peter Morton Photo courtesy Andreas Bürgert

An Incredible Concept: 1971-1979

The popularity of the Hard Rock Cafes grew exponentially from the inception of the first cafe on June 14, 1971, in London. Two young Americans, Isaac Tigrett and Peter Morton—who were the quintessential odd couple—borrowed money from their parents to open a quirky restaurant. They were only 22 years old at the time, and they selected Park Lane in London’s fashionable Mayfair district as the site of their ‘Hard Rock Cafe.’ The decor and menu contrasted sharply with the lavish hotels lining posh Park Lane, where strictly enforced dress codes were the norm, and hamburgers, milk shakes, and the music of the Rolling Stones most certainly were not.

Tigrett, son of a wealthy Tennessee financier named John Burton Tigrett, had moved to England with his family at age 15, attended private school in Lugano, Switzerland, and then later spent his days in London selling used Rolls Royces to Americans. Morton came from a wealthy and venerable Chicago restaurant family, a heritage he tapped into when he

opened The Great American Disaster, an American-style restaurant located in Chelsea, London. As a restaurateur, Morton was immediately successful, but his first venture was all but forgotten after he hooked up with Tigrett.

The excitement generated by the first cafe, an opening that quickly drew queues of patrons eager to take part in the Hard Rock Cafe’s carnival-like atmosphere, was duplicated with each additional opening of restaurants in other cities and other countries, becoming, if anything, more intense, as the restaurants themselves became grander and earned the reputation as popular gathering spots for celebrities.

The story of Hard Rock’s growth took on a contentious flavor early. Outside of youth and family wealth, Tigrett and Morton had little in common. Morton was later described as aloof, reserved, and a ‘business-first businessman,’ personality traits that initially complemented and then later butted against Tigrett’s impulsiveness. A self-described ‘raving Marxist,’ Tigrett became legendary for his flamboyance and recklessness, renowned for being an eccentric figure who played the principle role in many of the titillating stories composing Hard Rock Cafe lore.

The storied sightings of celebrities, added to the mystique and unpredictability of a visit to Tigrett and Morton’s establishments, creating invaluable marketing material for an organization that invested little time or money on traditional advertising. In fact, reports of celebrities seen imbibing or eating at a Hard Rock Cafe, coupled with Tigrett’s fabled antics, began working to the two restaurateurs’ advantage soon after they opened the initial Hard Rock Cafe.



Photo courtesy Hard Rock



Legendary artist Alan Aldridge created the original Hard Rock Cafe logo. From there one of the most notable logos on the planet was born.

It was a time when the rock-n-roll genre from which the business took its name was just emerging. The eatery needed the luminaries from rock's list of idiosyncratic entertainers to make its definitive leap from a popular London restaurant to the internationally recognized nexus of celebrities, celebrity-watchers, and celebrants the Hard Rock later became, but initially it prospered as a welcome alternative to the otherwise reserved atmosphere pervading Park Lane. Its menu diverged from typical Park Lane fare as well, offering customers a simple, decidedly American selection of food and drink that included hamburgers, barbecued ribs, milk shakes, sundaes, corn-on-the-cob, and apple pie, in addition to a wide variety of beer, hard liquor, and suffusive rock-n-roll.

Before long celebrities began patronizing the cafe; the rock group Led Zeppelin reportedly sent whiskey bottles crashing against the walls one evening, and Carole King wrote a musical tribute to the rock-n-roll haven. The Eric Clapton's guitar and then Pete Townshend, of The Who, became part of the cafe's growing rock memorabilia collection, while the magnetic power of the Hard Rock to attract celebrities also pulled in notable personages from outside the world of music: the Duke of Westminster stopped by, director Steven Spielberg ate lunch there every day during the filming of *Raiders of the Lost Ark*, and numerous other celebrities made widely reported visits to the raucous anomaly on Park Lane.

The publicized reports of who did what at the Hard Rock benefited Morton and Tigrett commensurately. Soon, the London restaurant was the destination for tourists and local denizens, a site to pay homage to the famous and the peculiar. Although the Hard Rock was a marketing boon, the swell of excitement it generated created one obstacle for Tigrett and Morton to hurdle: customers lingered, dawdled, and gawked, remaining for hours to take part in the paparazzi-filled days and nights, but they

purchased little, engendering a debilitatingly slow customer turnover rate stunting profits. The solution Tigrett and Morton reached, however, was relatively simple; they turned up the volume of their music, increasing the decibel level in the cafe and, as a result, increasing the patron turnover rate. Louder music meant people talked less, ate and drank faster, and loitered less, a change that quintupled the cafe's turnover rate and lifted its profit performance to match its popularity. Tigrett and Morton also moved into merchandising during this time, offering shirts, hats, watches, and coffee mugs with the Hard Rock logo, which contributed significantly to Hard Rock's bottom line.

As the restaurant became increasingly popular and successful, however, the relationship between Tigrett and Morton was becoming increasingly strained. In 1974 Tigrett made an about-face in his personal life, when the former became a Hindu convert and devoted follower of spiritual leader Sai Baba. Espousing a 'Love All, Serve All' tenet, Tigrett moved in with Ringo Starr's ex-wife, Maureen Starkey, in 1976. He later married her, referring to her, with typical Tigrett bravado, as his greatest piece of rock memorabilia. By the end of the 1970s, however, Tigrett's all-inclusive doctrine of love excluded Morton, and the two partners went their separate ways, beginning with Morton's return to the United States in 1979.

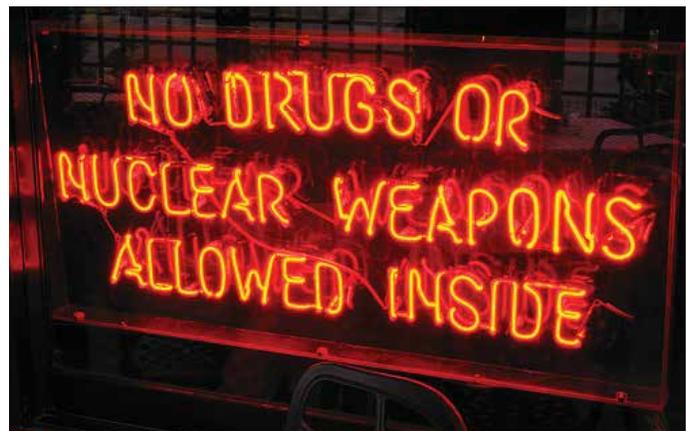




Photo courtesy Hard Rock



Photo courtesy Hard Rock

The End of an Era: 1980-1989

A protracted separation ensued between Tigrett and Morton, during which the two former partners fought a battle over the legal rights to the Hard Rock name. Three years later, in 1982, the situation was resolved when Morton gained the rights to the Hard Rock name for all the world west of the Mississippi River, and all the world east of the Mississippi River was granted to Tigrett. There were exceptions to this demarcation line (Morton was given the rights to Chicago, and Tigrett was awarded Dallas), but from 1982 forward there would be two companies controlling the Hard Rock name and operating Hard Rock Cafes--Morton's Hard Rock America, Inc. and Tigrett's Hard Rock Cafe International, Inc. What followed was a more truculent era in Hard Rock's history.



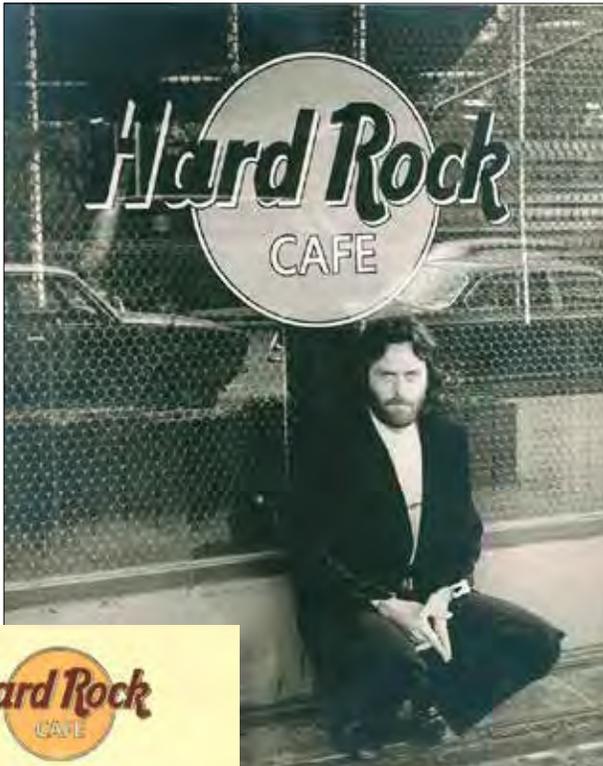
New York

Photo courtesy Hard Rock

Morton's Hard Rock America beat Tigrett's Hard Rock Cafe International to the punch when it opened the first Hard Rock in the United States in 1982. Located in Los Angeles, Morton's Hard Rock was backed financially by Hard Rock devotee Steven Spielberg, Hollywood film studio magnate Barry Diller, actor Henry Winkler, and singers Willie Nelson and John Denver, who helped Morton transport the Hard Rock concept across international borders for the first time. But, although Morton first brought the concept to the United States, Tigrett was the

first to realize immediate success with the concept, opening a Hard Rock in New York City with the financial assistance of comedian Dan Aykroyd and actor Yul Brynner. Critics hailed Tigrett's New York restaurant as the first successful effort to incorporate the disparate elements that made the London Hard Rock the success that it was, and crowds flocked to the new venue. Inside the New York Hard Rock, Tigrett assembled the first guitar-shaped bar, the largest collection of rock-n-roll memorabilia, and his 'God Wall,' a tribute to the inspirational forces guiding people's lives, featuring, among other things, a photograph of Sai Baba, a giant Krugerrand, and an enormous qualude.

After the opening of the New York Hard Rock, the two former partners continued to compete. Morton opened a café in San Francisco in an old automobile showroom; Tigrett opened one in Stockholm in 1985 and then opened the largest Hard Rock up to that time in Dallas in 1986. While Tigrett and Morton built their respective empires, others joined the fray by appropriating the Hard Rock name and independently opening Hard Rock Cafes in Amsterdam, Bombay, Bangkok, and Manila. By the late 1980s, after nearly 20 years in existence, the Hard Rock concept had engendered a confusing mess. Of all the proprietors operating Hard Rock Cafes, both legitimate and illegitimate, those who knew each other did not like



stock market plunge in October 1987, which sent Tigrett's stock cascading downward. Less than a year later, in August 1988, Tigrett sold his Hard Rock holdings to Earl and Pleasurama for \$100 million, ending his 17-year tenure as a Hard Rock showman.

Hard Rock's notoriety earned it several pages in Milton Moskowitz's 1988 book *The Global Marketplace*. The author cited Hard Rock as a winning formula, one that worked irrespective of geographic boundaries and divergent cultures, with a Hard Rock Cafe performing as well in Australia as one in Iceland. This universal popularity of the Hard Rock concept represented a rare achievement in the global restaurant industry; traditional, full-service restaurants like Hard Rock seldom managed to move across international borders with any success. In addition, Hard Rock Cafes achieved their success without benefit of any prodigious marketing effort; to a large degree they generated business merely by their existence--and this was an unprecedented feat.



Photos courtesy Andreas Bürgert

Isaac Tigrett

each other, and those who did not know each other had every incentive to remain incognito. The restaurants themselves were flourishing, but behind the scenes a tempest was gathering force.

Then Robert Earl approached Tigrett with an offer of acquisition. The son of a British pop singer, Earl was several years younger than Tigrett and Morton. He had attended the University of Surrey, where he took courses in operating food and drink establishments. Thereafter he was involved in several food industry successes and had quickly amassed a restaurant empire totaling 70 restaurants by the time he merged his company President Entertainments with Pleasurama PLC, a London-based leisure group, in 1987. The transaction yielded Earl \$63 million.

One of the first deals Earl completed for Pleasurama was the acquisition of Tigrett's half of the Hard Rock business. Tigrett had since taken his Hard Rock Cafe International public, selling a small portion of the company to London investors in 1984. Three years later, Drexel Burnham Lambert sold another parcel of the company to American investors, an ill-timed \$40 million offering made prior to the

Meanwhile, Tigrett went on to superintend the development of a pyramid-shaped sports arena in Memphis and the construction of a hospital for the poor in India, while Earl took the four Hard Rocks located in Tigrett's eastern sector and quickly sought to increase their number. Earl's corporate affiliation with Pleasurama, meanwhile, came to an end in 1989, when the leisure company was acquired by Mecca Leisure PLC.

A Renaissance for Hard Rock: 1990-1995

After Mecca Leisure PLC acquired Pleasurama, it in turn was swallowed by the Rank Organization PLC, a British-based conglomerate, in 1990. By the time the dust had settled, there were 25 Hard Rocks dotting the globe, counting both Morton's and Earl's, the newest, largest, and most successful being the Orlando, Florida Hard Rock, which opened in 1990 and almost immediately began serving 5,000 customers a day.

The Orlando Hard Rock belonged to Earl, as did nine more Hard Rocks slated for construction in the coming years. Surprisingly, during this time, Tigrett and Morton found themselves agreeing on one issue: neither could abide Earl. Tigrett condemned Earl for treating the Hard Rock concept like a cash

cow to be duplicated again and again until its novelty was exhausted, and Morton and Earl had become adversaries during the course of their business relationship. Earl and Morton jointly owned Hard Rock Licensing Corporation, the company controlling the exclusive rights to Hard Rock's lucrative trademarks. The licensing entity also served as a proving ground for both Hard Rock owners' divergent views as to which direction the name should be taken. A running feud between the two had begun almost as soon as Earl bought Tigrett's half of the Hard Rock empire, and as time progressed the animosity had intensified.

Earl irrevocably aggravated tensions in 1991 when he opened Planet Hollywood in New York, one block away from the Hard Rock Cafe, with his own band of celebrity investors, including film producer Keith Barish, director John Hughes, and actors Arnold Schwarzenegger and Bruce Willis. Designed by Anton Furst (who created the sets for the first Batman film), Planet Hollywood was to the film world what Hard Rock was to rock-n-roll, a restaurant that housed memorabilia from the film industry and provided customers with an opportunity to enjoy the glamour of Hollywood. Earl's new establishment angered Morton, who charged that Earl had illegally copied the Hard Rock concept. Earl flatly denied Morton's charge, stating to New York magazine, 'Planet Hollywood was carefully designed so there would be no accusation whatsoever of duplication. You'll find zero similarity.'

By the summer of 1992, however, less than a year after the New York Planet Hollywood had opened, Morton had found enough similarities between Planet Hollywood and Hard Rock Cafes to bring three lawsuits against the Rank Organization and Robert Earl. Earl responded later in the year by announcing his intentions to leave Rank and pursue his Planet Hollywood-related business interests, which opened the door for a new leader of Tigrett's former Hard Rock holdings.

Stepping into the breach was Art Levitt, formerly of the Walt Disney Company, who was selected as the president and CEO of Hard Rock Cafe International in early 1993. Assuming his new post, Levitt inherited 22 Hard Rock Cafes in 13 countries, almost all of which were vestiges of Earl's prolific years at Rank. With these highly successful properties--the New York Hard Rock, for instance, ranked as the city's third largest tourist attraction (trailing

only the Empire State Building and the Statue of Liberty)--Levitt had his hands full in steering the Hard Rock franchise and keeping an eye on its former wunderkinds. In 1992 another musically themed restaurant threatened Hard Rock's reign--the House of Blues, from another former insider, Isaac Tigrett. His new brainchild centered on the blues rather than rock-n-roll and offered live performances and late dining with the ambience of a nightclub.

In 1993 new Hard Rocks opened in a host of exotic locations, including San Juan, Miami, Mexico City, Bali, and Taipei. The following year, another four international restaurants opened (in Beijing, Cozumel, Kowloon, and Madrid), while Hard Rock set out to conquer the country music capital of the world, Nashville. Although many had criticized Robert Earl's rapid expansion, Hard Rock had brought 20 more restaurants into its fold in under three years. Competition had something to do with it, as Earl's Planet Hollywood continued to branch out and another themed restaurant chain, Rainforest Café, debuted in 1994. By the next year, as Hard Rock sprouted 14 new locations, Rainforest Café went public, as did Planet Hollywood. Both were initially successes, and Hard Rock quaked just a bit.

Themed Restaurants Hit Their Zenith: 1996-2000

With competitors popping up around the globe, often within spitting distance, Hard Rock continued its aggressive expansion with 13 new restaurants in 1996. Yet the biggest news of the year was the Rank Organization, which had changed its name to Rank Group PLC, scoring a coup by acquiring Peter Morton's Hard Rock America as well as the ownership to Hard Rock Canada, owned by Nick Bitove. The Hard Rock name and brand, a formidable and lucrative force around the world, was now owned by one entity in total control of the increasingly popular trademark. Meanwhile, Tigrett's House of Blues chain opened a heavily touted restaurant/club in Chicago and Earl's Planet Hollywood aggressively expanded as well. Yet all was not well in the flashy industry, as the market seemed to overload on garishly themed restaurants.

By early 1997, Hard Rock underwent a major change; its reputation came to mean much more than a chain of phenomenally successful restaurants with rock-n-roll history on its walls. Soon Hard Rock actually came to mean music, as the company teamed up with VH1 for 'Hard Rock Live!,' a weekly

television series. Each show featured performances by top names from the music industry, from the hottest new groups to legends from the annals of rock history. Aired on MTV's younger and increasingly popular sibling VH1, 'Hard Rock Live!' was a hit and soon spawned a concert series and record deal with Rhino Records. Stages were added to the Hard Rock restaurants in Orlando and Mexico City, creating complexes for food, fun, and live rock-n-roll performances.

Fresh from its flourishing television series, Hard Rock Cafe International leapt in three disparate directions in 1998: the first was inking a deal with the NBA (National Basketball Association) in February to open ten basketball-themed restaurants; the second was a jump into the hospitality industry when the first Hard Rock Hotel opened in Bali in May; and the third was the debut of the company's official web site, www.hardrock.com. The Bali beach complex was a tropical paradise with Hard Rock's signature restaurant and 418 luxurious, musical era-themed rooms; the web site touted a wide range of activities (news, webcasts, promotions, sweepstakes, online shopping) and company information.

In 1999 Peter J. Beaudrault was named president of Hard Rock Cafe International, a year that marked the fall of Robert Earl's Planet Hollywood chain into Chapter 11. Among the dented were the sports-themed All Star Cafes, part of Earl's crumbling empire. An undisclosed number of Planet Hollywoods and All Star Cafes were either closed or soon would be, while Hard Rock opened new eateries in Indiana, Florida, Tennessee, and Japan, bringing the total tally to 104 Hard Rock Cafes in 36 countries, with no sign of slowing down. One new restaurant, in particular, was bittersweet, as the chain went back to its birthplace, England, to open a café in Manchester. Although neither Tigrett nor Morton was involved, in a sense, Hard Rock had come full circle.

Although it was probably true that Tigrett and Morton had high hopes for their unique restaurant concept, neither had imagined just how successful the Hard Rock Cafes would be. With a story as colorful as its decor, the 29-year-old chain showed no signs of slowing down as it approached the new millennium.

The Seminole Tribe Buy the Hard Rock Brand

In May 2006, Peter Morton sold the Las Vegas Hard Rock Hotel to New York based Morgans Hotel Group for \$770 million including the rights to the Hard Rock Hotel brand west of the Mississippi River. This included Texas, California, Australia and Vancouver, British Columbia. In 2007 Morgans Hotel Group announced a major expansion and renovation for the Las Vegas property that was completed in 2010. In March 2011 Brookfield Real Estate Finance Fund II assumed ownership of the financially troubled Hard Rock Hotel in Las Vegas after closing on a settlement agreement with its borrowers. WG-Harmon, LLC, a subsidiary of Warner Gaming, LLC of Las Vegas had been hired to operate the casino.

Also in 2006, The Seminole Tribe of Florida announced it has contracted to acquire Hard Rock International, Inc. and other related entities from The Rank Group Plc for approximately \$965 million. The deal was finalized in 2007. The purchase at this time included the Hard Rock brand controlled by The Rank Group Plc and the entire collection of music memorabilia, as well as 68 company-owned Hard Rock Cafe Restaurants and retail stores, including 44 in the United States, three in Canada, 17 throughout Europe, three in Australia and one in Puerto Rico. The deal also includes licensing or franchise agreements for another 56 restaurants and five hotels, plus Hard Rock Live performance venues. The Hard Rock Casino in London was not included in the deal and is still part of The Rank Group. The driving force behind the Tribe's purchase of Hard Rock International is Seminole Gaming Chief Executive Officer James Allen, who is responsible for spearheading the tremendous success of the two Seminole Hard Rock Hotels & Casinos.

In 2016, Hard Rock International had completed the acquisition of casino and hotel-casino rights in the western U.S. with the exception of BREF HR, LLC, which own the Hard Rock Hotel and Casino in Las Vegas. Originally separated from the Hard Rock International's portfolio more than three decades ago, the rights acquired in this deal reunite Hard Rock International's global territory for casinos and hotel-casinos.

As a result of the transaction, Hard Rock International is now exclusively entitled to develop, own, license, franchise and manage Hard Rock Casinos and Hotel-Casinos in the western U.S., including Minnesota and state west of the Mississippi River, as well as in Australia, Brazil, Israel, Venezuela and Vancouver, British Columbia.

As part of the contract, Hard Rock International assumed the agreements between BREF HR, LLC and their existing licensees, including Hard Rock Hotel & Casino Lake Tahoe, Nevada, Hard Rock Hotel & Casino Sioux City, Iowa; Hard Rock Hotel & Casino Tulsa, Oklahoma and Hard Rock Casino Vancouver.

Throughout its history, Hard Rock Cafe has been governed by a guiding service philosophy- 'Love All-Serve All.' HRC is a place where all have always been welcome, regardless of age, sex, or class. This unconditional welcoming hand, first extended by Messrs. Tigrett and Morton, continues today as integral to Hard Rock's present and future as it was to its beginnings.

Key Dates

- 1971 First Hard Rock opens in London.
- 1971 The Hard Rock Logo is Created
- 1973 The Classic Tee. Hard Rock sponsored a local sports team, the shirt was so in demand that they gave the extras to fans and then to keep up with demand started selling them.
- 1973 The First Live Music. Paul McCartney making his public debut with Wings
- 1977 Company is incorporated as Hard Rock Cafe International PLC.
- 1979 The Memorabilia Collection is born
- 1982 Founders Isaac Tigrett and Peter Morton split up the company and go their separate ways.
- 1983 First Asian Cafe
- 1984 Hard Rock goes public.
- 1985 Live Aid
- 1986 Tenth Hard Rock opens in Dallas.
- 1988 Tigrett sells his interest in Hard Rock International to Robert Earl.
- 1990 25th Hard Rock opens in Montreal.
- 1994 First Hard Rock Live opens in Mexico City.
- 1995 First South American Cafe
- 1995 First Hard Rock Casino opens.
- 1995 50th Hard Rock opens in Calgary.
- 1996 Rank Group PLC buys Morton's Hard Rock America and Nick Bitove's Hard Rock Canada.
- 1997 Hard Rock Live! debuts on VH1.
- 1998 First Hard Rock Hotel opens in Bali.
- 1999 100th Hard Rock opens in Amsterdam.
- 2006 The Seminole Tribe acquired the Hard Rock International brand of restaurant, hotel, and casino chains.
- 2007 The Seminole Tribe buys Hard Rock.
- 2008 Hard Rock Calling.
- 2021 50th Anniversary of the Hard Rock brand.



Rita Gilligan, Hard Rock ambassador

She started serving since the Hard Rock opened on June 14, 1971 and continues to this day as an international ambassador. She has flown all over the world – from Africa and the Middle East to Australia – and has opened more than 100 Hard Rocks around the world.

Buy her book, *The Rock 'N' Roll Waitress at the Hard Rock Cafe*.

Special thanks to Funding Universe for their input.

Town	Country	Opened	Notes
Acapulco	Mexico	November, 1989	Closed January, 2014
Almaty	Kazakhstan	October, 2014	Closed August, 2020
Albuquerque Hotel	New Mexico (USA)	June, 2010	Closed July, 2013
Amman	Jordan	August, 1997	Closed September. 2002
Amsterdam	Netherlands	March, 1999	Reopened June, 2000
Amsterdam Hotel	Netherlands	June, 2020	
Anchorage	Alaska (USA)	June, 2014	Closed October, 2020
Andheri, Mumbai	India	September, 2013	Closed January, 2021
Andorra	Andorra	July, 2017	
Andorra City Shop	Andorra	May, 2021	Closed, September, 2022
Angkor	Cambodia	June, 2014	
Angkor Rock Shop	Cambodia	December, 2022	
Ankara	Turkey	May, 1998	Closed February, 2002
Antwerp	Belgium	December, 1995	Closed April, 1997
Antwerp 2	Belgium	March, 2017	
Aruba	Dutch Caribbean	December, 2008	Closed August, 2020
Aruba Rock Shop	Dutch Caribbean	December, 2008	Closed August, 2020
Aruba Cruise Terminal	Dutch Caribbean	December, 2008	Closed August, 2020
Asuncion	Paraguay	December, 2014	Closed November, 2018
Asuncion 2	Paraguay	December, 2019	
Aspen	USA (Colorado)	January, 1991	Closed November, 2000
Athens	Greece	September, 2004	Closed 2014
Athens 2	Greece	July, 2015	
Athens Piraeus	Greece	July, 2021	Terminal B Rock Shop
Athens Piraeus	Greece	July, 2021	Terminal A Rock Shop
Athens Plaka Shop	Greece	September, 2004	Closed March, 2014
Atlanta	USA (Georgia)	November, 1992	
Atlantic City	USA (New Jersey)	November, 1996	Closed September, 2017
Atlantic City 2	USA (New Jersey)	June, 2018	
Atlantic City Hotel	USA (New Jersey)	June, 2018	
Austin	USA (Texas)	February, 2002	Closed January, 2006
Ayia Napa	Cyprus	May, 2016	
Bahrain	Bahrain	October, 1997	Closed April, 2019
Baku	Azerbaijan	August, 2016	
Bali	Indonesia	November, 1993	Closed May, 1998
Bali	Indonesia	May, 1998	
Bali Rock Shop	Indonesia	May, 1998	At the Hotel
Bali Airport	Indonesia	July, 2015	Closed December 2020
Bali Airport Shop	Indonesia	August, 2022	
Bali Airport	Indonesia	April, 2023	International Departures
Bali Hotel	Indonesia	May, 1998	
Baltimore	USA (Maryland)	July, 1997	
Banff	Canada	October, 1995	Closed June, 2000
Bangkok	Thailand	March, 1991	Closed March, 2021
Bangkok	Thailand	Relocation 2023	
Bangkok Erawan	Thailand	December, 2019	Rock Shop
Barcelona	Spain	November, 1997	
Beijing	China	May, 1994	Closed September, 2012
Beirut	Lebanon	December, 1996	Closed September, 2013
Belfast	Northern Ireland	May, 2001	Closed September, 2004
Belo Horizonte	Brazil	December, 2005	Closed May, 2014
Bengaluru	India	December, 2007	
Bengaluru	India	December, 2019	Whitefield

Town	Country	Opened	Notes
Berlin	Germany	May, 1992	Closed April, 2010
Berlin 2	Germany	April, 2010	
Berlin Shop	Germany	August, 2020	Checkpoint Charlie
Biloxi	USA (Mississippi)	July, 2007	
Biloxi Hotel	USA (Mississippi)	July, 2007	
Birmingham	England	November, 2001	Closed May, 2007
Bogotá	Colombia	October, 2001	Closed November, 2021
Boston	USA (Massachusetts)	June, 1989	Closed July, 2007
Boston 2	USA (Massachusetts)	July, 2007	Closed June 2022
Boston 2	USA (Massachusetts)	Relocation 2023	
Bristol Bar	England	April, 2004	Closed January, 2006
Brussels	Belgium	July. 2012	
Bucharest	Romania	January, 2008	
Bucharest Baneasa	Romania		Rock Shop. Closed
Budapest	Hungary	December, 2011	
Budapest Airport	Hungary	July, 2015	
Budva Rock Shop	Montenegro	June, 2015	Closed March, 2021
Budva Rock Shop	Montenegro	April, 2023	
Buenos Aires	Argentina - Recoleta	October, 1995	Closed March, 2020
Buenos Aires	Argentina - AEP	November, 2014	
Buenos Aires	Argentina - Ezeiza	December, 2017	Closed
Buenos Aires	Argentina - Puerto Madero	July, 2019	
Buenos Aires Shop	Argentina - Aeropuerto	July, 2015	Closed April, 2019
Buenos Aires Shop 2	Argentina - Aeropuerto	December, 2019	
Buenos Aires Shop	Argentina - EZE	December, 2015	Closed, December, 2017
Buenos Aires Shop	Argentina - La Florida	October, 2021	
Buenos Aires Airpt	Argentina - Ezeiza	December, 2022	
Busan	South Korea	October, 2015	Closed February, 2018
Cabo San Lucas	Mexico	December, 1995	Closed August, 2013
Cabo San Lucas 2	Mexico	December, 2019	
Cairo	Egypt	May, 2001	Closed December, 2010
Cairo 2	Egypt	March, 2018	Closed August, 2020
Cairo	Egypt	Relocation 2023	
Cairo Haram Shop	Egypt	May, 2001	Closed December, 2010
Calgary	Canada	April, 1995	Closed June, 2000
Cancun	Mexico	June, 1987	Closed September, 1997
Cancun (relocated)	Mexico	September, 1997	Closed August, 2014
Cancun 2	Mexico	March, 2016	
Cancun Hotel	Mexico	August, 2012	
Cape Town	South Africa	November, 1996	Closed June, 2001
Cape Town 2	South Africa	October, 2017	
Caracas	Venezuela	May, 2005	Closed May, 2020
Caracas 2	Venezuela	December, 2022	
Caracas Airport	Venezuela	April, 2023	
Cardiff	Wales	October, 2003	Closed October, 2010
Cartagena	Colombia	December, 2007	
Catania	Italy	February, 2004	Closed November, 2006
Cayman Islands	Cayman Islands	April, 2000	Closed December, 2013
Cayman Islands 2	Cayman Islands	December, 2014	
Chandigarh	India	February, 2021	
Chennai	India	December, 2013	Closed May, 2016
Chennai 2	India	Relocation 2023	
Chiang Mai	Thailand	December, 2016	

Town	Country	Opened	Notes
Chicago	USA (Illinois)	June, 1986	
Chicago Hotel	USA (Illinois)	February, 2004	Closed November, 2017
Choctaw Beach Club	Mississippi (USA)	June 2003	Closed January, 2005
Cincinnati	USA (Ohio)	July, 2021	
Cleveland	USA (Ohio)	July, 1998	Closed July, 2016
Cologne	Germany	April, 2003	
Colombo	Sri Lanka	Openening 2023	
Copenhagen	Denmark	July, 1995	Closed March, 2015
Copenhagen 2	Denmark	March, 2015	
Cordoba Shop	Argentina	December, 2017	Closed May, 2019
Cordoba Rock Shop	Argentina	Opening 2023	
Costa Maya	Mexico	August, 2011	Closed May, 2012
Costa Maya	Mexico		Cruise Terminal - Closed
Costa Maya RS	Mexico	October, 2008	Closed May, 2012
Cozumel	Mexico	October, 1997	Closed April, 2014
Cozumel 2	Mexico	December, 2014	
Cozumel Shop	Mexico	September 2019	Puerto Maya Cruise Port
Cozumel Shop	Mexico	December, 2014	
Cozumel Bar	Mexico	Open	
Curibita	Brazil	May, 2015	
Dalian Hotel	China	July, 2020	
Dallas	USA (Texas)	November, 1986	Closed March, 2007
Dallas 2	USA (Texas)	July, 2009	Closed July, 2019
Davos Hotel	Switzerland	December, 2017	
Daytona Beach Hotel	Florida (USA)	March, 2018	
Denver	USA (Colorado)	November, 1998	
Desaru Coast Hotel	Malaysia	September, 2018	
Destin	USA (Florida)	July, 2004	Closed June, 2014
Detroit	USA (Michigan)	November, 2003	Closed January, 2019
Dubai	United Arab Emirates	December, 1997	Closed March, 2009
Dubai 2	United Arab Emirates	November, 2011	
Dubai DXB Airport	United Arab Emirates	November, 2018	
Dubai DXB Airport	United Arab Emirates	August, 2018	Airport 2
Dubai DXB Airport	United Arab Emirates		Terminal 3 - Closed
Dubai at Ain Dubai	United Arab Emirates	January, 2022	
Dubai at Bluewater	United Arab Emirates	August, 2022	
Dublin	Ireland	June, 2004	
Dublin Hotel	Ireland	February, 2020	
Dubrovnik	Croatia	April, 2023	
Dubrovnik RS	Croatia	December, 2021	
Edinburgh	Scotland	March, 1998	
Edinburgh Pop-Up	Scotland	January, 2023	
Edmonton	Canada	July, 1995	Closed June, 2000
Fiji	Fiji	December, 2007	Closed March, 2020
Florence	Italy	June, 2011	
Florianópolis	Brazil	December, 2022	
Florianópolis	Brazil	August, 2022	Hard Rock Live
Florianópolis Airport	Brazil	August, 2022	Rock Shop
Fortaleza	Brazil	March, 2019	
Four Winds	USA (Michigan)	July, 2012	Closed October, 2020
Foxwoods	USA (Connecticut)	August, 2004	
Ft. Lauderdale	USA (Florida)	July, 1999	Closed May, 2004
Fukuoka	Japan	April, 2000	Closed April, 2015

Town	Country	Opened	Notes
Fukuoka 2	Japan	April, 2015	Closed May, 2020
Gatlinburg	USA (Tennessee)	September, 1999	Closed May, 2014
Gdansk	Poland	June, 2014	
Glasgow	Scotland	November, 2013	
Goa Hotel	India	December, 2015	
Gramado	Brazil	July, 2018	
Guwahati	India	December, 2020	
Glyfada	Greece	December, 2010	Closed October, 2012
Göteborg	Sweden	December, 2004	
Gran Canaria	Spain	December 2005	Closed December, 2010
Gran Canaria 2	Spain	December, 2019	
Gran Canaria	Spain	August, 2022	Rock Shop
Guadalajara	Mexico	November, 1998	Closed October, 2008
Guadalajara Hotel	Mexico	September, 2018	
Guatemala City	Guatemala	January, 2013	Closed October, 2017
Guam	(USA) Mikronesia	May, 1998	
Guanacaste	Costa Rica	July, 2015	Closed March, 2020
Guangzhou	China	September, 1996	Closed May, 2003
Gurgaon	India	March 2014	Closed March, 2020
Guyana	Guyana	May, 2019	
Guwahati	India	December, 2020	
Hamburg	Germany	August, 2011	
Hamburg Shop	Germany	December, 2020	Airport Rock Shop
Hangzhou	China	October 2016	Closed July, 2018
Helsinki	Finland	October, 2012	Closed January, 2023
Ho Chi Minh City	Vietnam	December, 2009	Closed May, 2021
Hollywood	USA (California, Universal)	January, 1996	Closed January, 2020
Hollywood	USA (California)	July, 2010	On Hollywood Blvd.
Hollywood	USA (Florida)	May, 2004	At the Hard Rock Hotel
Hollywood Hotel	USA (Florida)	May, 2004	
Hong Kong Island	China	March, 1995	Closed October, 1999
Hong Kong 2	China - Opened as Kowloon	April, 2004	Closed November, 2008
Hong Kong LKF	China	April, 2011	Closed March, 2020
Hong Kong, Peak	China	December, 2001	Closed August, 2011
Hong Kong, Peak	China	November, 2011	Closed March, 2020
Hong Kong Ferry	China	March, 1995	Closed May, 2001
Honolulu	USA (Hawaii)	July, 1987	Closed November, 2010
Honolulu	USA (Hawaii)	November, 2010	
Houston	USA (Texas)	November, 1986	Closed May, 2000
Houston 2	USA (Texas)	May, 2000	Closed May, 2020
Houston Airport	USA (Texas)	May, 2017	
Hurghada	Egypt	November, 2004	Closed July, 2021
Hurghada 2	Egypt	Relocation 2023	
Hurghada Rock Shop	Egypt	October, 2022	
Hyderabad City	India	September, 2009	
Hyderabad Bar	India	April, 2008	Closed August, 2009
Hyderabad Hitech	India	September, 2021	
Iguazu Airport RS	Argentina	October, 2022	
Iguazu Airport	Argentina	March, 2023	
Indianapolis	USA (Indiana)	April, 1999	Closed March, 2019
Ibiza	Spain	June, 2013	
Ibiza Hotel	Spain	May, 2014	
Ibiza Airport Shop	Spain	June, 2014	Closed October, 2019

Town	Country	Opened	Notes
Iguazu	Argentina	March, 2016	
Innsbruck	Austria	August, 2017	
Istanbul	Turkey	December, 2013	Closed February, 2017
Istanbul Rock Shop	Turkey	July, 2016	Closed August, 2017
Jackson	USA (Tennessee)	January, 1983	Closed June, 1983
Jakarta	Indonesia	October, 1992	Closed June, 2004
Jakarta 2	Indonesia	June, 2004	Closed December, 2012
Jakarta 3	Indonesia	September, 2013	Closed March, 2023
Jiuzhaigou	China	September, 2021	
Johannesburg	South Africa	December, 2013	
Kanata	Canada	January, 1996	Closed August, 2002
Kathmandu	Nepal	July, 2021	Rock Shop
Key West	Florida (USA)	September, 1996	
Kobe	Japan	April, 1999	Closed December, 2003
Koh Samui	Thailand	April, 2016	Closed, October, 2022
Koh Samui Airport	Thailand	March, 2022	Closed, November, 2022
Kolkata	India	December, 2017	
Kona	USA (Hawaii)	July, 1998	Closed July, 2008
Kota Kinabalu	Malaysia	April, 2015	Closed March, 2020
Kotor	Montenegro	July, 2017	Shop only
Kowloon	China	November, 1994	Closed November, 1999
Krakow	Poland	June, 2010	
Kuala Lumpur	Malaysia	November, 1991	
Kuala Lumpur Aiport	Malaysia	Opening 2023	
Kuwait	Kuwait	November, 2004	Closed February, 2014
Kyoto	Japan	July, 2019	Closed March, 2021
Lagos	Nigeria	December, 2015	
La Jolla (San Diego)	USA (California)	December, 1988	Closed July, 1998
La Jolla	USA (California)	December, 1998	Closed September, 2008
La Paz	Bolivia	September, 2017	Closed July, 2019
La Paz 2	Bolivia	October, 2022	
Lake Tahoe	USA (Nevada)	June, 1998	Closed May, 2018
Lake Tahoe Hotel	USA (Nevada)	January, 2015	Closing late 2023
Las Vegas	USA (Nevada)	September, 1990	Closed January, 2017
Las Vegas	USA (Nevada)	September, 2009	On the Strip
Las Vegas Hotel	USA (Nevada)	March, 1995	Closed February, 2020
Leeds	England	December, 2002	Closed 2007
Lima	Peru	February, 1998	Closed December, 2001
Lima 2	Peru	December, 2012	Closed March, 2019
Lisbon	Portugal	June, 2003	
London	England	June, 1971	
London Hotel	England	April, 2019	Closed May, 2023
London Vault	England	Open	
Los Angeles	USA (California)	October, 1982	Closed December, 2006
Los Cabos Hotel	Mexico	July, 2019	
Louisville	USA (Kentucky)	May, 2004	Closed March, 2020
Lyon	France	October, 2016	
Lyon Airport	France	March, 2018	Closed
Macau	China	February, 2012	Closed August, 2019
Macau Hotel	China	June, 2009	Closed August, 2019
Macau 2, Shop	China	August, 2019	Closed April, 2020
Madrid	Spain	November, 1994	Closed July, 2020
Madrid Hotel	Spain	July, 2021	

Town	Country	Opened	Notes
Makati	Philippines	December, 1995	Closed July, 2017
Makati 2	Philippines	February, 2020	
Malaga	Spain	March, 2019	
Malaga Airport Shop	Spain	July, 2020	Rock Shop
Maldives	Maldives	October, 2019	
Maldives Airport	Maldives	Opening 2023	Rock Shop
Maldives Hotel	Maldives	September, 2019	
Mallorca	Spain	November, 2008	
Mallorca Shop	Spain	September, 2018	City Rock Shop
Mallorca Airport 1	Spain	May, 2019	Rock Shop
Mallorca Airport 2	Spain	June, 2014	Rock Shop
Malta	Malta	March, 2006	Closed November, 2020
Malta Airport	Malta	March, 2006	
Malta Bar	Malta	March, 2006	Closed June, 2020
Malta	Malta	June, 2020	Former Malta Bar
Mallorca Airport	Spain	May, 2019	Rock Shop
Managua	Nicaragua	December, 2017	
Manchester	England	September, 2000	
Manilla	Philippines	December, 2018	
Marbella	Spain	October, 2009	Closed June, 2020
Margarita Island	Venezuela	November, 2006	
Marseille	France	November, 2014	Closed September, 2017
Maui	USA (Hawaii)	July, 1990	Closed December, 2016
Medellin	Columbia	September, 2010	Closed September, 2016
Medellin 2	Columbia	September, 2016	Closed August, 2020
Melaka	Malaysia	January, 2013	
Melbourne	Australia	December, 1995	Closed October, 2007
Memphis	USA (Tennessee)	November, 1997	Closed June, 2014
Memphis 2	USA (Tennessee)	July, 2014	
Mexico City	Mexico	September, 1993	Closed May, 2013
Miami	USA (Florida)	September, 1993	
Miami Gardens	USA (Florida)	September, 2016	Hard Rock Stadium
Milan	Italy	June, 2022	
Minneapolis	USA (Minnesota)	September, 2002	Closed September, 2011
Minneapolis Mall	USA (Minnesota)	August, 2014	Closed January, 2021
Montego Bay	Jamaica	December, 2016	Closed March, 2020
Montego Bay Airport	Jamaica	December, 2015	Closed August, 2021
Montevideo	Uruguay	December, 2018	
Montreal	Canada	September, 1990	Closed September, 2009
Moscow	Russia	September, 2003	
Mykonos	Greece	June, 2011	Rock shop closed
Myrtle Beach	USA (South Carolina)	July, 1995	Closed October, 2016
Myrtle Beach 2	USA (South Carolina)	October, 2016	Broadway at the Beach
Myrtle Beach Park	USA (South Carolina)	April, 2008	Closed September, 2008
Mumbai	India	September, 2006	Closed November, 2018
Munich	Germany	February, 2002	
Nabq	Egypt	December, 2012	
Nagoya	Japan	July, 1997	Closed December, 2010
Narita	Japan	September, 2006	Closed August, 2012
Narita Airport Shop	Japan	December, 2000	Closed March, 2014
Nashville	USA (Tennessee)	June, 1994	
Nassau	Bahamas	October, 2003	Closed October, 2020
Nassau Airport Shop	Bahamas	October, 2003	Closed October, 2020

Town	Country	Opened	Notes
Navi, Mumbai	India	October, 2021	
Newcastle	England	May, 2021	
New Delhi	India	April 2009	Closed October, 2019
New Delhi 2	India	December, 2022	
New Orleans	USA (Louisiana)	December, 1987	December, 2012
New Orleans 2	USA (Louisiana)	December, 2012	
New York	USA (New York)	April, 1984	Closed August, 2005
New York 2	USA (New York)	August, 2005	Times Square
New York	USA (New York)	March, 2009	Yankee Stadium
Newport Beach	USA (California)	November, 1992	Closed June, 2005
Niagara Falls	Canada	December, 1996	
Niagara Falls	USA (New York)	July, 1996	
Nice	France	October, 2013	
Nicosia	Cyprus	October, 2012	Closed May, 2013
Northfield Park	(USA) Ohio	December, 2013	Closed March, 2019
Northern Indiana	(USA) Indiana	May, 2021	
Nottingham	England	June, 2002	Closed November, 2007
Oasis	England	April, 2000	Closed January, 2002
Ocho Rios	Jamaica	November, 2006	Closed January, 2011
Orlando	USA (Florida)	June, 1990	Closed December, 1998
Orlando 2	USA (Florida)	December, 1998	
Orlando Vault	USA (Florida)	January, 2003	Closed September, 2004
Orlando Hotel	USA (Florida)	January, 2001	
Osaka	Japan	January, 1992	Closed September, 2001
Osaka 2	Japan	September 2001	Closed January, 2021
Osaka Universal	Japan	March, 2001	
Oslo	Norway	December, 2005	Closed December, 2021
Oslo Rock Shop	Norway	Opening 2023	
Ottawa	Canada	June, 1996	Closed September, 2013
Ottawa Club	Canada	Open	Tire Center
Oxford Street	London, UK	April, 2019	
Palm Springs Hotel	California (USA)	September, 2013	Closed April, 2018
Palma de Malorca	Spain	November, 2008	
Panama	Panama	September, 2004	Closed September, 2013
Panama	Panama	December 2015	
Panama Hotel	Panama	April, 2012	Closed March, 2023
Paris	France	November, 1991	
Paris, Eurodisney	France	July, 2019	Closed, November, 2019
Pattaya	Thailand	October, 2001	
Pattaya Hotel	Thailand	November, 2001	
Key West	USA (Florida)	September, 1996	
Penang	Malaysia	September, 2009	
Penang Hotel	Malaysia	September, 2009	
Philadelphia	USA (Pennsylvania)	January, 1998	
Phnom Penh	Cambodia	November, 2017	
Phnom Penh Shop	Cambodia	August, 2019	Airport Rock Shop
Phoenix	USA (Arizona)	October, 1995	Moved February, 2002
Phoenix 2	USA (Arizona)	February, 2002	Closed February, 2020
Phuket	Thailand	November, 2009	
Phuket Central	Thailand	September, 2019	
Piccadilly Circus	London	July, 2019	
Pigeon Forge	Tennessee (USA)	May, 2014	

Town	Country	Opened	Notes
Pittsburgh	USA (Pennsylvania)	June, 2002	
Playa del Carmen	Mexico	August, 2019	
Playa del Carmen	Mexico	May, 2019	Shop at Ferry Terminal
Podgorica	Montenegro	February, 2015	Closed, March, 2021
Podgorica	Montenegro	Opening 2023	
Ponce	Puerto Rico	November, 2020	
Port El Kantaoui	Tunisia	December, 2015	
Porto	Portugal	November, 2016	
Porto Alegre	Brazil	May, 2023	Pontal Shopping
Prague	Czech Republic	April, 2009	
Prague Airport	Prague Airport	August, 2021	Rock Shop
Pretoria	South Africa	December, 2016	
Puerto Vallarta	Mexico	December, 1990	Closed October, 2013
Pune	India	January, 2009	Closed October, 2020
Pune	India	Relocation 2023	Amanora Mall
Punta Cana Hotel	Dominican Republic	November, 2010	
Punta Cana	Dominican Republic	July, 2007	Closed August, 2017
Punta Cana Airport	Dominican Republic	December, 2016	Closed March, 2000
Punta Cana Airport	Dominican Republic	February, 2016	Terminal A
Punta Cana Airport	Dominican Republic	March, 2020	Terminal B 2
Punta Cana Blue Mall	Dominican Republic	August, 2017	Closed March, 2020
Punta Cana	Dominican Republic	February, 2021	Downtown
Punta Langosta	Mexico	February, 2004	Closed April, 2014
Puteri Harbour	Malaysia	December, 2021	
Queenstown	New Zealand	May, 2001	Closed September, 2004
Reykjavik	Iceland	July, 1987	Closed May, 2005
Reykjavik 2	Iceland	October, 2016	
Ribeirao Preto	Brazil	December, 2020	
Rio de Janeiro	Brazil	June, 2000	Closed July, 2011
Rio de Janeiro Shop	Brazil	June, 2000	Train Station Closed 2014
Riviera Maya Hotel	Mexico	December, 2013	
Rome	Italy	December, 1998	
Sacramento	USA (California)	August, 1997	Closed March, 2010
Sacramento	USA (California)	November, 2019	At Fire Mountain
Sacramento Hotel	USA (California)	November, 2019	
Saipan	Mikronesia	August, 1998	
Salt Lake City	USA (Utah)	June, 1998	Closed December, 2008
San Antonio	USA (Texas)	January, 1995	
San Diego Hotel	USA (California)	July, 1988	
San Diego	USA (California)	December, 1988	Moved to La Jolla 1998
San Diego 2	USA (California)	October, 2007	Closed, December, 2017
San Francisco	USA (California)	September, 1984	Closed August, 2002
San Francisco 2	USA (California)	August, 2002	Pier 39
San Jose	Costa Rica	September, 2013	
San Juan	Puerto Rico	March, 1993	Closed March, 2003
San Juan 2	Puerto Rico	January, 2005	Closed April 2011
San Juan 3	Puerto Rico	August, 2018	Closed March, 2020
Santiago	Chili	December, 2012	
Santa Cruz	Bolivia	February, 2014	
Santo Domingo	Dominican Republic	June, 2006	Closed June, 2014
Santo Domingo 2	Dominican Republic	June, 2014	
Seattle	USA (Washington)	February, 2010	
Sentosa	Singapore	April, 2010	Closed May, 2023

Town	Country	Opened	Notes
Seoul 2	South Korea	April, 2008	Closed April, 2009
Seoul 3	South Korea	October, 2014	Closed June, 2018
Sevilla	Spain	August, 2016	
Sevilla Rock Shop	Spain		
Shanghai	China	August, 1996	Closed March, 2004
Shanghai 2	China	December, 2016	Closed July, 2018
Sharm el Sheikh	Egypt	July, 1998	
Shenzhen	China	May, 1997	Closed November, 1998
Shenzhen	China	August, 2017	
Shenzhen Hotel	China	August, 2017	
Siem Reap	Cambodia	February, 2018	Rock Shop
Singapore	Singapore	February, 1990	
Singapore	Singapore Airport	January, 2008	Closed December, 2016
St. Louis	USA (Missouri)	August, 1998	Closed August, 2018
St. Maarten	Caribbean	December, 2010	Closed March, 2020
St. Petersburg	Russia	June, 2018	Closed March, 2023
St. Petersburg Airpt	Russia	April, 2019	Closed December, 2020
St. Petersburg Shop	Russia	March, 2020	Galeria Rock Shop
St. Thomas	Virgin Islands	December, 1992	Closed April, 2005
Stockholm	Sweden	April, 1985	
Sun City	South Africa	September, 2019	
Sun City Shop	South Africa	Open	Central
Surfers Paradise	Australia	March, 1996	Closed April, 2022
Suriname	Suriname	April, 2023	International Mall
Suriname Airport	Suriname	Opening 2023	
Sydney	Australia	April, 1989	Closed October, 2007
Sydney 2	Australia	July, 2011	Closed June, 2022
Taichung	Taiwan	December, 1995	Closed December, 1996
Taipei	Taiwan	December, 1993	Closed March, 1999
Taipei 2	Taiwan	August, 1999	Closed February, 2002
Tampa Hotel	Florida	March, 2004	
Tampa	Florida	December, 2010	At the Hard Rock Hotel
Tampa Airport	Florida	August, 2016	
Tbilisi	Georgia	June, 2016	Closed December, 1999
Tel Aviv	Israel	July, 1993	Closed December, 1997
Tenerife Hotel	Canary Islands	October, 2016	
Tenerife	Canary Islands	December, 2013	
Tianjin	China	March, 2018	
Tijuana	Mexico	April, 1992	Closed June, 2008
Tokyo Roppongi	Japan	July, 1983	
Tokyo Uyeno-Eki	Japan	March, 2002	
Tokyo NRT Airport	Japan	October, 2018	
Tokyo Asakusa	Japan	March, 2019	Closed March, 2021
Toronto	Canada	June, 1978	Closed May, 2017
Toronto Skydome	Canada	June, 1989	Closed September, 2009
Trinidad	Caribbean	November, 2019	Closed March, 2020
Tromso	Norway	October, 2022	
Tulsa, Hotel	Oklahoma (USA)	August, 2009	
Ulaanbaatar	Mongolia	December, 2016	
Ushuaia	Argentina	December, 2016	
Valencia	Spain	May, 2017	
Valencia Train Stn.	Spain	March, 2020	Closed July, 2021
Valencia Rock Shop	Spain	June, 2020	

Town	Country	Opened	Notes
Vallarta Hotel	Mexico	August, 2012	
Vancouver	Canada	June, 1995	Closed June, 2000
Venice	Italy	April, 2009	
Venice Shop	Italy	June, 2013	Rialto Bridge
Verona	Italy	December, 2021	
Vienna	Austria	August, 2014	
Vientiane	Laos	December, 2015	Closed May, 2018
Vientiane 2	Laos	January, 2023	
Vientiane Shop	Laos	July, 2022	
Vientiane Pop-Up	Laos	January, 2022	Closed
Warsaw	Poland	February, 2007	
Warsaw Rock Shop	Poland	April, 2023	
Washington	USA (District of Columbia)	January, 1990	
Whistler	Canada	September, 1995	Closed June, 2000
Worli, Mumbai	India	September, 2006	Closed November, 2018
Wroclaw	Poland	April, 2018	
Yangon	Myanmar	April, 2017	Closed April, 2019
Yerevan	Armenia	July, 2022	
Yokahama	Japan	July, 1997	
York	England	Opening 2023	



Acapulco (closed January 2014)



Acapulco (closed January 2014)

Photo courtesy Hard Rock



Almaty (closed August 2020)



Almaty (closed August 2020)

Photo by Richard Bannister



Amman (closed September 2000)

Photo by Kay Kalkbrenner



Amman (closed September 2000)



Amsterdam

Photo by Christian Kehri



Amsterdam (new facade)



Amsterdam (canal side)



Amsterdam Rock Shop (opening 2023)



Anchorage (side view) (closed March 2020)



Anchorage (closed March 2020)



Andheri - Mumbai (closed December 2020)



Andorra

Photo by Andreas Bürgelt



Andorra City Rock Shop

Photo by Andreas Bürgelt



Andorra (Near Pas de la Casa)

Photo by Mickael Piszczynlowa



Angkor



Angkor



Ankara (closed February 2002)



Antwerp

Photo by Andreas Bürgelt



Antwerp (different facade)

Photo by Andreas Bürgelt



Antwerp (different facade)



Aruba Rock Shop (closed March 2020) Photo by Christian Kehrl



Aruba Rock Shop (closed March 2020)



Aruba (closed March 2020)



Aruba (closed March 2020) Photo by Christian Kehrl



Aruba (closed March 2020)



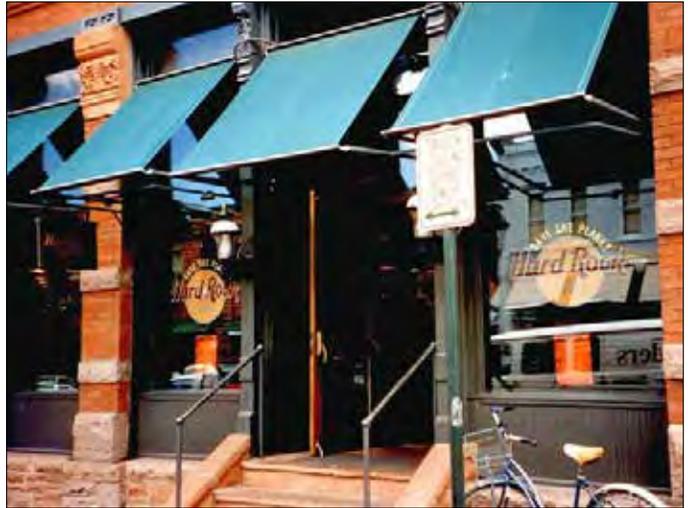
The first gift card



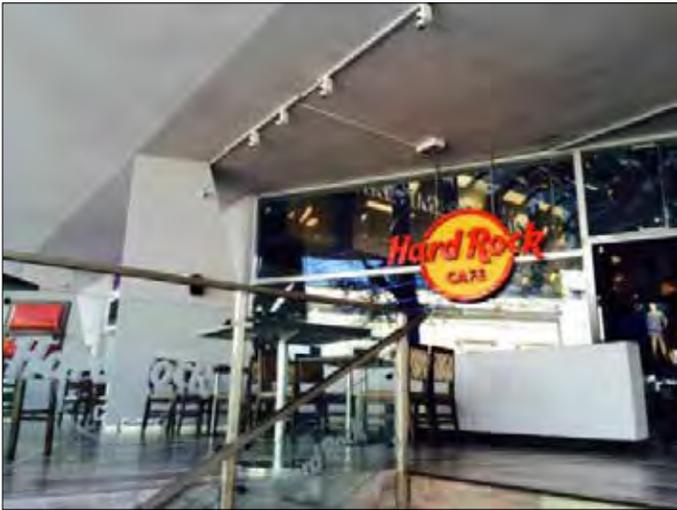
Current gift card used in the cafes



Aspen (closed November 2002)



Aspen entrance (closed November 2002)



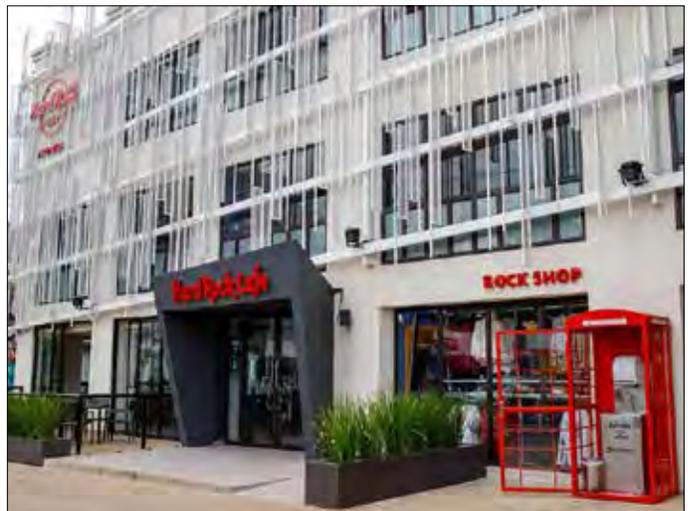
Asuncion (old location closed November 2018)



Asuncion (old location closed November 2018)



Asuncion



Asuncion



Athens



Athens



Athens



Athens Rock Shop Plaka (closed March 2014)
Photo by Christian Kehrl



Athens Piraeus Port Cruise Terminal 2 Photo by Tom Graham



Athens Piraeus Port Cruise Terminal 1 Photo by Lakobos Zorzos



Atlanta

Photo by Andreas Bürgelt



Atlanta

Photo by Andreas Bürgelt



Atlanta



Atlantic City at Taj Mahal (closed September, 2017)



Atlantic City at Taj Mahal (closed September, 2017)



Hard Rock Cafe



Atlantic City at Taj Mahal
(closed September, 2017)

Photo by Andreas Bürgelt



Atlantic City at Taj Mahal (with cadillac)
(closed September, 2017)



Atlantic City at Hard Rock Hotel

Photo by Charlie Lester



Atlantic City at Hard Rock Hotel

Photo by Charlie Lester



Austin (closed January, 2006)



Austin (Hard Rock Cafe text added - closed January, 2006)



Ayia Napa

Photo by Andreas Bürgelt



Ayia Napa



Back Room Bar (old Hard Rock shop)

Photo by Andreas Bürgelt



Back Room Bar (old Hard Rock shop)



Bahrain (closed April, 2019)

Photo by Chris Haase



Baku

Photo by Andreas Bürgelt



Bali (Old location)
(closed May, 1998)



Bali Hotel Cafe

Photo by Hajo Niemann



Bali (before renovation)

Photo by Andreas Bürgelt



Bali

Photo by Chris Haase



Bali





Bali Airport

Photo by Leona Billie Joe Greedy



Bali Airport Rock Shop



Bali Airport Popup Shop



Bali Airport International Departures (2023)

Photo by Lisardo Villanueva



Bali Ngurah Rai Airport (closed August, 2020)



Bali Ngurah Rai Airport (closed August, 2020)

Photo courtesy BaliAirport.com

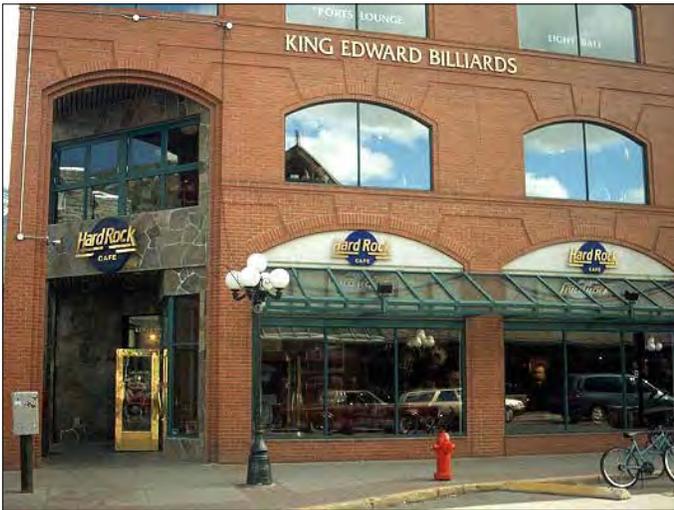


Baltimore

Photo by Andreas Burgelt



Baltimore



Banff (closed June, 2000)

Photo by Beat Bodenmann



Banff (closed June, 2000)



Bangkok Erawan (closed January, 2023, Rock Shop open)



Bangkok (future location shown in pink)

Photo by Syed Azman



Bangkok Siam Square (closed March, 2021) Photo by Andreas Burgelt



Bangkok Siam Square (new facade - closed March, 2021)



Barcelona

Photo by Christian Kehri



Barcelona

Photo courtesy Hard Rock



Beijing - No Drugs and Nuclear Weapons Allowed
(closed September, 2012)



Beijing - Dynasty of Rock
(closed September, 2012)



Beirut (closed September, 2013) Photo by Andreas Bürgelt



Beirut (closed September, 2013)



Belfast (closed September, 2004) Photo by Chris 'Arrakeen' Haase



Belfast (closed September, 2004) Photo by Ralf Simon



Belo Horizonte (closed May, 2014)



Belo Horizonte Entrance (closed September, 2004)



Bengaluru



Bengaluru Whitefiel



Berlin (old location
(closed April, 2010)

Photo by Jürgen 'Mücke' Molken tin



Berlin



Berlin - Checkpoint Charlie Rock Shop

Photo by Andreas Bürgelt



Biloxi

Photo by Charlie Lester



Birmingham (closed May, 2007)



Blackpool (Pop-Up Located inside Madame Tussauds offering beverages only. Not a Cafe)

Photo courtesy Steve Leith



Bogota (closed November, 2021)

Photo by Jack Moberg

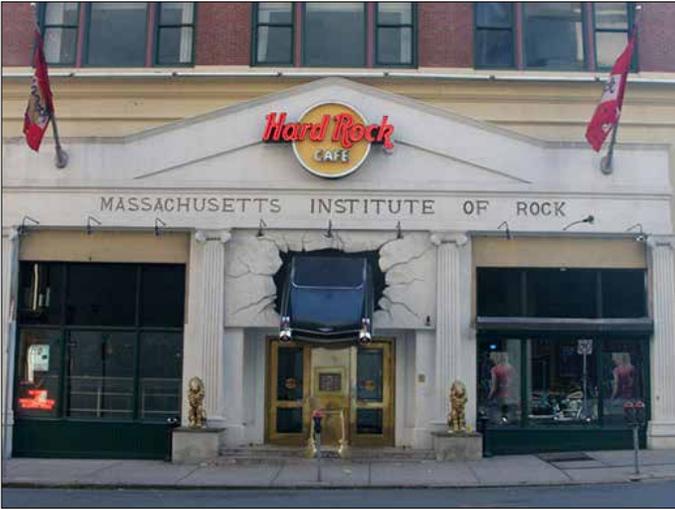


Bogota (outside)
(closed November, 2021)

Photo by Chris 'Arrakeen' Haase



Bogota (outside)
(closed November, 2021)



Boston (old location - closed July, 2007)



Boston (old location)
Photo by Kay Kalkbrenner
(closed November, 2021)



Boston (closed June, 2022)

Photo by Volker



Boston (entrance - closed June, 2022)

Photo by Andreas Bürgelt



Bristol Bar (closed January, 2006)

Photo by Andreas Bürgelt



Bristol Bar (closed January, 2006)



Brussel



Bucharest Baneasa (closed)



Bucharest

Photo by Richard Bannister



Budapest Airport Terminal 2A

Photo by Andreas Bürgelt



Budapest

Photo by Andreas Bürgelt



Budapest



Budva Rock Shop (closed March, 2021) Photo by Andreas Bürgelt



Budva Rock Shop (slightly different look) (closed March, 2021)



Budva Rock Shop (2023) Photo by Jeff Blaszczak



Buenos Aires Design Mall Recoleta (closed March, 2020) Photo by Andreas Bürgelt



Buenos Aires Recoleta (closed March, 2020) Photo by Gabriel Joandet



Buenos Aires Recoleta (different facade) (closed March, 2020) Photo by Richard Bannister



Buenos Aires Recoleta (new facade)
(closed March, 2020)



Buenos Aires
Galerías Pacifico Shopping Mall

Photo by Diego Vazquez



Buenos Aires Puerto Madero



Buenos Aires Aeroparque



Buenos Aires Aeroparque



Buenos Aires Airport Rock Shop



Buenos Aires Aiport



Buenos Aires Aiport



Buenos Aires Airport Rock Shop



Buenos Aires Airport Ezeiza



Buenos Aires Aeroparque

Photo by Andreas Bürgelt



Busan (closed February, 2018)



Cabo San Lucas (closed February, 2014) Photo by Kay Kalkbrenner



Cabo San Lucas (closed February, 2014) (slightly different facade)



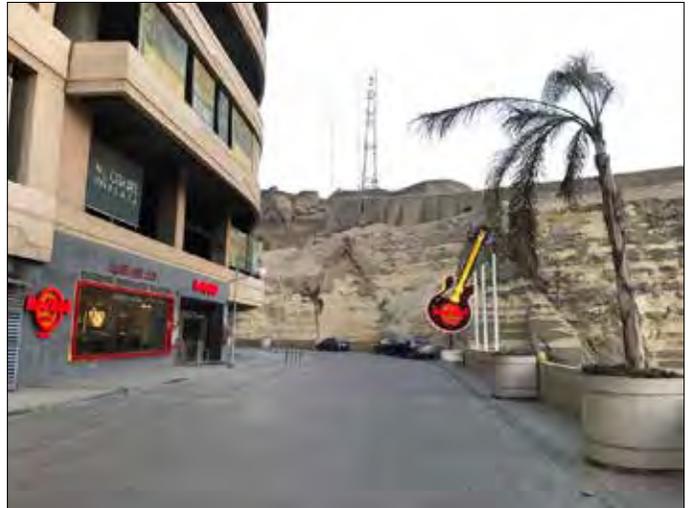
Cabo San Lucas Photo by Andreas Bürgelt



Cabo San Lucas (entrance) Photo by Andreas Bürgelt



Cairo (entrance - closed August, 2020)



Cairo (closed August, 2020) Photo by Andreas Bürgelt



Cairo (old location)

Photo by Andreas Bürgelt



Calgary (closed June, 2000)

Photo by Ralf Simon



Cancun (old location)
(closed September, 1997)



Cancun (old facade)
(closed August, 2014)



Cancun

Photo courtesy Hard Rock



Cancun (smaller in 2022)

Photo by Andreas Bürgelt



Cancun Airport Shop (closed)



Cancun (current guitar)

Photo by Glenn Pierloro



Cancun (different guitar)



Cancun (different guitar)



Cancun Rock Shop (outside behind guitar) Photo by Andreas Bürgelt



Cardiff (closed September, 2010)

Photo by Karsten Barf



Cape Town (old location)
(closed June, 2001)



Cape Town (old location)
(closed June, 2001)



Cape Town

Photo by Andreas Bürgelt



Cape Town



Caracas (closed May, 2020)



Caracas (closed May, 2020)



Caracas

Photo courtesy Kay Kalkbrenner



Caracas

Photo courtesy Kay Kalkbrenner



Caracas Airport (opening 2023)

Photo by Fer Mele



Cartagena (closed September, 2010)

Photo by Thomas Köhler



Cartagena

Photo by Christian Kehri



Catania (closed October, 2006)

Photo by Andreas Bürgelt



Cayman Islands

Photo by Andreas Bürgelt



Cayman Islands (slightly different facade)



Cayman Islands (slightly different facade)

Photo by Christian Kehri



Chandigarh



Chandigarh



Chandigarh



Changi Airport Singapore (closed December, 2016)



Changi Airport Singapore Rock Shop (closed December, 2016) Photo by Andreas Bürgelt



Chengdu (never Opened)



Chennai (opening 2023)



Chennai (closed May, 2016)

Photo by William Heath



Chennai (closed May, 2016)



Chiang Mai



Chiang Mai



Chiang Mai Rock Shop



Chicago (entrance)



Chicago

Photo by Andreas Bürgelt





Chicago Kiosk



Choctaw Beach Club
(closed January, 2005)

Photo by Andreas Bürgelt



Choctaw Beach Club
(closed January, 2005)



Choctaw Beach Club (closed January, 2005)



Cincinnati

Photo by Andreas Bürgelt



Cleveland (closed July, 2016)



Cleveland (closed July, 2016)



Cleveland (closed July, 2016)

Photo by Andreas Bürgelt

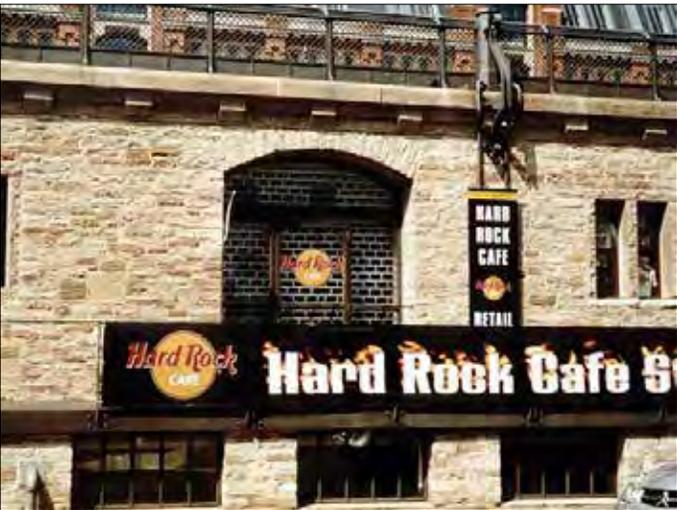


Cologne

Photo by Andreas Bürgelt



Cologne



Copenhagen Retail (closed)

Photo by Michael Reiss



Copenhagen



Copenhagen Tivoli (old location)
(closed March, 2015)

Photo by Christian Kehrl



Copenhagen Tivoli (old location)
(closed March, 2015)

Photo by Christian Kehrl



Cordoba
in the Paseo del Jockey Mall
(closed May, 2019)

Photo HRC Worldwide Community



Cordoba Airport (2023)



Costa Maya (closed May, 2012)



Costa Maya Cruise Terminal (closed)



Cozumel (old location)
(closed April, 2014)

Photo by Andreas Bürgelt



Cozumel (old location)
(closed April, 2014)

Photo by Aimee Wilson



Cozumel



Cozumel

Photo by Andreas Bürgelt



Cozumel Rock Shop



Cozumel Rock Shop Terminal 2



Cozumel Cafebar - Punta Langosta (old facade)



Cozumel Cafebar - Punta Langosta Photo by Chris 'Arrakeen' Haase



Curibita

Photo by Andreas Burgetl



Dallas (old location)
(closed March, 2007)



Dallas (closed July, 2019)



Dallas entrance (closed July, 2019)

Photo by Christian Kehrl



Denver

Photo by Achim Sujer



Denver

Photo by Scott Northup



Destin (closed June, 2014)

Photo by Andreas Bürgelt



Destin (closed June, 2014)



Detroit (closed January, 2019)

Photo by Chris 'Arrakeen' Haase



Detroit entrance (closed January, 2019)



Disneyland Paris (closed November, 2019)



Dublin

Photo by Andreas Bürgelt



Dublin (slightly different entrance)

Photo by René Van der Made



Dubai Port Rashid Pop-Up



Dubai (old location)
(closed March, 2009)



Dubai



Dubai Airport



Dubai Pop-Up



Dubai Airport DXB



Dubai Rock Shop Terminal 3 (closed)



Dubai, Bluewaters Island

Photo by Kay Kalkbrenner



Dubai, Bluewaters Island



Dubvronik Rock Shop



Dubvronik Rock Shop entrance



Dubvronik



Dubvronik



Durban - Oceans Mall in Umhlanga (rendering)



Durban - Oceans Mall in Umhlanga (rendering)



Edinburgh



Edinburgh Pop-Up

Photo by Derek Aitken



Edmonton (closed June, 2000)

Photo by Beat Bodenmann



Edinburgh



Edmonton Guitar (closed June, 2000)

Photo by Beat Bodenmann



Fiji (closed March, 2020)

Photo by Ralf Simon



Fiji (closed March, 2020)

Photo by Ralf Simon



Florence

Photo by Christian Kehrl



Florence



Florence Airport Vending Machine



Florianopolis at Villa Romana Shopping



Florianopolis Airport Rock Shop

Photo by Malte Schelenz



Florianopolis Airport Rock Shop

Photo by Malte Schelenz



Florianopolis Rock Shop at Live

Photo by Malte Schelenz



Fortaleza Concept Store



Fortaleza



Fortaleza (different facade)



The X card also came in metal

Unity cards





Foxwoods



Foxwoods Pop-Up Tanger Outlets

Photo by Holger Bachmann



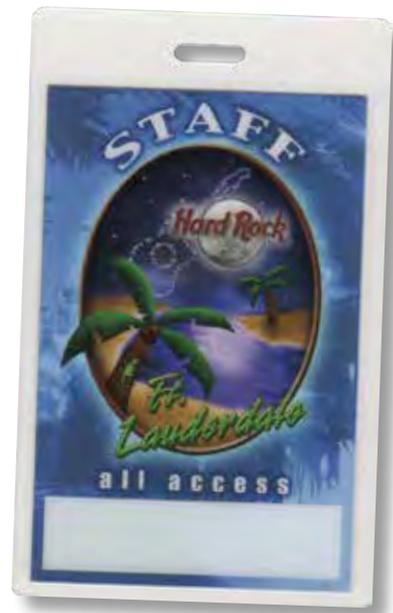
Four Winds (closed October, 2020)



Four Winds (closed October, 2020)



Ft. Lauderdale (closed May, 2004)





Fukuoka (closed May, 2020)



Fukuoka (closed May, 2020)



Fukuoka (closed April 2016)

Photo by Kay Kalkbrenner



Gatlinburg (closed May, 2014)

Photo by Volker



Gdansk



Gdansk



Glasgow

Photo by Christian Kehri



Glyfada (closed October, 2012)

Photo by Andreas Bürgelt



Glyfada (closed October, 2012)

Photo by Patrick Ohnheiser



Gothenburg (full view)



Gothenburg

Photo by Andreas Bürgelt



Gothenburg (different facade)



Gramado



Gran Canaria (old location)
(closed December, 2010)



Gran Canaria (old location)
(closed December, 2010)

Photo by Beat Volker



Gran Canaria (old location)
(closed December, 2010)



Gran Canaria (old location)
(closed December, 2010)

Photo by Beat Volker



Gran Canaria Rock Shop



Gran Canaria

Photo by Andreas Bürgelt



Gran Canaria



Guadalajara (closed October, 2008)

Photo by Vince



Guadalajara (closed October, 2008)



Guam



Guam (new facade, guitar replaced car, smaller building)



Guanacaste (closed March, 2020) Photo by Patrick Ohnheiser



Guanacaste (closed March, 2020) Photo by Chris 'Arrakeen' Haase



Guanacaste (closed March, 2020)



Guangzhou (closed May, 2003) Photo by Jan-Christoph Behrmann



Guatemala City (closed October, 2017)



Guatemala City (closed October, 2017) Photo by Chris 'Arrakeen' Haase



Gurgaon (closed March, 2020)



Gurgaon (closed March, 2020)

Photo by Chris 'Arrakeen' Haase



Guwahati

Photo by Nilotpal Saikia



Guwahati



Guyana

Photo by Christian Kehrl



Guyana



Hamburg

Photo by Andreas Bürgelt



Hamburg

Photo by Andreas Bürgelt



Hamburg Airport RockShop
Between Terminal T1 & T2

Photo by Andreas Bürgelt



Hangzhou (closed July 2018)

Photo by Andreas Bürgelt



Hangzhou (closed July 2018)



Helsinki (closed January, 2023)



Ho Chi Minh City (closed May, 2021)



Ho Chi Minh City (different facade)
(closed May, 2021)



Ho Chi Minh City Guitar (closed May, 2021)



Hollywood at Universal Studios (different guitar)
(closed November, 2020)

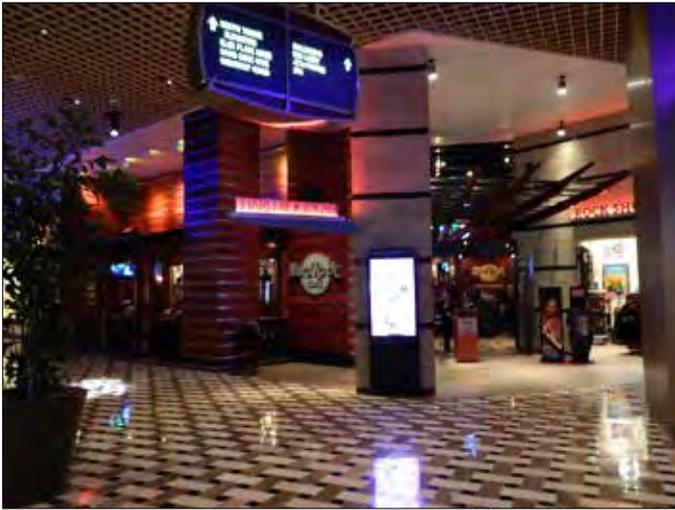


Hollywood at Universal Studios (different guitar)
(closed November, 2020)



Hollywood at Universal Studios
(closed November, 2020)

Photo by Charlie Lester



Hollywood (old location)
at the Hard Rock Hotel Casino Florida
(closed November, 2018)

Photo by Charlie Lester



Hollywood
at the Hard Rock Hotel Casino Florida

Photo by Mark Lighterman



Hollywood, on Hollywood Blvd.



Hollywood Kiosk 3rd Street Promenade, Santa Monica

Photo courtesy Hard Rock



Hong Kong Kowloon
(renamed Hong Kong in 2004)

Photo by Jan-Christoph Behrmann



Hong Kong (Formerly Kowloon)
(closed November, 2008)

Photo by Jan-Christoph Behrmann



Hong Kong (closed November, 2008)

Photo by Charlie Lester



Hong Kong Star Ferry (closed May, 2001)



Hong Kong LFK (closed March, 2020)



Hong Kong Shop - The Peak (closed March, 2020)



Hong Kong Shop - The Peak
(original location)
(closed August, 2011)

Photo by Christian Kehri



Hokkaido Sapporo Snow Festival Temporary Rock Shop



Hokkaido Sapporo Snow Festival Hard Rock Family Live



Hokkaido Sapporo Snow Festival Hard Rock Family Live



Honolulu (old location)
Photo by Andreas Bürgelt
(closed November, 2010)



Honolulu

Photo courtesy Hard Rock



Honolulu

Photo by Andreas Bürgelt



Honolulu

Photo by Andreas Bürgelt



Houston (closed March, 2020)

Photo by Charlie Lester



Houston (closed March, 2020)



Houston (old location closed May, 2000)

Photo by Riccardo "Ricky" Sorzi



Houston (entrance with new facade) (closed March, 2020)



Houston airport

Photo by Andreas Burgelt



Houston airport



Hurghada (closed June, 2021)

Photo courtesy Hard Rock



Hurghada (car on building)
(closed June, 2021)



Hurghada entrance (closed June, 2021)



Hurghada Rock Shop at Senzo Mall

Photo courtesy Hard Rock



Hurghada (2023)



Hyde Park
Summer Garden Pop Up 2022

Photo courtesy Andrew Beaumont



Hyde Park Pop Up 2022

Photo courtesy René Van der Made



Hyde Park Pop Up 2022

Photo courtesy Andrew Beaumont



Hyderabad



Hyderabad Hitech City

Photo by Jan-Philipp Scherwat



Hyderabad Airport Bar (closed August, 2009)



Ibiza

Photo by Helmut Alsch



Ibiza

Photo by Volker



Ibiza Airport (closed October, 2019)



Iguazu Airport Rock Shop



Iguazu Airport



Indianapolis (closed March, 2019)



Indianapolis (closed March, 2019)

Photo by Brianna Foster



Istanbul (closed February, 2017)

Photo by Andreas Bürgelt



Istanbul Rock Shop Istiklal (closed July, 2017)



Innsbruck



Innsbruck



Jackson Old Hickory Mall Food Court (closed June, 1983)



Jackson Old Hickory Mall Food Court (closed June, 1983)



Jakarta (old location)
(closed June, 2004)



Jakarta (closed March, 2023)

Photo by Christian Kehrl



Jakarta (closed March, 2023)

Photo by Andreas Bürgelt



Jakarta (closed March, 2023)



Jiuzhaigou

Photo courtesy Klaus Scherwat



Jiuzhaigou

Photo courtesy Klaus Scherwat



Jiuzhaigou

Photo courtesy Klaus Scherwat



Johannesburg (entrance)



Johannesburg



Johannesburg (different facade)



Kathmandu

Photo by Scott Northup



Kathmandu (cafe entrance)

Photo by Scott Northup



Kathmandu Shop and Cafe

Photo by Henning Sierck



Key West



Key West

Photo by Richard Bannister



Kobe (closed December, 2003)



Koh Samui (closed October, 2022)



Koh Samui (closed October, 2022)

Photo by Richard Bannister



Koh Samui Airport



Kolkata



Kona (closed July, 2008)

Photo by Andreas Bürgelt



Kota Kinabau (street entrance)
(closed March, 2020)



Kota Kinabau (closed March, 2020) Photo by Andreas Burgelt



Kota Kinabau (closed March, 2020)



Kota Kinabau Rock Shop (outside the Oceanus Mall in Sabah)



Kotor Book and Rock Shop



Kotor Rock Shop



Krakow

Photo courtesy Hard Rock



Kuala Lumpur (new facade)



Kuala Lumpur

Photo by Jack Moberg



Kuala Lumpur

Photo by Markus Bauer



Kuala Lumpur International Airport (2023)

Photo by David Rowcroft



Kuwait (closed February, 2014)



Kuwait (closed February, 2014)



Kyoto (closed March, 2021)



La Jolla
Photo by Andreas Bürgelt



La Paz (old location)
(closed July, 2019)



La Paz
Photo by Christoph Haase



La Paz
Photo by Christoph Haase



Lagos
Photo by Kay Kalkbrenner



Lake Tahoe Inside Harvey's Hotel

Photo courtesy Hard Rock
(closed May, 2018)



Lake Tahoe Store Inside Harvey's Hotel Photo by Kay Kalkbrenner



Las Vegas on the Strip



Las Vegas at The Hard Rock Hotel (closed December, 2016)



Las Vegas on the Strip





Pinsanity 2005



Pinsanity 2006



Pinsanity 2007



Pinsanity 2008



Pinsanity 2009

Pinsanity 2009 - Prototype of a 4th chip that was never made

Pinsanity is a yearly event held at the Hard Rock Cafe in Las Vegas for Hard Rock pin collectors.

No chips were made after 2009



Leeds (closed July, 2007)



Lima (closed March, 2019)



Lima old location (closed December, 2001)



Lisbon

Photo by Andreas Bürgelt



London

Photo by Beat Bodenmann



London Covent Garden
Festival Inspired Rock Shop

Photo courtesy Hard Rock



Los Angeles

Photo by Adrian Hopp
(closed December, 2006)



Los Angeles (closed December, 2006)



Los Angeles original facade (closed December, 2006)



Los Angeles original facade (closed December, 2006)



Louisville Guitar (closed March, 2020)



Louisville (closed March, 2020)

Photo by Richard Bannister



Lyon



Lyon



Lyon



Madrid Rock Shop

Photo by Andreas Bürgelt



Madrid (different facade)
(closed July 2019)

Photo by Peter Vetter



Madrid
(closed July 2019)

Photo by Andreas Bürgelt



Macau (closed January, 2019)

Photo by Christian Kehrl



Macau (closed January, 2019)



Makati (original entrance)
(closed July 2017)



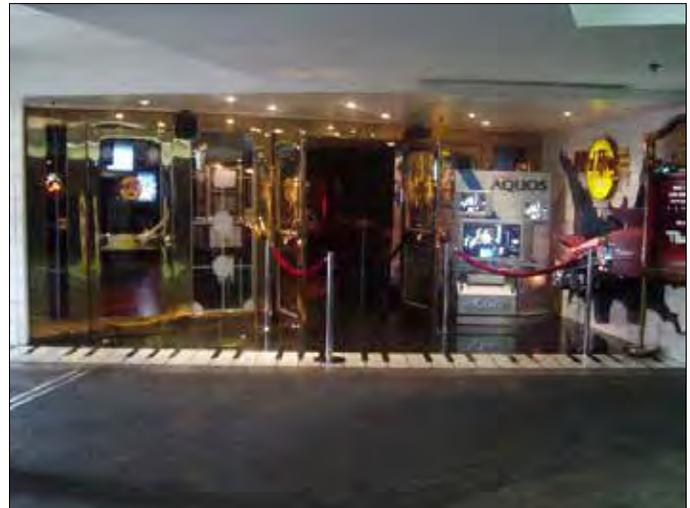
Makati (new entrance)

Photo by Lisardo Villanueva



Makati Glorieta

Photo by Andreas Bürgelt



Makati Glorieta (original facade, cadillac in wall)



Malaga



Malaga



Malaga Rock Shop Old Town

Photo by Andreas Bürgelt



Malaga Airport Rock Shop Terminal 3

Photo by Andreas Bürgelt



Maldives

Photo by Andreas Bürgelt



Maldives

Photo courtesy Hard Rock



Mallorca



Mallorca

Photo by Christian Kehrl



Mallorca Rock Shop

Photo by Andreas Bürgelt



Mallorca Airport Rock Shop (closed)

Photo by Andreas Bürgelt



Mallorca Airport Terminal C

Photo by Andreas Bürgelt



Mallorca Airport Terminal A

Photo by Hard Rock Cafe Rocks



Malta (front)
(closed November, 2020)



Malta (back)
(closed November, 2020)

Photo by Christian Kehrl



Malta Bar

Photo by Andras Bürgelt



Malta Valetta (formerly Malta Bar)



Malta Airport Bar



Malta Airport (after renovation)

Photo by Christian Kehrl



Malta International Airport



Malta Airport Rock Shop

Photo by Christian Kehrl



Managua (old location)
(closed December, 2001)

Photo courtesy Pedro Pablo



Managua



Managua



Managua

Photo by Chris 'Arrakeen' Haase



Manchester

Photo by Christian Kehri



Manchester (different facade)



Manchester



Manila

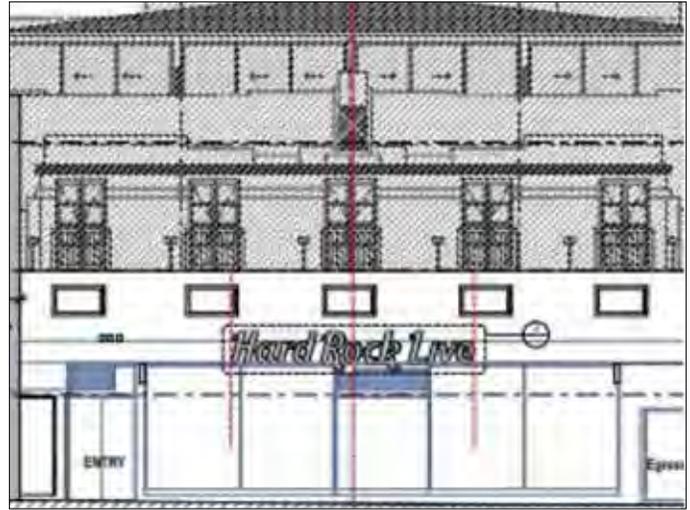
Photo by Andreas Bürgelt



Manila



Manly (existing building)



Manly (proposed rendering)

Manly Business Chamber has made a submission suggesting that the proposal does not accord with their Commercial Vision Document and opposes the development of the cafe along with the locals. Hard Rock withdrew the application in August 2022.



Marbella (closed April, 2020)



Marbella (closed April, 2020)



Margarita Island



Margarita Island



Marseille (closed September, 2017)

Photo by Andreas Bürgelt



Marseille (closed September, 2017)

Photo by Richard Bannister



Maui
(closed December, 2016)



Maui (closed December, 2016)



Maui (different facade)
(closed December, 2016)



Maui (different paint, closed December, 2016) Photo by Christian Kehri



Melaka Rock Shop (closed)

Photo by Syed Azman



Melaka

Photo by Christian Kehri



Melaka (entrance)

Photo by Andreas Bürgelt



Melbourne (closed October, 2017)



Melbourne (closed October, 2017)



Medellin (closed August, 2020)



Medellin (closed August, 2020)



Medellin (old location)
(closed September, 2016)



Memphis (original location)
(closed June, 2014)



Memphis

Photo by Ian Walker



Memphis (original location, different facade)
(closed June, 2014)



Mexico City (closed May, 2013)



Mexico City (closed May, 2013)



Mexico City (closed May, 2013)



Miami

Photo by Volker



Miami (different look, hard rock logo, no guitar)



Miami (different look, no guitar)

Photo by Chris 'Arrakeen' Haase



Miami (different guitar)



Miami (entrance)

Photo by Charlie Lester



Miami (entrance)

Photo by Andreas Bürgelt



Miami (entrance with cadillac)



Miami Stadium Cafe and Rock Shop for F1 (temporary 2022)

Photo by Tom Krüger



Miami Stadium Cafe and Rock Shop for F1 (temporary 2023)

Photo courtesy Hard Rock



Milan

Photo by Marco Della Valle



Milan Christmas Market at Milan Cathedral 2022

Photo by Jan-Philipp Scherwat



Minneapolis Mall of America (closed March, 2020)



Minneapolis Mall of America (closed March, 2020)



Minneapolis

Photo by Volker
(closed September, 2011)



Montego Bay (closed March, 2020)



Montego Bay Airport (closed August, 2021)



Montego Bay Airport (old facade)
(closed August, 2021)



Montevideo



Montevideo (entrance)



Montreal (closed September, 2009)

Photo by Andreas Bürgelt



Montreal (slightly different facade)
(closed September, 2009)

Photo by Marco Volker



Moscow (closed October, 2022)

Photo courtesy Hard Rock



Moscow (different facade)
(closed October, 2022)

Photo courtesy Tumbrai.com



Moscow (different facade)
(closed October, 2022)



Munich Airport



Munich

Photo by Beat Bodenmann



Munich (new facade)



Mykonos Paradise Beach
(closed June, 2012)

Photo by Lakobos Zorzos

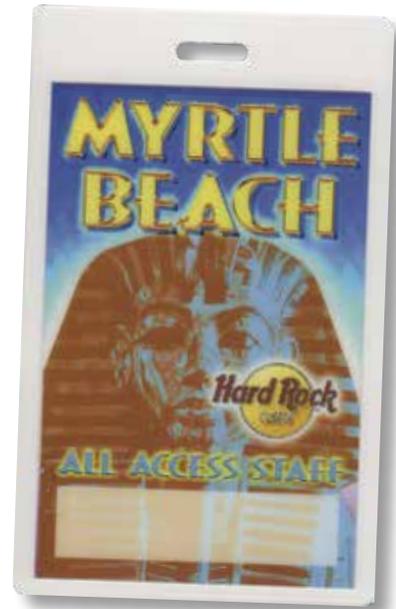


Mykonos Rock Shop (closed)



Myrtle Beach (old location)
(closed October, 2016)

Photo by Andreas Bürgelt



Myrtle Beach (old location)
(closed October, 2016)



Myrtle Beach



Nagoya (closed December, 2010)

Photo by Kay Kalkbrenner



Nagoya (closed December, 2010)



Nabq



Nabq



Narita (closed August, 2012)

Photo by Kay Kalkbrenner



Narita (closed August, 2012)



Narita Airport Rock Shop (closed July, 2020)



Nashville

Photo by Volker



Nashville (old facade, no guitar painting)

Photo by Paul Agrusti



Nassau (closed March, 2020)

Photo by Andreas Bürgelt



Nassau different flag
(closed March, 2020)

Photo by Christian Kehri



Nassau (closed March, 2020)

Photo by Liem Bui



Navi, Mumbai
Seawoods Grand Central Mall



Navi, Mumbai
Seawoods Grand Central Mall

Photo by Jan-Philipp Scherwat



New Delhi



New Delhi



New Delhi (old location)
(closed October, 2019)



New Delhi (old location)
(closed October, 2019)



Newcastle Rock Shop (closed December, 2020) Photo by Nick Taylor



Newcastle Photo by Andrew Beaumont



Newcastle



New Orleans Photo by Kay Kalkbrenner



New Orleans (old location) (closed December, 2012)

Photo by Andreas Bürgelt



New York (old location)
(closed August, 2005)



New York (old location, different Cadillac)
(closed August, 2005)



New York, Yankee Stadium

Photo by Charlie Lester



New York Times Square

Photo courtesy Hard Rock



Newport Beach (closed June, 2005)



Newport Beach (closed June, 2005)



Niagara Falls, USA (old facade) Photo by Andreas Bürgelt



Niagara Falls, USA



Niagara Falls, Canada Photo by Andreas Bürgelt



Chip not made. Prototype shown



Niagara Falls, Canada



Niagara Falls Hard Rock Club, Canada (closed)



Niagara Falls Hard Rock Club, Canada (closed)



Ngurah Rai Airport

Photo by Andreas Bürgelt



Nice

Photo courtesy Hard Rock



Nice

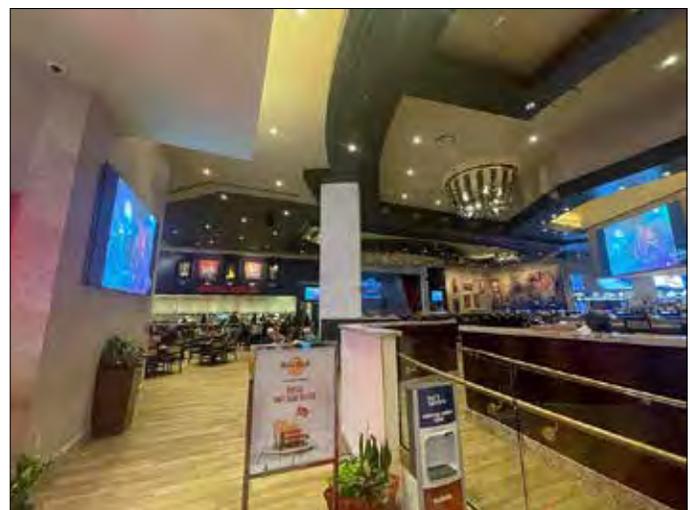


Nicosia (closed May, 2013)

Photo by Patrick Ohnheiser



Nicosia (closed May, 2013)



Northern Indiana

Photo by Andrew Beaumont



Northfield Park closed March, 2019)



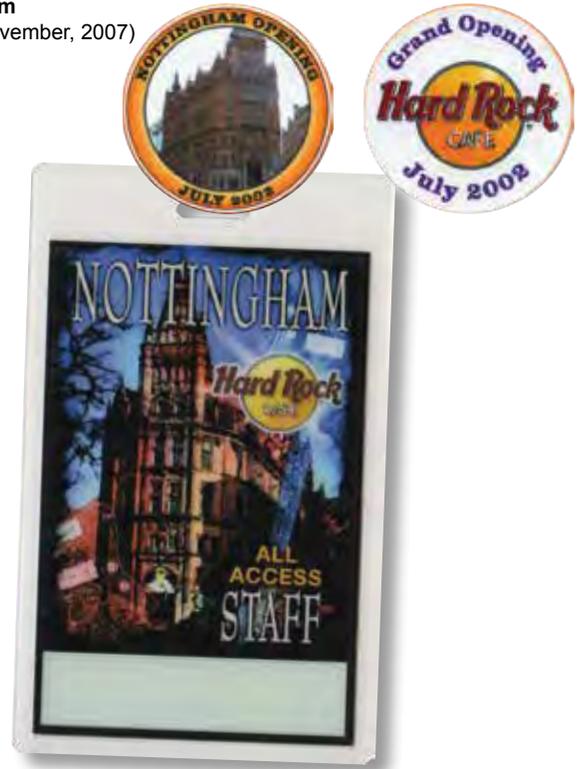
Nottingham (closed November, 2007)



Oasis (closed January, 2002) Photo by Chris 'Arrakeen' Haase



Oasis (closed January, 2002)



Ocho Rios (closed February, 2011) Photo by Andreas Bürgert



Orlando at Universal Studios (old location)
(closed December, 1998)



Orlando at Universal Studios Park Entrance (old location)
(closed December, 1998)



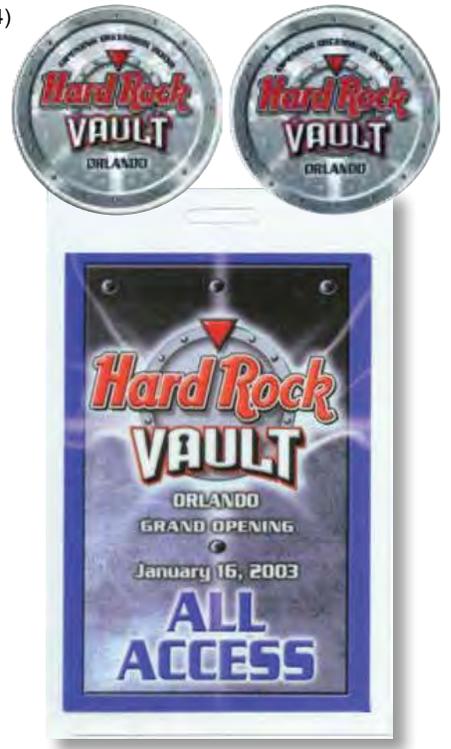
Orlando Photo by Charlie Lester



Orlando Vault, Florida Photo by Andreas Bürgelt
(closed September, 2004)



Orlando Vault Store
(closed September, 2004)





Orlando Citywalk Rock Shop



Osaka (closed January, 2021)



Osaka (closed September, 2001)

Photo by Riccardo "Ricky" Sorzi



Osaka Universal Citywalk

Photo by Kay Kalkbrenner



Osaka Universal Citywalk (new facade)

Photo by Richard Bannister



Osaka Universal Citywalk Entrance



Ottawa in the Byward Market
(closed September, 2013)

Photo by Salwan Alkaraguli



Ottawa
(closed September, 2013)

Photo by Kay Kalkbrenner



Ottawa (slightly different facade)
(closed September, 2013)



Ottawa - Kanata Corel Center
(closed August, 2002)

Photo by Andreas Bürgelt



Ottawa - Kanata Corel Centre
(closed August, 2002)



Ottawa Club at Tire Center (original design)



Ottawa Club at Tire Center

Photo by Jeff & Andrea Collins



Oslo (closed December, 2021)

Photo by Beat Bodenmann



Oslo (entrance)
(closed December, 2021)

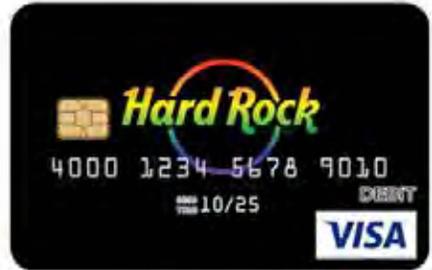


Oxford Street

Photo by Andreas Bürgelt



Palma de Mallorca



Hard Rock debit cards from
Premium Bank Account by



This is not a paid ad. I just thought they were cool cards.



Panama Rock Shop (closed)



Panama MultiCentro Mall



Panama Guitar (outside)



Panama (closed)

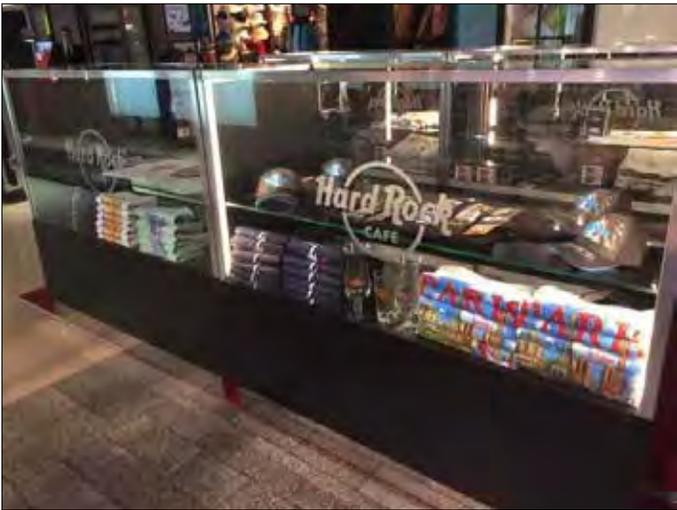


Panama (closed)



Paris





Paris Champs-Élysées Pop-Up



Pattaya (new look)

Photo by Harald Papst



Pattaya

Photo by Christian Kehri



Pattaya

Photo by Christian Kehri



Pattaya (old facade)



Penang

Photo by Christian Kehri



Philadelphia

Photo courtesy Hard Rock



Philadelphia (old facade)

Photo by Andreas Bürgelt



Philadelphia (interior)

Photo courtesy TN Ward Company Builders



Phnom Penh



Phnom Penh



Phnom Penh Airport

Photo by Christian Kehrl



Phoenix (closed February, 2020)



Phoenix (old location)
(closed February, 2002)

Photo by Andreas Bürgelt



Phuket

Photo by Andreas Bürgelt



Phuket (entrance)



Phuket (new facade)

Photo by Achim Sujer



Phuket Central Rock Shop

Photo by Chris 'Arrakeen' Haase



Piccadilly Circus

Photo by Andreas Bürgelt



Piccadilly Circus (entrance)



Pigeon Forge



Pigeon Forge
(no guitars, different paint)

Photo courtesy blogography.com



Pittsburgh



Pittsburgh (street view)





Playa de Carman

Photo by Andreas Bürgelt



Playa de Carman



Playa de Carman Ferry Terminal

Photo by Andreas Bürgelt



Playa de Carman Ferry Terminal (different facade)



Podgorica (closed March, 2002)

Photo by Andreas Bürgelt



Podgorica (closed March, 2002)



Ponce



Ponce



Port El Kantaoui

Photo by Andreas Bürgelt



Porto Popup - Trinity Metro Square



Porto

Photo by Andreas Bürgelt



Porto Alegre (2023)

Photo by Thomas Köhler



Prague



Prague Airport Terminal 1

Photo by Andreas Bürgelt



Prague Pop up cafe Harley Davidson 115 Anniversary
Photo by Andreas Antti Hasanen



Pretoria

Photo courtesy Hard Rock



Pretoria

Photo by Heather Hook



Puerto Madero

Photo by Andreas Bürgelt



Puerto Vallarta (closed August, 2011)



Puteri Harbour

Photo by Muhammad Akmal



Puteri Harbour



Puteri Harbour (exterior)

Photo by Christopher Haase



Pune (closed March, 2020)



Pune (original facade)
(closed March, 2020)



Pune Amanora Mall (2023)

Photo by Jan-Philipp Scherwat



Punta Cana Blue Mall
(closed March, 2020)

Photo by Chris 'Arrakeen' Haase



Punta Cana Blue Mall
(closed March, 2020)

Photo by Kay Kalkbrenner



Punta Cana Downtown



Punta Cana Barcelo (closed January, 2016)



Punta Cana Airport Terminal A

Photo courtesy Henning Sierck



Punta Cana Airport Terminal B

Photo courtesy Klaus Scherwat



Punta Cana Airport Terminal B

Photo courtesy Henning Sierck



Punta Cana Palma Real (closed)

Photo by Andreas Bürgelt



Punta Langosta (closed April, 2014)



Queenstown
(closed September, 2004))

Photo by Riccardo "Ricky" Sorzi



Ribeirao Preto



Reykjavik

Photo by Dietmar Siebenhofer



Reykjavik Airport

Photo courtesy Hard Rock



Reykjavik (old location)
(closed May, 2005)

Photo by Chris 'Arrakeen' Haase



Reykjavik (old location)
(closed May, 2005)

Photo by Blogography.com



Reykjavik Kringlan Mall (old location)
(closed May, 2005)



Reykjavik (old location)
(closed May, 2005)



Rio de Janeiro America City Shopping Mall
(closed July, 2011)



Rio de Janeiro America City Shopping Mall Photo by André Luiz
(closed July, 2011)



Rio de Janeiro America City Shopping Mall
(closed July, 2011)



Rio de Janeiro Rock Shop at Corcovado Train Station
(train station shown)
(closed July, 2014)



Rome Photo by Christian Kehri



Rome



Rome - Vatican



Rosario (rendering. Never opened)



Sacramento (closed March, 2010)

Photo by Andreas Bürgelt



Sacramento at Fire Mountain



Sacramento Temporary Rock Shop for Fire Mountain on J Street (closed January, 2020)



Saipan

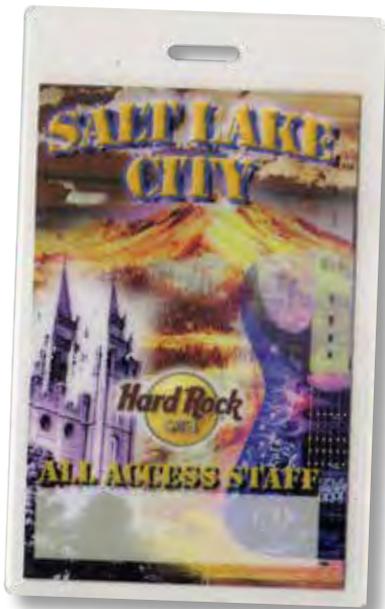
Photo by Chris 'Arrakeen' Haase



Salt Lake City (closed December, 2008) Photo by Andreas Burgelt



Salt Lake City (patio view) (closed December, 2008)



San Antonio (riverwalk view)



San Antonio on the riverwalk



San Antonio on the riverwalk (new facade) Photo courtesy HRC Worldwide Community



San Diego (closed December, 2017)

Photo by Volker



San Jose



San Francisco (old location closed August, 2002)



San Francisco (old location closed August, 2002)



San Francisco - Pier 39

Photo by Andreas Bürgelt



San Francisco - Pier 39 (new exterior)

Photo courtesy Hard Rock





San Juan (closed)



San Juan (closed)

Photo by Roman Danuser



Santa Cruz



Santiago

Photo by Andreas Bürgelt



Santo Domingo (old location closed)

Photo by Andreas Bürgelt



Santo Domingo Blue Mall



Santa Domingo Rock Shop



Seattle

Photo by Achim Sujer



Seoul (closed June, 2018)



Seoul (closed June, 2018)



Seoul (old location)
(closed January, 2007)



Seoul (old location)
(closed March, 2009)

Photo by Andreas Bürgelt



Seville

Photo by Andreas Bürgelt



Seville Rock Shop



Sharm el Sheik



Shanghai (old location)

Photo by Andreas Bürgelt



Shanghai (closed July, 2018)

Photo by Andreas Bürgelt



Shenzhen (old location)
(closed March, 2004)



Shenzhen at the Hard Rock Hotel (entrance)



Siem Reap Airport International Terminal

Photo courtesy Cambodia Airports



Singapore Airport (closed December, 2016)

Photo by Volker



Singapore Airport (closed December, 2016)

Photo by Christian Kehrl



Singapore Airport Bar

Photo by Jürgen Eisenmann



Singapore Festival Market

Photo by Choo Yut Shing

Supertree Grove, Gardens by the Bay for the Christmas Festival 2016



Singapore

Photo by Charlie Lester



Singapore (different facade)

Photo by Choo Yut Shing



Singapore (different facade)



Singapore Sentosa (full view)
(closed May, 2023)



Singapore Sentosa
(closed May, 2023)

Photo by Andreas Bürgelt



Singapore Sentosa
(closed May, 2023)

Photo by Christian Kehrl



Sri Lanka, Colombo (planned but never opened)



St. Louis (closed August, 2018)

Photo by Jack Moberg



St Maarten (closed March, 2020)

Photo by Andreas Bürgelt



St Petersburg (closed March, 2023)



St Petersburg (entrance)
(closed March, 2023)

Photo by Andreas Bürgelt



St Petersburg Pulkovo Airport
(closed February, 2020)

Photo by Andreas Bürgelt



St Thomas (closed April, 2005)

Photo by Holger Bachmann



St Thomas (closed April, 2005)



Stockholm Store

Photo by Beat Bodenmann



Stockholm

Photo by Andreas Bürgelt



Stockholm



Sun City



Sun City



Sun City Rock Shop

Photo by Andreas Bürgelt



Sun City Rock Shop

Photo by Andreas Bürgelt



Suriname Airport (coming soon)



Suriname - International Mall of Suriname



Surfers Paradise (closed April, 2022) Photo by Holger Bachmann



Surfers Paradise Entrance (closed April, 2022)



Sydney (old location) Photo by Holger Bachmann
(closed October, 2007)

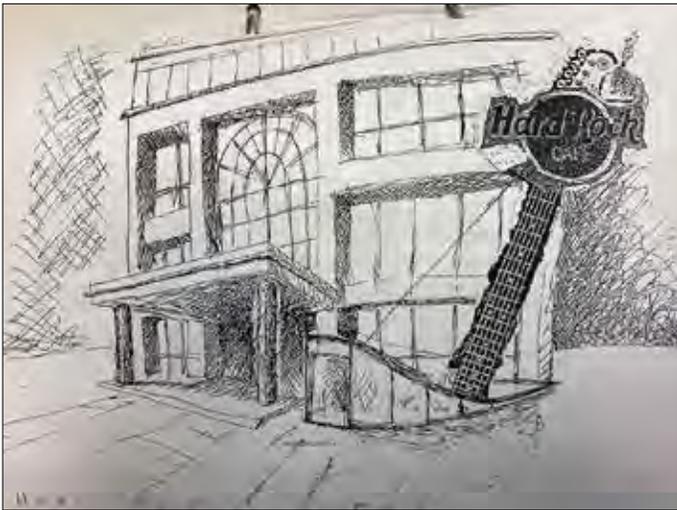


Sydney Darling Harbour (closed June, 2022)



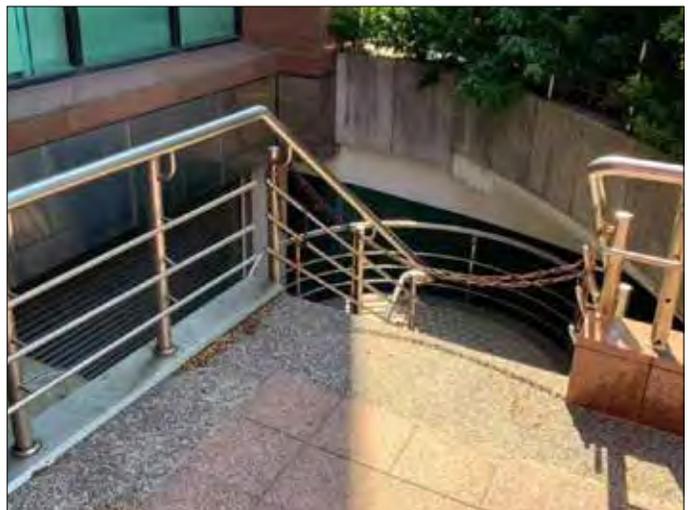
Tahiti (I hvae no information on this location except these two renderings)





Taichung (rendering)
 Rendering and blog comments courtesy Jan-Philipp Scherwat
 (closed December, 1996)

This might not have been an official cafe since it never made it past the franchise approval process. It never got the official license and opened as Hard Rock without the word Cafe.



Taichung (how the entrance looks today)
 Photo courtesy Jan-Philipp Scherwat - www.thisishardrock.com
 (closed December, 1996)



Taipei (closed February, 2002)



Taipei (old location closed August, 1999)



Tampa Photo courtesy Hard Rock



Tampa Airport Photo by Charlie Lester



Tel Aviv (closed December, 1997)



Tel Aviv (closed December, 1997)



Tbilisi (old location)
(closed December, 2019)

Photo by Andreas BÜRGET



Tbilisi (old location)
(closed December, 2019)



Tbilisi



Tbilisi at Lisi Lake (closed)



Tenerife



Tenerife (left side of entrance)



Tenerife Airport (closed March, 2020)

Photo by Andreas Bürgelt



Tianjin



Tijuana (closed June, 2008)

Photo by Andreas Bürgelt



Tokyo Asakusa Rock Shop (closed March, 2021)



Tokyo Asakusa Airport Rock Shop (closed March, 2021)



Tokyo Uyeno-Eki Station Street Level

Photo by Nozomi Ono



Tokyo Rappongi Rock Shop

Photo by Andreas Bürgel



Tokyo Rappongi Rock Shop (different facade)



Tokyo Rappongi



Tokyo Rappongi (different facade)



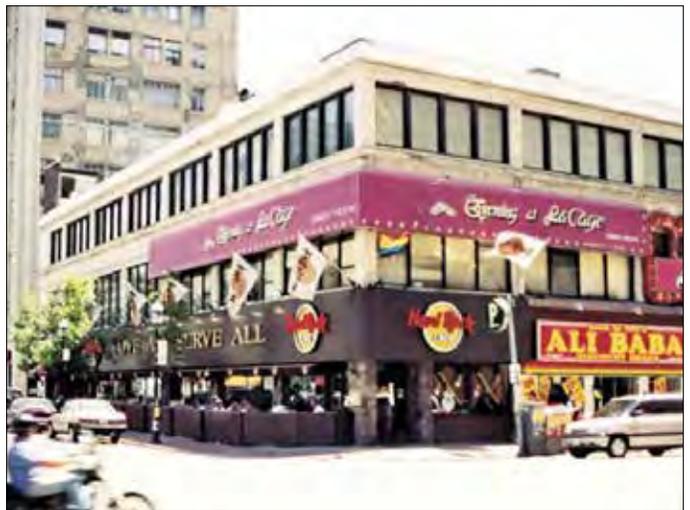
Tokyo Uyeno-Eki Station Rock Shop



Tokyo Uyeno-Eki Station Cafe



Tokyo Uyeno-Eki Station Cafe (old facade)

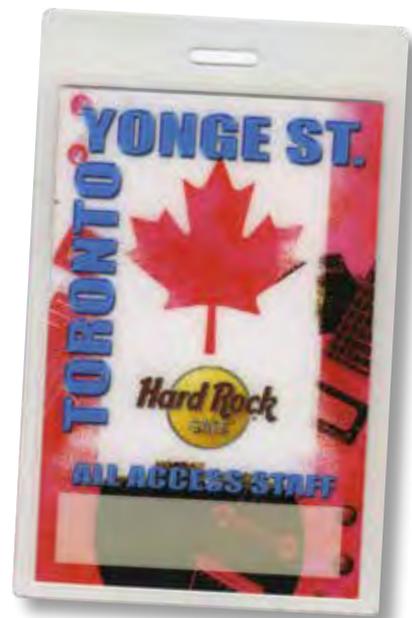


Toronto (old facade)
(closed May, 2001)

Photo by Ralf Simon



Toronto (closed May, 2001)





Toronto Skydome
(closed Sepytember, 2009)

Photo by Holger Bachmann



Trinidad (closed March, 2020)



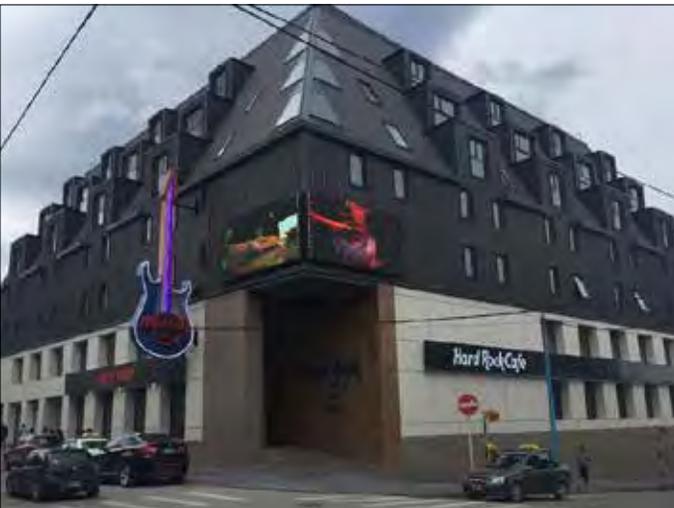
Tromsø

Photo by Tron Nordhaug



Ulaanbaatar

Photo by Chris 'Arrakeen' Haase



Ushuaia



Vancouver (closed June, 2000)



Valencia

Photo by Andreas Bürgelt



Valencia Train Station (closed July, 2021)



Valencia Rock Shop

Photo by Andreas Bürgelt



Venice



Venice Rock Shop Rialto Bridge

Photo by Achim Sujer



Verona

Photo by Andreas Bürgelt



Vienna



Vienna

Photo by Dietmar Siebenhofer



Vientiane (old location)
(closed May, 2018)

Photo courtesy HiS Architects



Vientiane Rock Shop (closed)



Vientiane



Vientiane



Vientiane Pop-Up Store (closed)

Photo courtesy Hard Rock



Washington, DC

Photo by Andreas Bürgelt



Washington, DC



Warsaw



Warsaw Rock Shop

Photo by René Van der Made



Whistler (closed June, 2000)

Photo by Volker



Woodbury Commons Rock Shop. Mall shown (closed)



Wroclaw

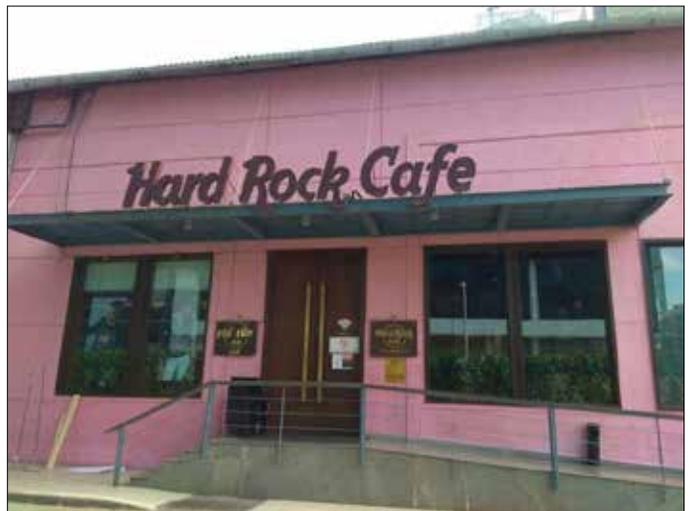


Wroclaw



Worli, Mumbai

Photo by Jan-Christoph Behrmann



Worli, Mumbai (new facade)



Yangon

Photo by Andreas Bürgelt



Yerevan



Yerevan



Yokohama

Photo by Kay Kalkbrenner



Yokohama (entrance)



York (rendering)

Hard Rock Golf



Riviera Maya Golf Rock Shop

Photo by Andreas Bürgelt



Cana Bay

Photo by Chris Arrakeen



Halloween, 2002



4th of July, 2002



Cinco de Mayo, 2003



Happy Holidays, 2002



Happy New Year, 2003



Mardi Gras, 2003



Easter, 2003



St. Patrick's Day, 2003



Valentine's Day, 2003



Commemorative chips issued by the Hard Rock Cafe chain



Good Luck Brass Tokens

These brass and plastic promotional tokens were produced in 1991 by the Hard Rock Cafe and not the casino. They are not casino chips or tokens, just souvenirs.

The Vault

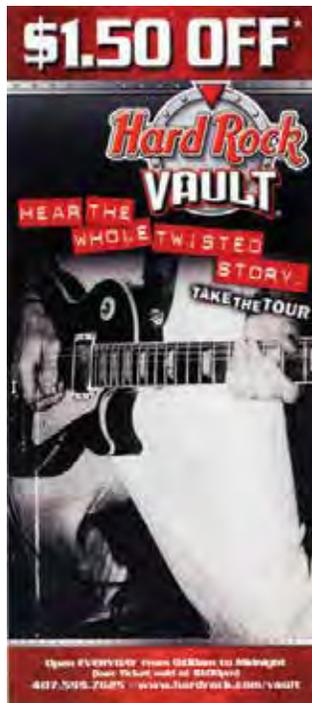


The Vault, Orlando, Florida

The Hard Rock Vault, a 17,000-square-foot music memorabilia museum owned by Hard Rock Cafe International, was located at 8437 International Drive at the Mercado shopping plaza in Orlando; the same building that had previously housed the defunct Guinness World Records Experience museum.

The museum's "Total Immersion Tour" was a guided stroll through the various galleries including: "The Back Alley" (dedicated to punk rock), "The Psychedelic Meltdown" (from The Grateful Dead to Pink Floyd), "The Dressing Room" (rock 'n roll fashions), "The Light and The Dark" (the Beatles vs the Rolling Stones), and "The King's Chamber" (all about Elvis). The attraction also featured a listening room, poster and art display, a recreation of the original Memphis Sun Studios, and, of course, a Hard Rock gift shop.

The grand opening was held January 16, 2003. It closed in September, 2004. Apparently tourists weren't that interested in paying \$14.95 to see the same kind of memorabilia they could see in a restaurant for the price of a cheeseburger. After



The Psychedelic Meltdown Room

the closing the various artifacts were distributed back to the Hard Rock chain's various restaurant collections.



The Vault and Rock Shop, London



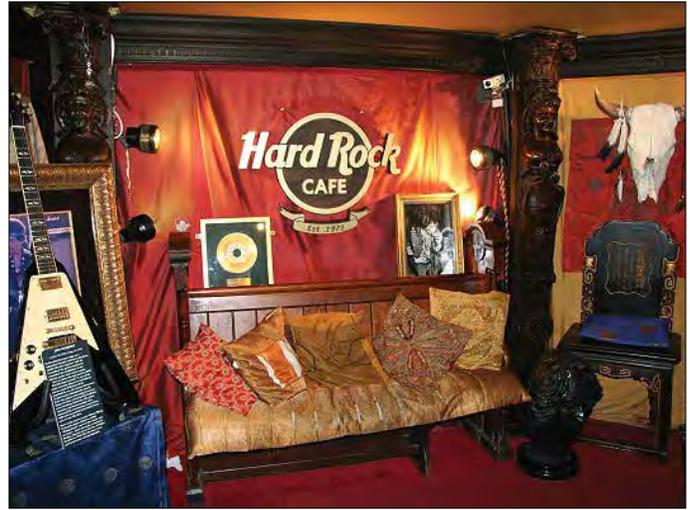
Picture courtesy HRC Worldwide Community



The Vault in London originally opened to celebrate the Hard Rock Cafe's 30th birthday. A small selection of rare and priceless memorabilia representing the giants of Rock and Pop music has been gathered together and is now displayed in what was originally a bank vault located underneath the new Hard Rock merchandise shop at 1 Old Park Lane. Fans are welcome to take a guided tour and get a close and personal look, with no glass cases or velvet ropes, at these precious artifacts that tell the story of Rock n' Roll.

The Vault is often used by television companies, publications, and visiting celebrities and musicians for photo shoots.

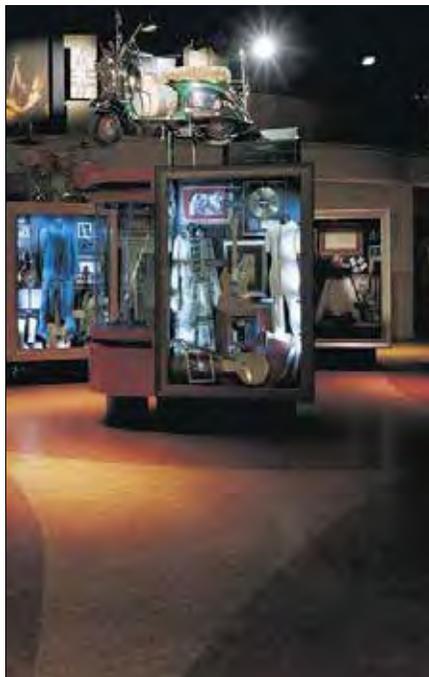




Picture courtesy HRC Worldwide Community



Picture courtesy HRC Worldwide Community



Renegade Cafes

There were many "Renegade" Hard Rock Cafe's which did not belong to Hard Rock International but they still used the same logo. Most of them opened before the Rank Group took over the label.

The Hard Rock Cafe Frankfurt for instance, was the second Hard Rock Cafe after London when it opened in February 1978. Like other Hard Rock Cafe's in the world, they did not belong to the official chain. Some are not really renegade cafe's but just liked to use the name.

These were some of the allegedly unofficial hard Rock Cafe's: Amsterdam, closed in 1999, Athens, Ayia Napa Cyprus, Mombassa, Moscow, Mykonos, Paros, Protaras Cyprus, Rhodes Greece, Bochum, Chiang Mai, Formentera, Gran Canaria, Istanbul, Johannesburg, all closed in 2003. Frankfurt closed in 2007 and Sao Paulo is also closed. Many renegade cafes have turned into legitimate cafes.



Amsterdam Coffee Shop

Photo licensed from almany.com suggested by Ruud van Bijnen

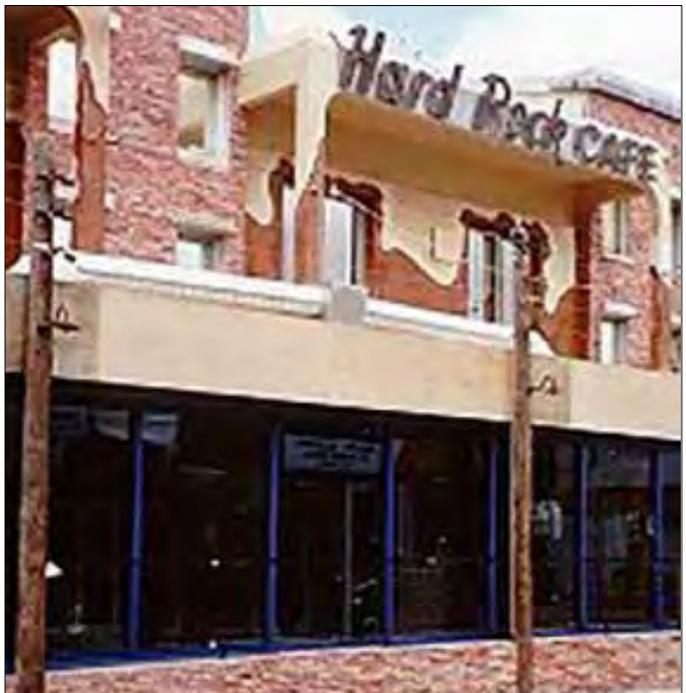


Amsterdam Cafe

Hard Rock Coffeeshop Amsterdam was a subsidiary of the renegade Hard Rock cafe Amsterdam located next door. You could buy Marijuana at this location.



Amazon (Amazon Hard Rock above window)



Ayia Napa



Chiang Mai



Crete



Croatia



Ethiopia



Frankfurt



Gambia



Heidelberg (original sign said help the planet instead of save the planet)



Kenya



Maralal



Mykonos



Olongapo

Photo by Kay Kalkbrenner



Mykonos Shop

Photo courtesy Tripadvisor



Prague (not renegade just a small cafe)



Rock Cafe, Corralejo, Spain. Not a renegade cafe since they did not use the Hard Rock name but the concept was really close.



Protaras



West Coast Rock Cafe, Blackpool. Another close one



Toronto

Photo courtesy Thomas Köhler from blog TO



Nepal Tea House. Nicknamed Hard Rock Cafe since it was built into a rock. It has nothing to do with Hard Rock.

I never thought I would find a renegade hotel. It's worth the time to Google it to see the rooms.



Hard Rock Hotel and Suite, Lagos



Hard Rock Hotel and Suite, Lagos

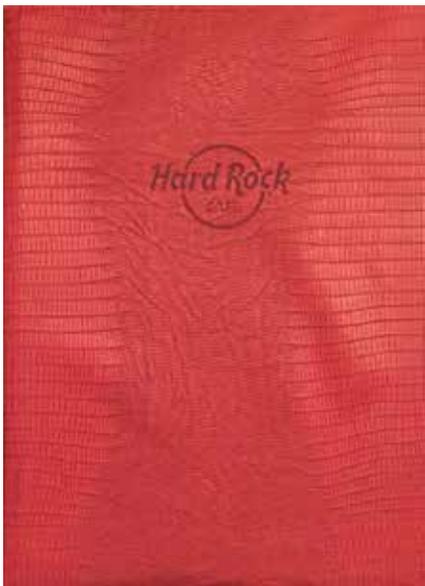
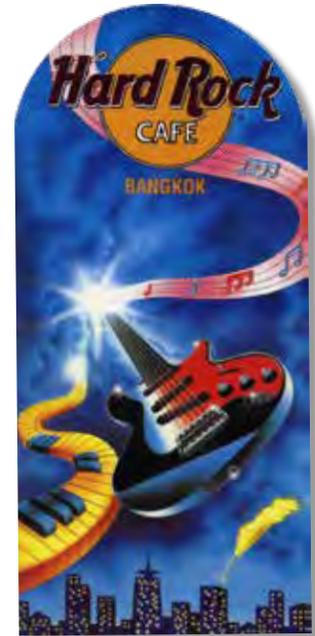
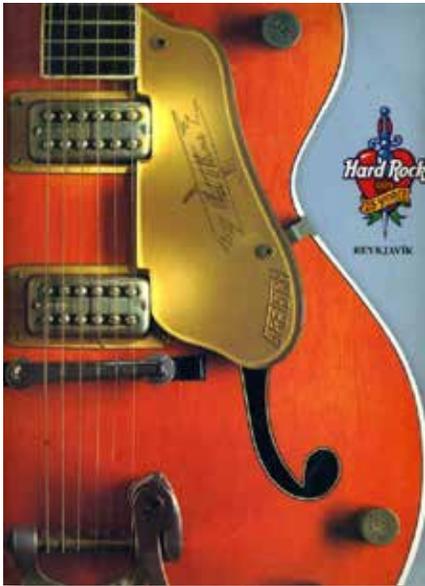
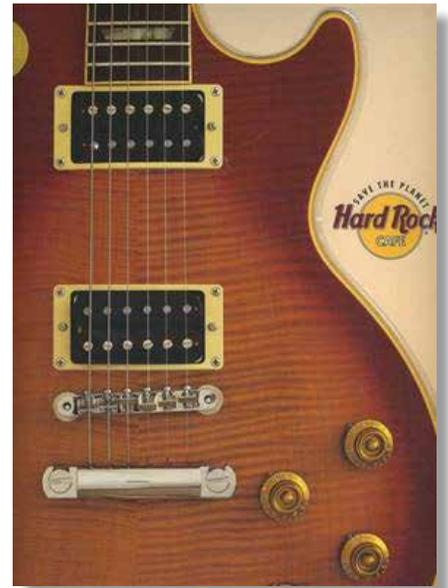
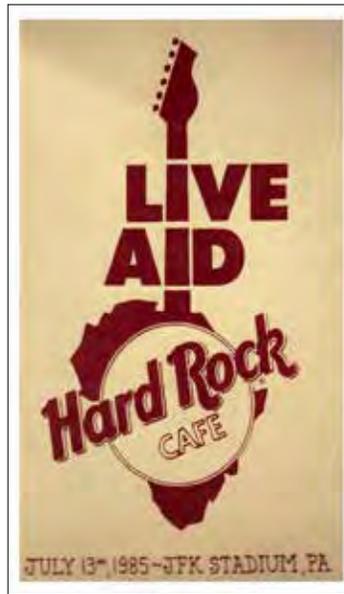
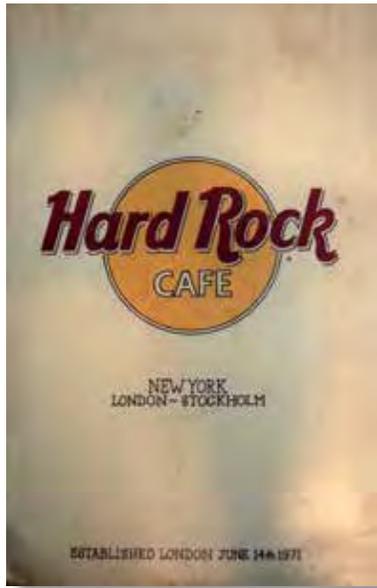
The real original Hard Rock by Scott Northup

The real original Hard Rock Cafe is in Empire Colorado and was built in 1934. It was named after the miners who came in for breakfast.

The Cafe has no connection with the Hard Rock that we know. After the Hard Rock brand discovered it an agreement was made that this place would not advertise outside the borders of Colorado.

Today it is the Guanella Brewery.





Various Menu Designs

Hotels, Casinos, and a Park



Abu Dhabi (cancelled) Rendering courtesy Hard Rock



Albuquerque (closed) Photo by Charlie Lester



Arkansas (status unknown) Rendering courtesy Hard Rock



Amsterdam



Aruba (cancelled) Rendering courtesy Hard Rock



Athens Hotel and Casino (2025) Rendering courtesy Hard Rock



Atlanta Reverb Hotel Photo courtesy Hard Rock



Atlantic City Hotel and Casino Photo by Scott Northup



Atlantic City Boutique Hotel Rendering courtesy Hard Rock (cancelled)



Bali



Bali (different entry)



Barcelona (status unknown)



Berlin (project cancelled)

Rendering courtesy Hard Rock



Biloxi Hotel and Casino

Photo by Charlie Lester



Brasilia (project cancelled)



Bristol Hotel and Casino
(opening 2024)

Rendering courtesy Hard Rock



Bristol Casino

Brazil

Properties are slated for completion over the next eight years with three projects already under construction, with Sao Paulo, Fortaleza and the first phase of Ilha de Sol anticipated for 2022; Recife, Natal and the second phase of Ilha de Sol for 2024; Foz de Iguacu for 2025; Campos do Jordao for 2027; and Jericoacoara for 2028.



Budapest

Photo by Andreas Bürgelt



Caldas Novas (project cancelled)



Cancun

Photo by Andreas Bürgelt



Cancun



Chicago (closed)

Photo by Andreas Bürgelt



Chicago Hotel and Casino (proposed)

Rendering courtesy Hard Rock



Cincinnati (hotel proposed) Photo courtesy HRC Worldwide Community



Coconut Beach, Hawaii (status unknown)
 Rendering courtesy FSC Architects



Cyprus Hotel and Casino (sold stake to Melco International)
 Rendering courtesy Hard Rock



Dalian Photo courtesy Hard Rock



Dalian Photo courtesy Hard Rock



Davos Photo courtesy Hard Rock



Davos

Photo courtesy Hard Rock



Dayton former Radisson Hotel (planned)



Daytona Beach



Daytona Beach
(original project cancelled)

Rendering courtesy Hard Rock



Deadwood Rocksino (2023)



Desaru Coast



Desaru Coast



Dublin



Edwardsville Hotel and Casino (status unknown)
 Rendering courtesy Hard Rock



Dubai (project cancelled)



Fortaleza (coming soon)

Photo courtesy Hard Rock



Goa



Gramado (planned)

Rendering courtesy Hard Rock



Grand Alps, Texas (cancelled)

Rendering courtesy Hard Rock



Guadalajara

Photo courtesy Hard Rock



Haikou (status unknown)



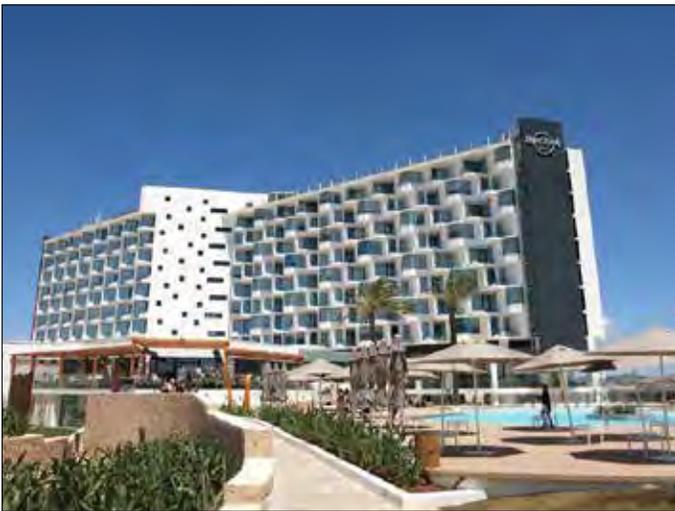
Hamburg Reverb (2023)



Hollywood Hotel and Casino Photo courtesy Hanson Engineering



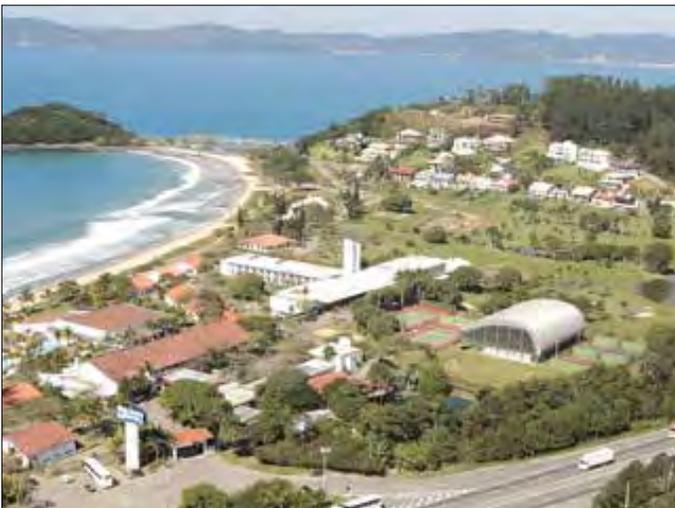
Hungary Hotel and Casino (cancelled) Rendering courtesy Hard Rock



Ibiza



Ilha Do Sol (coming soon) Photo courtesy Hard Rock



Itapema (status unknown)



Jamaica (planned) Rendering courtesy Hard Rock



Kenosha Hotel and Casino (original plan rejected by state. New proposal in 2022) Rendering courtesy Hard Rock



Kenosha Hotel and Casino (New proposal in 2022) Rendering courtesy Hard Rock



Kalamazoo Reverb (planned) Rendering courtesy Hard Rock



Lake Tahoe Hotel and Casino



Las Vegas Hotel and Casino 1995 (closed)



Las Vegas Hotel and Casino (closed) Photo courtesy Hard Rock



Las Vegas Hotel and Casino
(2025, former Mirage property)

Photo courtesy Hard Rock



London (closed May, 2023)

Photo courtesy Hard Rock



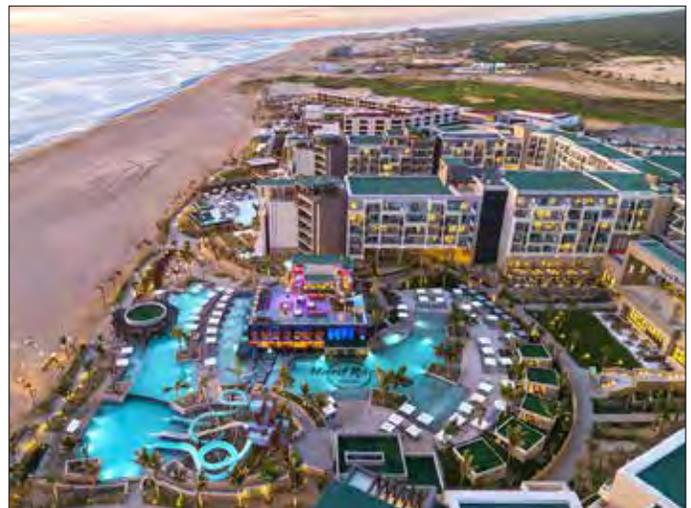
London Casino (closed)



London Ontario, Canada (planned for 2025)



Los Cabos



Los Cabos



Macau Hotel and Casino (closed)



Madrid

Photo courtesy Fluge Audiovisuals



Malta (planned)

Rendering courtesy Hard Rock



Maldives

Photo by Andreas Bürgelt



Maldives



Manchester Casino (closed)



Marbella

Photo courtesy Hard Rock



Massachusetts Hotel and Casino
(rejected by voters)

Rendering courtesy Hard Rock



Meadowlands Casino
(rejected by voters)

Rendering courtesy Hard Rock



New Orleans Piazza d'Italia (project cancelled)



New Orleans (status unknown)

Rendering courtesy Hard Rock



New York

New York

Hard Rock wants to build a casino in or near New York City, even as it moves forward with a plan to build another one in northern New Jersey, about 8 miles away. New York has three remaining casino licenses to be awarded in the downstate region that includes New York City.



New York Aquaduct (outbid)



Northern Indiana Casino



Northern Indiana Casino
(phase 1 casino only)

Rendering courtesy Hard Rock



Northern Indiana Casino
(phase 2 with hotel)

Rendering courtesy Hard Rock



Northfield Park Casino (sold to MGM)



Orlando



Orlando



Ottawa (phase 1 casino)

Rendering courtesy Hard Rock



Ottawa Hotel and Casino
(phase 2 with hotel)

Rendering courtesy Hard Rock



Palm Springs (closed 2018)
(reverted back to Hotel Zosso)

Photo by Charlie Lester



Panama Hotel (closed 2023)



Papagayo (status unknown)



Park (closed 2009)



Park Guitar (closed 2009)



Paraguay Hotel and Casino (status unknown)



Pattaya



Pattaya



Pauma Indian Reservation Hotel and Casino (cancelled)



Penang



Penang



Playa Blanca Beach, Panama (cancelled)



Prague (2023)



Punta Cana Hotel and Casino



Punta Cana Hotel and Casino



Rensselaer Hotel and Casino
(not approved by New York state)

Rendering courtesy Hard Rock



Riviera Maya



Riviera Maya



Rockford Casino (opening 2023)

Rendering courtesy Hard Rock



Rockford Casino - Opening Act Casino (temporary until Rockford casino is complete)



Sacramento Hotel and Casino

Photo by Charlie Lester



Sacramento Hotel and Casino



San Diego



San Juan (planned)

Rendering courtesy Hard Rock



São Paulo (planned)



Santa Domingo Hotel and Casino
(project cancelled. The plan was opposed by the community)



Schenzen

Photo by Andreas Bürgelt



Scottsdale Reverb Hotel (Rendering)



Singapore



Sioux City Hotel and Casino

Photo by Charlie Lester



Spokane (status unknown)

Known as Spokane Tribe Casino. The hotel might carry the Hard Rock brand when the hotel is built.



Tampa Hotel and Casino

Photo courtesy Tampabay.com



Tejon Hotel and Casino
(planned)



Tenerife



Terra Haute Hotel and Casino
(eliminated by commissioners.
Awarded to Churchill Downs)

Rendering courtesy Hard Rock



Tomakomai, Japan (proposed)



Tulsa Hotel and Casino

Photo by Tom Gilbert



Vallarta



Vancouver casino (hotel status unknown)

Hard Rock Seminole Casinos

Part of the Hard Rock brand but none have a Hard Rock Cafe



Big Cypress Bingo Hall (closed)



Big Cypress Casino (located in the back of the Swamp Water Café)



Big Cypress Casino (closed)
The tent held slot machines



Brighton Casino



Brighton Hotel (under construction)



Seminole Bingo at the now Classic Hollywood location



Classic Hollywood Casino (old facade)



Classic Hollywood Casino



Coconut Creek Casino



Immokalee Hotel and Casino (hotel)



Immokalee Hotel and Casino (casino entrance)



Tampa Seminole Gaming Palace (closed)
Hard Rock Hotel and Casino now sits on this property

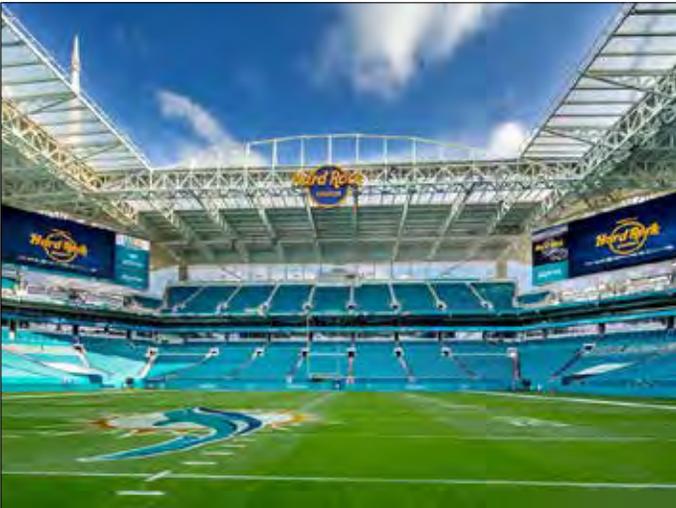
Hard Rock Stadium



Stadium



Stadium (entrance)



Stadium



Stadium

Photo by Andreas Bürgelt



Stadium with tennis courts conversion



Stadium with f1 track

Rock Shops In Hotels



Albuquerque Hard Rock Store



Amsterdam Rock Shop



Atlantic City Hard Rock Store

Photo by Scott Northup



Bali Hotel Rock Shop



Bali Hotel Rock Shop



Biloxi Rock Shop

Photo by Charlie Lester



Budapest Rock Shop



Cancun Hotel Rock Shop



Chicago Hotel Rock Shop

Photo by Christian Kehrl



Dalian Hotel Rock Shop

Photo by Tanja Fusenig



Davos Hotel Rock Shop

Photo courtesy Hard Rock



Daytona Beach Rock Shop

Photo by Charlie Lester



Desaru Coast Rock Shop



Dublin Hotel Rock Shop



Goa Hotel Rock Shop



Guadalajara Hotel Rock Shop



Hollywood Hotel Original Hard Rock Store



Hollywood Hotel Hard Rock Store

Photo by Charlie Lester



Hollywood Hotel Hard Rock Store

Photo by Charlie Lester



Hollywood Hotel Hard Rock Store

Photo by Charlie Lester



Ibiza Hotel Rock Shop

Photo by Kay Kalkbrenner



Lake Tahoe Hotel Hard Rock Store

Photo by Kay Kalkbrenner



Las Vegas Hotel Hard Rock Store 1995

Photo courtesy Hard Rock



Las Vegas Hotel Hard Rock Store



London Hotel Rock Shop

Photo by Christian Kehrl



Los Cabos Hotel Hard Rock Store

Photo courtesy Hard Rock



Macau Hotel Original Rock Shop

Photo by Christian Kehrl



Macau Hotel Rock Shop

Photo by Christian Kehrl



Madrid Hotel Rock Shop

Photo by Meint Veenema



Maldives Hotel Rock Shop

Photo courtesy Hard Rock



Marbella Hotel Rock Shop

Photo by René Van der Made



New York Rock Shop

Photo courtesy Hard Rock



Orlando Hotel Rock Shop



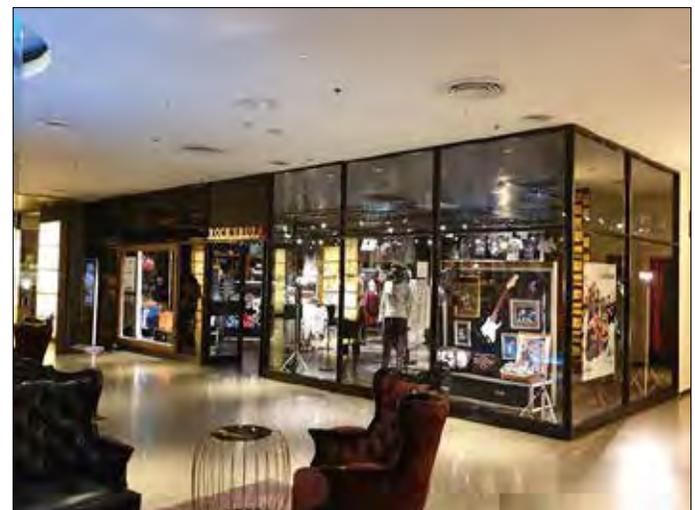
Palm Springs Hotel Rock Shop

Photo by Charlie Lester



Panama Megapolis Hotel Rock Shop

Photo by Christian Kehrl



Pattaya Hotel Rock Shop

Photo by Christian Kehrl



Penang Hotel Rock Shop



Punta Cana Hotel Rock Shop

Photo courtesy Hard Rock



Riviera Maya Hotel Rock Shop

Photo courtesy Hard Rock



Sacramento Hotel Rock Shop

Photo by Charlie Lester



San Diego Hotel Rock Shop



Schenzen Hotel Rock Shop



Singapore Hotel Rock Shop



Sioux City Hotel Rock Shop



Tampa Hotel Hard Rock Store



Tampa Hotel Hard Rock Store

Photo by Charlie Lester



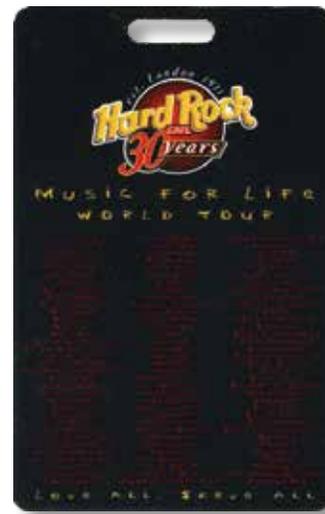
Tenerife Hotel Rock Shop



Tulsa Hotel Hard Rock Store



Vallarta Rock Shop



Rock Shops In Casinos



Bristol



Cincinnati



London Casino Store



Northfield Park



Northern Indiana



Vancouver Store

Rockstop Gas and Car Wash



Atlantic City

Photo by Charlie Lester



Atlantic City

Photo courtesy Hard Rock



Northfield Par (Now MGM)

Photo courtesy Hard Rock



Sacramento

Photo courtesy Hard Rock

Concert Venues



Atlantic City Estes Arena



Atlantic City Live Seating

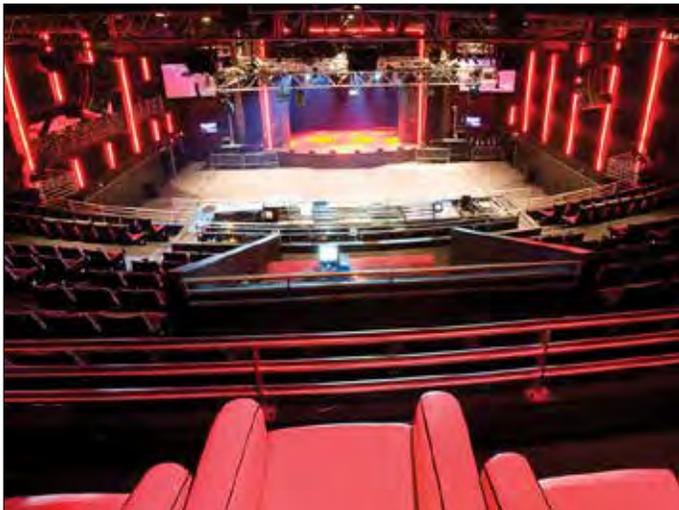


Atlantic City Live

Photo by Andreas Bürgelt



Biloxi Live



Biloxi Live Seating



Bristol Live 2024 (rendering)



Florianopolis Live



Hollywood Live (guitar hotel)

Photo by Charlie Lester



Hollywood Live Seating (guitar hotel)



Hollywood Live (old location)

Photo by Mark Lighterman



Hollywood Live (old location, different facade)



Las Vegas Cafe Live on the Strip



Las Vegas Hotel The Joint (closed)

Photo by Charlie Lester



Las Vegas Hotel The Joint Seating 1995-2008 (closed)



Las Vegas Hotel The Joint (closed)

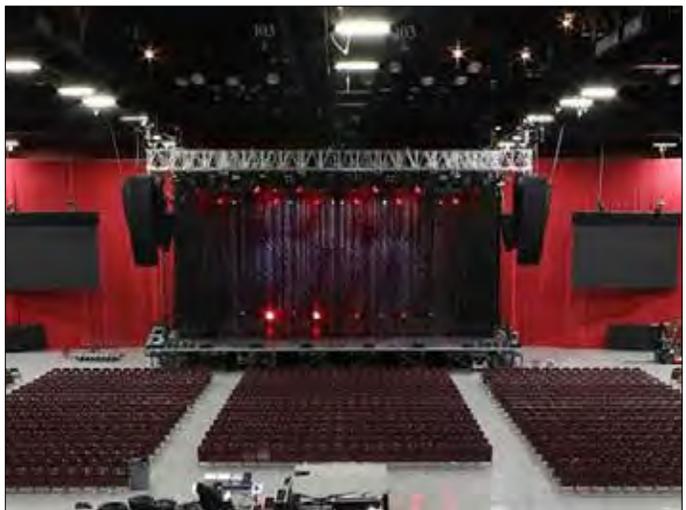
Photo by Charlie Lester



Las Vegas Hotel The Joint 2009 Seating (closed)



Northern Indiana Live



Northern Indiana Live Seating



Orlando Live



Orlando Live Seating



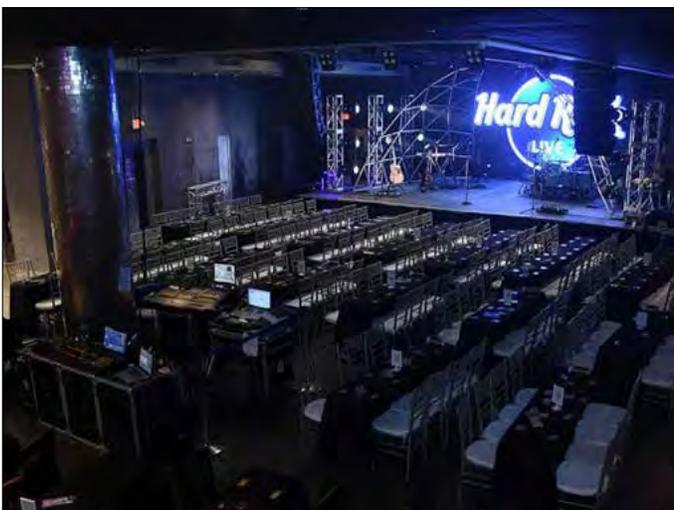
Sacramento Live

Photo by Achim Sujer



Sacramento Live

Photo by Charlie Lester



Santa Domingo Live

Photo courtesy luminariastv.com



Sioux City Battery Park



Tulsa The Joint

Photo by Charlie Lester



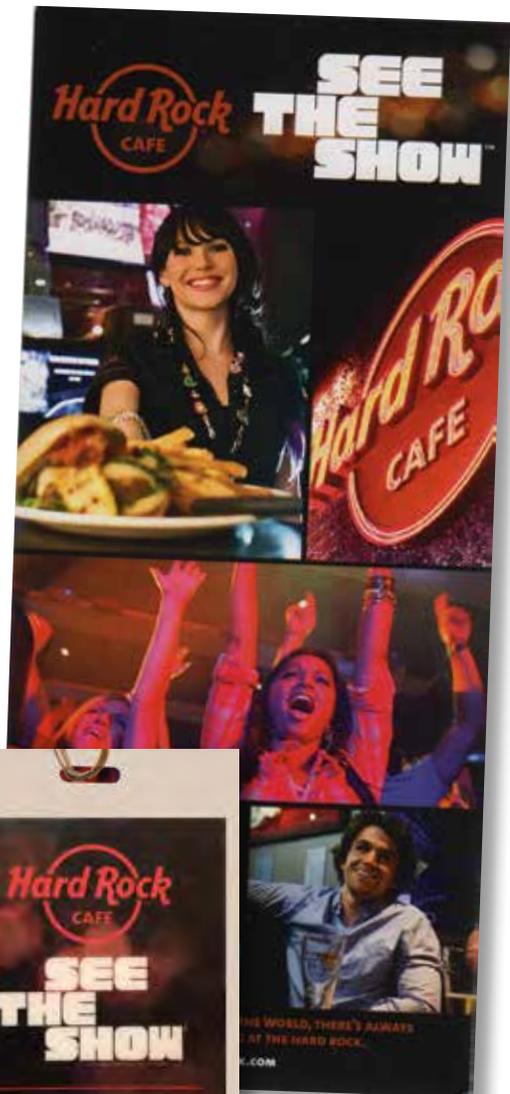
Tulsa The Joint Seating



Vancouver The Theatre



Vancouver The Theatre Seating



Hard Rock Calling



The History of Hard Rock Calling Festival -
Last concert was in 2013

Hard Rock Calling (formerly Hyde Park Calling) was an annual music festival held in Hyde Park, London, which first took place on Saturday July 1 and Sunday July 2, 2006. The music played was primarily rock music, and various performers, including The Who, Aerosmith, Neil Young and Bruce Springsteen have played at the event. The festival was organized by Hard Rock Cafe and Live Nation.

The inaugural festival had two stages, and was headlined by Roger Waters (performing in its entirety the Pink Floyd album *The Dark Side of the Moon* as part of his set) and his band (featuring Pink Floyd drummer Nick Mason) on the Saturday and The Who on the Sunday. Gates opened at 2:00 and the show ended at 10:15 on both evenings. The Who's Sunday headline performance was released as part of their *Encore Series 2006* of CDs & DVDs.

The festival was a peaceful one (in part probably because of the older demographic that the headline acts were targeting). Being inside the city the event required attendees to rely on external accommodation – unlike more popular festivals such as Download Festival or Reading and Leeds Festival, which require camping on site for most people.



Despite the veteran status of the headline acts, most other bands were younger and with a more 'contemporary' audience, providing a contrast in musical styles. Since this festival, Razorlight particularly has acquired much fame and in under a year has gone from second slot in a smaller inaugural event like Hyde Park Calling to headlining the long-running and respected Reading/Leeds Festival. The festival main stage proved to be unusually British, with the British Isles being represented by seven English bands and one Scottish, with only one American and one New Zealand band from abroad. However of the ten second stage bands, three were from Canada and two from the USA.

Line Up 2010

Pearl Jam, Ben Harper & Relentless7, The Hives, The Gaslight Anthem, Robert Francis, Gomez, Funeral Party, Chief, Expatriate, Paul Thomas Saunders, Stevie Wonder, Jamiroquai, James Morrison, Corinne Bailey Rae, Mary Mary, Micki Free American Horse, Melissa Etheridge, Alejandro Escovedo, Florence Rawlings, Rox, Rumer, Diane Birch, Maria Mena, Paul McCartney, Crosby, Stills & Nash, Crowded House, Elvis Costello, Joshua Radin, More Than Me, The Breakers, The Cocktail Slippers, The Len Price 3, The Urban Voodoo Machine, Tiffany Page, Lissie, The Coronas, Delta Maid, Joe Echo.

Line Up 2011

The Killers, Kaiser Chiefs, James, Michael Kiwanuka, The Kills, Good Natured, Transfer, The Heartbreaks, Bon Jovi, Ray Davies, Black Cards, Lissie, Vintage Trouble, Imelda May, Ryan Bingham, Gianna Nannini, Evaline, Rainy Boy Sleep, Rosco Bandana, The Breakers, The Launderettes, The Contrast, Yellow Wire, Red, White & Blues, Lee Macdougall, Rod Stewart, Stevie Nicks, Adam Ant, Rumer, Train, Gugun Blues Shelter, Lighthouse Family, Mike And The Mechanics, Barenaked Ladies, James Walsh, Jay James Picton, Stefany June, Iamwe, Vetiver, Zze, Alessi, Cashier No.9, Gabriella Jones

Line Up 2012

Bruce Springsteen, Lady Antebellum, Soundgarden, Paul Simon, Christina Perri, The Mars Volta, Jimmy Cliff, Bruce Springsteen & The E Street Band, Needtobreathe, Guillemots Kids, In Glass Houses, Iggy & the Stooges, Dawes Black, Stone Cherry, Big Country, John Fogerty, Alison Krauss and Union Station, Skindred, Punch Brothers, Ladysmith, Black Mambazo, Gary Clark Jr., Marlon Roudette, Jonathan Wilson, Marcus Foster, Dylan LeBlanc, Karima Francis, Robert Randolph, Life In Film, Robert Ellis, Ryan Sheridan, Lawson Night, The Dirty Youth, Hawk Eyes, Hey Monea, Gabriel Bruce, Red, White and Blues, Ladysmith, Black Hard Rock Calling 2012, Deap Valley Mambazo.



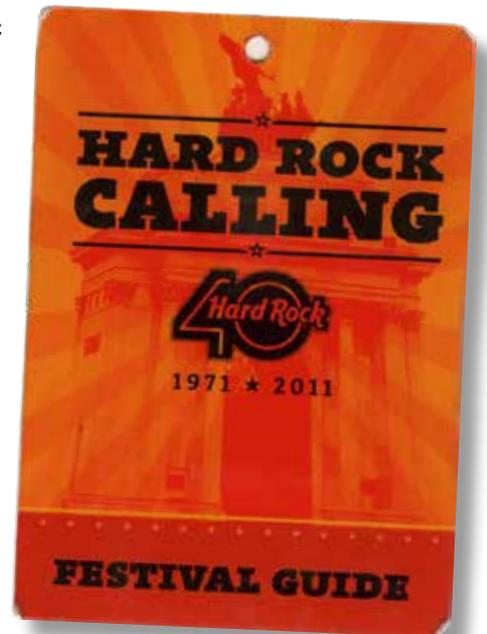
Line Up 2013

Kasabian, Paul Weller, Miles Kane, Twin Atlantic, Kodaline, Lower than Atlantis, The Weeks, The Cribbs, Klaxons, Tribes, The View, The Twang, Twin Forks, Dark Horses, NO, Vuvuvultures, Gaz Coombes, China Rats, Syd Arthur, My Preserver, Eliza And The Bear, Steve Cradock, Jack Savoretti, Yellowire, Bruce Springsteen, The Black Crowes, Alabama Shakes, Zac Brown Band, Deaf Havana, The Carnabys, Passenger, Lissie, Lawson, Flamin Groovies, Mayer Hawthorne, The Temperance Movement, Lonely the Brave, Negramaro, Syd Arthur, Josh Doyle, Cody ChesnuTT, Josh Record, Bruno Major, Crowns

Hard Rock International announced that it will not stage its iconic open-air festival Hard Rock Calling in London in 2014.

“Hard Rock International looks forward to hosting new world-class music events, both in London and around the globe, and anticipates announcing major European music programmes shortly.”

Promoter Live Nation later said it intended to find a new sponsor to keep the “Calling franchise” alive.



Corporate Offices



Hollywood - Original Seminole Gaming Office



Hollywood - Seminole Tribal Headquarters



Hollywood - Seminole Support Services
This is actually in the town of Davie a few miles from Hollywood



Hollywood - Original Hard Rock International Office
Moved to the Seminole Support Services building



Hollywood - Seminole Support Services & Corporate Office
This is actually in the town of Davie a few miles from Hollywood