

# Hard Rock Cafes

by

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Andreas Buergelt  
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.



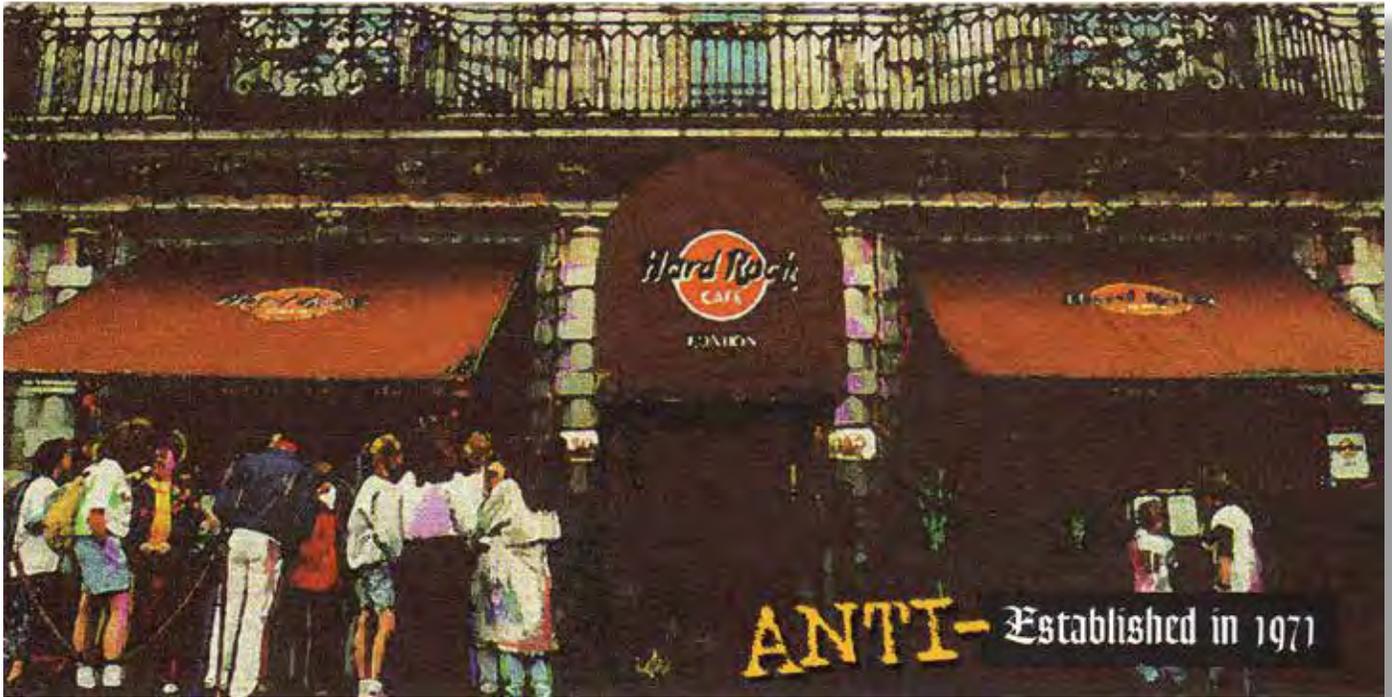
**Charlie Lester.** I'm grateful to Charlie for all his contributions over the past 15 years. Charlie shared his extensive photographic library for all my projects, especially the *Almost Everything Hard Rock* book.



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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.

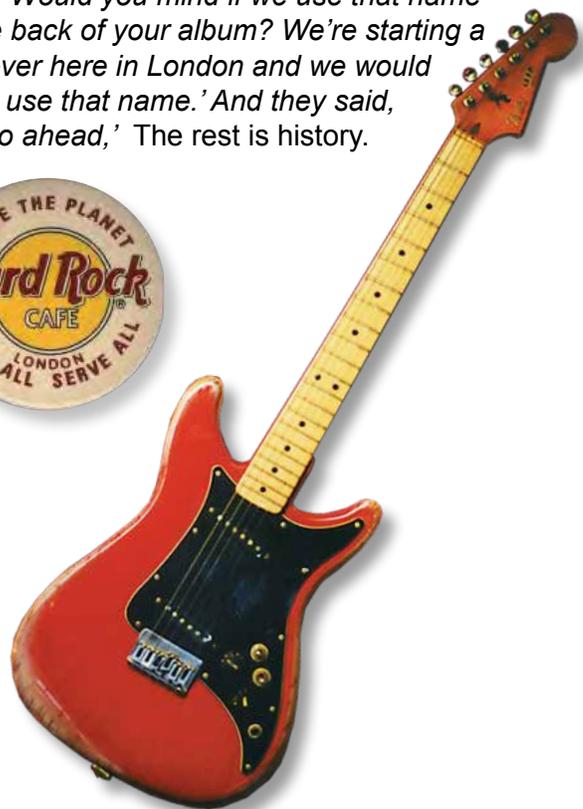
Only 50% of the memorabilia is donated while the rest is purchased from auctions or collections.

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.

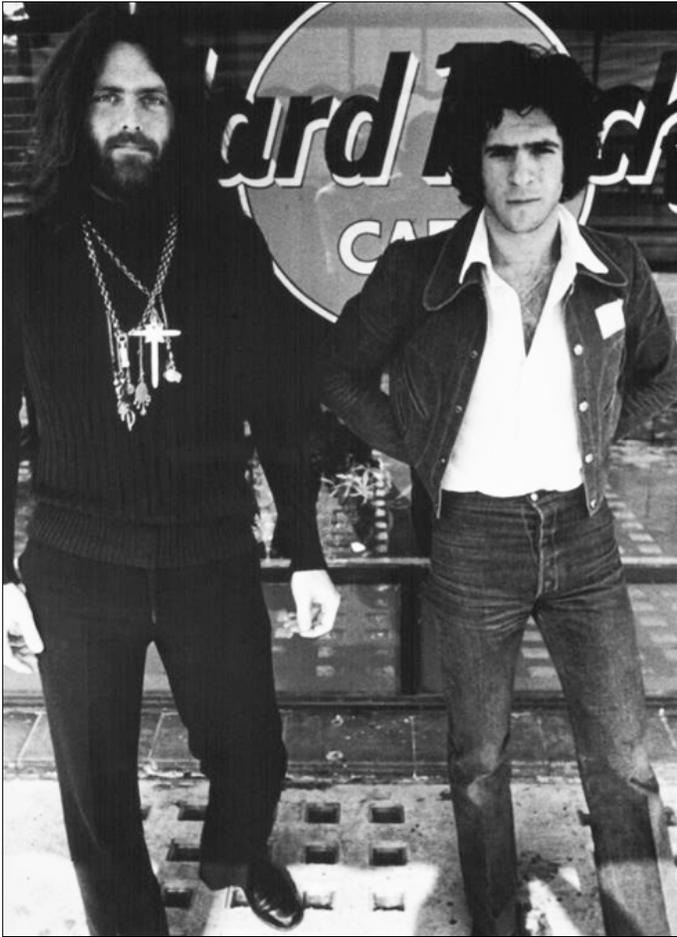


Album Photo by Henry Diltz

Hard Rock Cafe in Los Angeles opened in 1930. 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.

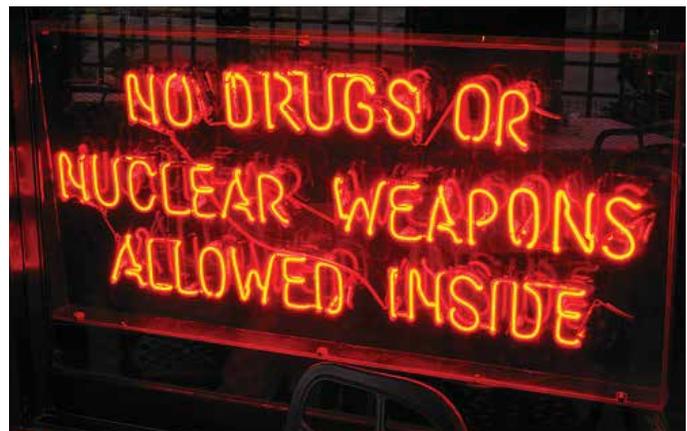




Photo courtesy Hard Rock



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.



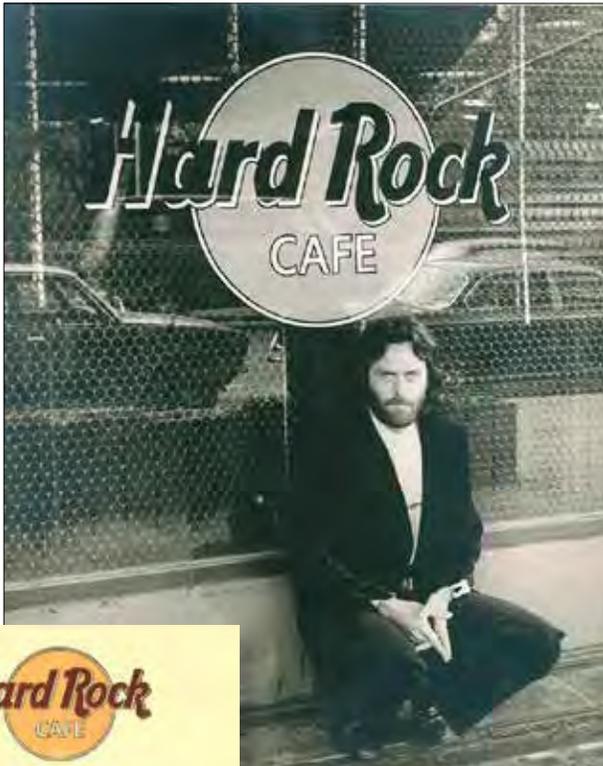
New York

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



Isaac Tigrett

Photos courtesy Andreas Bürgert

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.

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](http://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.



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*.

- 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.
- 1995 First South American Cafe
- 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.
- 1999 The first Hard Rock Live opens in Orlando.
- 2007 The Seminole Tribe buys Hard Rock
- 2008 Hard Rock Calling

Special thanks to Funding Universe for their input.

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

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Biloxi Hotel</b>	USA (Mississippi)	July, 2007	
<b>Birmingham</b>	England	November, 2001	Closed May, 2007
<b>Bogotá</b>	Colombia	October, 2001	Closed November, 2021
<b>Boston</b>	USA (Massachusetts)	June, 1989	Closed July, 2007
<b>Boston 2</b>	USA (Massachusetts)	July, 2007	Closing June. 2022
<b>Bristol Bar</b>	England	April, 2004	Closed January, 2006
<b>Brussels</b>	Belgium	July. 2012	
<b>Bucharest</b>	Romania	January, 2008	
<b>Bucharest Baneasa</b>	Romania		Rock Shop. Closed
<b>Budapest</b>	Hungary	December, 2011	
<b>Budapest Airport</b>	Hungary	July, 2015	
<b>Budva</b>	Montenegro	June, 2015	Closed March, 2021
<b>Buenos Aires</b>	Argentina - Recoleta	October, 1995	Closed March, 2020
<b>Buenos Aires</b>	Argentina - AEP	November, 2014	
<b>Buenos Aires</b>	Argentina - Ezeiza	December, 2017	Closed
<b>Buenos Aires</b>	Argentina - Puerto Madero	July, 2019	
<b>Buenos Aires Shop</b>	Argentina - Aeroporto	July, 2015	Closed April, 2019
<b>Buenos Aires Shop 2</b>	Argentina - Aeroporto	December, 2019	
<b>Buenos Aires Shop</b>	Argentina - EZE	December, 2015	Closed, December, 2017
<b>Buenos Aires Shop</b>	Argentina - La Florida	October, 2021	
<b>Busan</b>	South Korea	October, 2015	Closed February, 2018
<b>Cabo San Lucas</b>	Mexico	December, 1995	Closed August, 2013
<b>Cabo San Lucas 2</b>	Mexico	December, 2019	
<b>Cairo</b>	Egypt	May, 2001	Closed December, 2010
<b>Cairo 2</b>	Egypt	March, 2018	Closed August, 2020
<b>Cairo Haram Shop</b>	Egypt	May, 2001	Closed December, 2010
<b>Calgary</b>	Canada	April, 1995	Closed June, 2000
<b>Cancun</b>	Mexico	June, 1987	Closed September, 1997
<b>Cancun (relocated)</b>	Mexico	September, 1997	Closed August, 2014
<b>Cancun 2</b>	Mexico	March, 2016	
<b>Cancun Hotel</b>	Mexico	August, 2012	
<b>Cape Town</b>	South Africa	November, 1996	Closed June, 2001
<b>Cape Town 2</b>	South Africa	October, 2017	
<b>Caracas</b>	Venezuela	May, 2005	Closed May, 2020
<b>Cardiff</b>	Wales	October, 2003	Closed October, 2010
<b>Cartagena</b>	Colombia	December, 2007	
<b>Catania</b>	Italy	February, 2004	Closed November, 2006
<b>Cayman Islands</b>	Cayman Islands	April, 2000	Closed December, 2013
<b>Cayman Islands 2</b>	Cayman Islands	December, 2014	
<b>Chandigarh</b>	India	February, 2021	
<b>Chennai</b>	India	December, 2013	Closed May, 2016
<b>Chiang Mai</b>	Thailand	December, 2016	
<b>Chicago</b>	USA (Illinois)	June, 1986	
<b>Chicago Hotel</b>	USA (Illinois)	February, 2004	Closed November, 2017
<b>Choctaw Beach Club</b>	Mississippi (USA)	June 2003	Closed January, 2005
<b>Cincinnati</b>	USA (Ohio)	July, 2021	
<b>Cleveland</b>	USA (Ohio)	July, 1998	Closed July, 2016
<b>Cologne</b>	Germany	April, 2003	
<b>Copenhagen</b>	Denmark	July, 1995	Closed March, 2015
<b>Copenhagen 2</b>	Denmark	March, 2015	
<b>Cordoba Shop</b>	Argentina	December, 2017	Closed May, 2019
<b>Costa Maya</b>	Mexico	August, 2011	Closed May, 2012
<b>Cozumel</b>	Mexico	October, 1997	Closed April, 2014

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Cozumel 2</b>	Mexico	December, 2014	
<b>Cozumel Shop</b>	Mexico	September 2019	Puerto Maya Cruise Port
<b>Cozumel Shop</b>	Mexico	December, 2014	
<b>Cozumel Bar</b>	Mexico	Open	
<b>Curibita</b>	Brazil	May, 2015	
<b>Dalian Hotel</b>	China	July, 2020	
<b>Dallas</b>	USA (Texas)	November, 1986	Closed March, 2007
<b>Dallas 2</b>	USA (Texas)	July, 2009	Closed July, 2019
<b>Davos Hotel</b>	Switzerland	December, 2017	
<b>Daytona Beach Hotel</b>	Florida (USA)	March, 2018	
<b>Denver</b>	USA (Colorado)	November, 1998	
<b>Desaru Coast Hotel</b>	Malaysia	September, 2018	
<b>Destin</b>	USA (Florida)	July, 2004	Closed June, 2014
<b>Detroit</b>	USA (Michigan)	November, 2003	Closed January, 2019
<b>Dubai</b>	United Arab Emirates	December, 1997	Closed March, 2009
<b>Dubai 2</b>	United Arab Emirates	November, 2011	
<b>Dubai DXB Airport</b>	United Arab Emirates	November, 2018	
<b>Dubai DXB Airport</b>	United Arab Emirates		Airport 2
<b>Dubai DXB Airport</b>	United Arab Emirates		Terminal 3 - Closed
<b>Dubai at Ain Dubai</b>	United Arab Emirates	January, 2022	
<b>Dubai at Bluewater</b>	United Arab Emirates	August, 2022	
<b>Dublin</b>	Ireland	June, 2004	
<b>Dublin Hotel</b>	Ireland	February, 2020	
<b>Dubrovnik</b>	Croatia	Opening 2022	
<b>Dubrovnik Shop</b>	Croatia	December, 2021	
<b>Edinburgh</b>	Scotland	March, 1998	
<b>Edmonton</b>	Canada	July, 1995	Closed June, 2000
<b>Fiji</b>	Fiji	December, 2007	Closed March, 2020
<b>Florence</b>	Italy	June, 2011	
<b>Fortaleza</b>	Brazil	March, 2019	
<b>Four Winds</b>	USA (Michigan)	July, 2012	Closed October, 2020
<b>Foxwoods</b>	USA (Connecticut)	August, 2004	
<b>Ft. Lauderdale</b>	USA (Florida)	July, 1999	Closed May, 2004
<b>Fukuoka</b>	Japan	April, 2000	Closed April, 2015
<b>Fukuoka 2</b>	Japan	April, 2015	Closed May, 2020
<b>Gatlinburg</b>	USA (Tennessee )	September, 1999	Closed May, 2014
<b>Gdansk</b>	Polland	June, 2014	
<b>Glasgow</b>	Scotland	November, 2013	
<b>Goa Hotel</b>	India	December, 2015	
<b>Gramado</b>	Brazil	July, 2018	
<b>Guwahati</b>	India	December, 2020	
<b>Glyfada</b>	Greece	December, 2010	Closed October, 2012
<b>Gothenburg</b>	Sweden	December, 2004	
<b>Gran Canaria</b>	Spain	December 2005	Closed December, 2010
<b>Gran Canaria 2</b>	Spain	December, 2019	
<b>Gran Canaria</b>	Spain	August, 2022	Rock Shop
<b>Guadalajara</b>	Mexico	November, 1998	Closed October, 2008
<b>Guadalajara Hotel</b>	Mexico	September, 2018	
<b>Guatemala City</b>	Guatamala	January, 2013	Closed October, 2017
<b>Guam</b>	(USA) Mikronesia	May, 1998	
<b>Guanacaste</b>	Costa Rica	July, 2015	Closed March, 2020
<b>Guangzhou</b>	China	September, 1996	Closed May, 2003
<b>Gurgaon</b>	India	March 2014	Closed March, 2020

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Guyana</b>	Guyana	May, 2019	
<b>Guwahati</b>	India	December, 2020	
<b>Hamburg</b>	Germany	August, 2011	
<b>Hamburg Shop</b>	Germany	December, 2020	Airport Rock Shop
<b>Hangzhou</b>	China	October 2016	Closed July, 2018
<b>Helsinki</b>	Finland	October, 2012	
<b>Ho Chi Minh City</b>	Vietnam	December, 2009	Closed May, 2021
<b>Hollywood</b>	USA (California, Universal)	January, 1996	Closed January, 2020
<b>Hollywood</b>	USA (California)	July, 2010	On Hollywood Blvd.
<b>Hollywood</b>	USA (Florida)	May, 2004	At the Hard Rock Hotel
<b>Hollywood Hotel</b>	USA (Florida)	May, 2004	
<b>Hong Kong Island</b>	China	March, 1995	Closed October, 1999
<b>Hong Kong 2</b>	China - Opened as Kowloon	April, 2004	Closed November, 2008
<b>Hong Kong LKF</b>	China	April, 2011	Closed March, 2020
<b>Hong Kong, Peak</b>	China	December, 2001	Closed August, 2011
<b>Hong Kong, Peak</b>	China	November, 2011	Closed March, 2020
<b>Hong Kong Ferry</b>	China	March, 1995	Closed May, 2001
<b>Honolulu</b>	USA (Hawaii)	July, 1987	Closed November, 2010
<b>Honolulu</b>	USA (Hawaii)	November, 2010	
<b>Houston</b>	USA (Texas)	November, 1986	Closed May, 2000
<b>Houston 2</b>	USA (Texas)	May, 2000	Closed May, 2020
<b>Houston Airport</b>	USA (Texas)	May, 2017	
<b>Hurghada</b>	Egypt	November, 2004	Closed July, 2021
<b>Hurghada Shop</b>	Egypt	Opening Soon	
<b>Hyderabad City</b>	India	September, 2009	
<b>Hyderabad Bar</b>	India	April, 2008	Closed August, 2009
<b>Hyderabad Hitech</b>	India	September, 2021	
<b>Iguazu Airport RS</b>	Argentina	October, 2022	
<b>Iguazu</b>	Argentina	Opening Soon	
<b>Indianapolis</b>	USA (Indiana)	April, 1999	Closed March, 2019
<b>Ibiza</b>	Spain	June, 2013	
<b>Ibiza Hotel</b>	Spain	May, 2014	
<b>Ibiza Airport Shop</b>	Spain	June, 2014	Closed October, 2019
<b>Iguazu</b>	Argentina	March, 2016	
<b>Innsbruck</b>	Austria	August, 2017	
<b>Istanbul</b>	Turkey	December, 2013	Closed February, 2017
<b>Istanbul Rock Shop</b>	Turkey	July, 2016	Closed August, 2017
<b>Jackson</b>	USA (Tennessee)	January, 1983	Closed June, 1983
<b>Jakarta</b>	Indonesia	October, 1992	Closed June, 2004
<b>Jakarta 2</b>	Indonesia	June, 2004	Closed December, 2012
<b>Jakarta 3</b>	Indonesia	September, 2013	
<b>Jiuzhaigou</b>	China	September, 2021	
<b>Johannesburg</b>	South Africa	December, 2013	
<b>Kanata</b>	Canada	January, 1996	Closed August, 2002
<b>Kathmandu</b>	Nepal	July, 2021	Rock Shop
<b>Key West</b>	Florida (USA)	September, 1996	
<b>Kobe</b>	Japan	April, 1999	Closed December, 2003
<b>Koh Samui</b>	Thailand	April, 2016	Closed, September, 2022
<b>Koh Samui Airport</b>	Thailand	March, 2022	
<b>Kolkata</b>	India	December, 2017	
<b>Kona</b>	USA (Hawaii)	July, 1998	Closed July, 2008
<b>Kota Kinabalu</b>	Malaysia	April, 2015	Closed March, 2020
<b>Kotor</b>	Montenegro	July, 2017	Shop only

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Kowloon</b>	China	November, 1994	Closed November, 1999
<b>Krakow</b>	Poland	June, 2010	
<b>Kuala Lumpur</b>	Malaysia	November, 1991	
<b>Kuwait</b>	Kuwait	November, 2004	Closed February, 2014
<b>Kyoto</b>	Japan	July, 2019	Closed March, 2021
<b>Lagos</b>	Nigeria	December, 2015	
<b>La Jolla (San Diego)</b>	USA (California)	December, 1988	Closed July, 1998
<b>La Jolla</b>	USA (California)	December, 1998	Closed September, 2008
<b>La Paz</b>	Bolivia	September, 2017	Closed July, 2019
<b>La Paz 2</b>	Bolivia	October, 2022	
<b>Lake Tahoe</b>	USA (Nevada)	June, 1998	Closed May, 2018
<b>Lake Tahoe Hotel</b>	USA (Nevada)	January, 2015	
<b>Las Vegas</b>	USA (Nevada)	September, 1990	Closed January, 2017
<b>Las Vegas</b>	USA (Nevada)	September, 2009	On the Strip
<b>Las Vegas Hotel</b>	USA (Nevada)	March, 1995	Closed February, 2020
<b>Leeds</b>	England	December, 2002	Closed 2007
<b>Lima</b>	Peru	February, 1998	Closed December, 2001
<b>Lima 2</b>	Peru	December, 2012	Closed March, 2019
<b>Lisbon</b>	Portugal	June, 2003	
<b>London</b>	England	June, 1971	
<b>London Hotel</b>	England	April, 2019	
<b>London Vault</b>	England	Open	
<b>Los Angeles</b>	USA (California)	October, 1982	Closed December, 2006
<b>Los Cabos Hotel</b>	Mexico	July, 2019	
<b>Louisville</b>	USA (Kentucky)	May, 2004	Closed March, 2020
<b>Lyon</b>	France	October, 2016	
<b>Lyon Airport</b>	France	March, 2018	Closed
<b>Macau</b>	China	February, 2012	Closed August, 2019
<b>Macau Hotel</b>	China	June, 2009	Closed August, 2019
<b>Macau 2, Shop</b>	China	August, 2019	Closed April, 2020
<b>Madrid</b>	Spain	November, 1994	Closed July, 2020
<b>Madrid Hotel</b>	Spain	July, 2021	
<b>Makati</b>	Philippines	December, 1995	Closed July, 2017
<b>Makati 2</b>	Philippines	February, 2020	
<b>Malaga</b>	Spain	March, 2019	
<b>Malaga Airport Shop</b>	Spain	July, 2020	Rock Shop
<b>Maldives</b>	Maldives	October, 2019	
<b>Maldives Hotel</b>	Maldives	September, 2019	
<b>Mallorca</b>	Spain	November, 2008	
<b>Mallorca Shop</b>	Spain	September, 2018	City Rock Shop
<b>Mallorca Airport 1</b>	Spain	May, 2019	Rock Shop
<b>Mallorca Airport 2</b>	Spain	June, 2014	Rock Shop
<b>Malta</b>	Malta	March, 2006	Closed November, 2020
<b>Malta Airport</b>	Malta	March, 2006	
<b>Malta Bar</b>	Malta	March, 2006	Closed June, 2020
<b>Malta</b>	Malta	June, 2020	Former Malta Bar
<b>Mallorca Airport</b>	Spain	May, 2019	Rock Shop
<b>Managua</b>	Nicaragua	December, 2017	
<b>Manchester</b>	England	September, 2000	
<b>Manilla</b>	Philippines	December, 2018	
<b>Marbella</b>	Spain	October, 2009	Closed June, 2020
<b>Margarita Island</b>	Venezuela	November, 2006	
<b>Marseille</b>	France	November, 2014	Closed September, 2017

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Maui</b>	USA (Hawaii)	July, 1990	Closed December, 2016
<b>Medellin</b>	Columbia	September, 2010	Closed September, 2016
<b>Medellin 2</b>	Columbia	September, 2016	Closed August, 2020
<b>Melaka</b>	Malaysia	January, 2013	
<b>Melbourne</b>	Australia	December, 1995	Closed October, 2007
<b>Memphis</b>	USA (Tennessee)	November, 1997	Closed June, 2014
<b>Memphis 2</b>	USA (Tennessee)	July, 2014	
<b>Mexico City</b>	Mexico	September, 1993	Closed May, 2013
<b>Miami</b>	USA (Florida)	September, 1993	
<b>Miami Gardens</b>	USA (Florida)	September, 2016	Hard Rock Stadium
<b>Milan</b>	Italy	June, 2022	
<b>Minneapolis</b>	USA (Minnesota)	September, 2002	Closed September, 2011
<b>Minneapolis Mall</b>	USA (Minnesota)	August, 2014	Closed January, 2021
<b>Montego Bay</b>	Jamaica	December, 2016	Closed March, 2020
<b>Montego Bay Airport</b>	Jamaica	December, 2015	Closed August, 2021
<b>Montevideo</b>	Uruguay	December, 2018	
<b>Montreal</b>	Canada	September, 1990	Closed September, 2009
<b>Moscow</b>	Russia	September, 2003	
<b>Mykonos</b>	Greece	June, 2011	Rock shop closed
<b>Myrtle Beach</b>	USA (South.Carolina)	July, 1995	Closed October, 2016
<b>Myrtle Beach 2</b>	USA (South Carolina)	October, 2016	Broadway at the Beach
<b>Myrtle Beach Park</b>	USA (South.Carolina)	April, 2008	Closed September, 2008
<b>Mumbai</b>	India	September, 2006	Closed November, 2018
<b>Munich</b>	Germany	February, 2002	
<b>Nabq</b>	Egypt	December, 2012	
<b>Nagoya</b>	Japan	July, 1997	Closed December, 2010
<b>Narita</b>	Japan	September, 2006	Closed August, 2012
<b>Narita Airport Shop</b>	Japan	December, 2000	Closed March, 2014
<b>Nashville</b>	USA (Tennessee)	June, 1994	
<b>Nassau</b>	Bahamas	October, 2003	Closed October, 2020
<b>Nassau Airport Shop</b>	Bahamas	October, 2003	Closed October, 2020
<b>Navi, Mumbai</b>	India	October, 2021	
<b>Newcastle</b>	Englamd	May, 2021	
<b>New Delhi</b>	India	April 2009	
<b>New Orleans</b>	USA (Louisiana)	December, 1987	December, 2012
<b>New Orleans 2</b>	USA (Louisiana)	December, 2012	
<b>New York</b>	USA (New York)	April, 1984	Closed August, 2005
<b>New York 2</b>	USA (New York)	August, 2005	Times Square
<b>New York</b>	USA (New York)	March, 2009	Yankee Stadium
<b>Newport Beach</b>	USA (California)	November, 1992	Closed June, 2005
<b>Niagara Falls</b>	Canada	December, 1996	
<b>Niagara Falls</b>	USA (New York)	July, 1996	
<b>Nice</b>	France	October, 2013	
<b>Nicosia</b>	Cypress	October, 2012	Closed May, 2013
<b>Northfield Park</b>	(USA) Ohio	December, 2013	Closed March, 2019
<b>Northern Indiana</b>	(USA) Indiana	May, 2021	
<b>Nottingham</b>	England	June, 2002	Closed November, 2007
<b>Oasis</b>	England	April, 2000	Closed January, 2002
<b>Ocho Rios</b>	Jamaica	November, 2006	Closed January, 2011
<b>Orlando</b>	USA (Florida)	June, 1990	Closed December, 1998
<b>Orlando 2</b>	USA (Florida)	December, 1998	
<b>Orlando Vault</b>	USA (Florida)	January, 2003	Closed September, 2004
<b>Orlando Hotel</b>	USA (Florida)	January, 2001	

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Osaka</b>	Japan	January, 1992	Closed September, 2001
<b>Osaka 2</b>	Japan	September 2001	Closed January, 2021
<b>Osaka Universal</b>	Japan	March, 2001	
<b>Oslo</b>	Norway	December, 2005	Closed December, 2021
<b>Ottawa</b>	Canada	June, 1996	Closed September, 2013
<b>Ottawa Club</b>	Canada	Open	Tire Center
<b>Oxford Street</b>	London, UK	April, 2019	
<b>Palm Springs Hotel</b>	California (USA)	September, 2013	Closed April, 2018
<b>Palma de Malorca</b>	Spain	November, 2008	
<b>Panama</b>	Panama	September, 2004	Closed September, 2013
<b>Panama</b>	Panama	December 2015	
<b>Panama Hotel</b>	Panama	April, 2012	
<b>Paris</b>	France	November, 1991	
<b>Paris, Eurodisney</b>	France	July, 2019	Closed, November, 2019
<b>Pattaya</b>	Thailand	October, 2001	
<b>Pattaya Hotel</b>	Thailand	November, 2001	
<b>Key West</b>	USA (Florida)	September, 1996	
<b>Penang</b>	Malaysia	September, 2009	
<b>Penang Hotel</b>	Malaysia	September, 2009	
<b>Philadelphia</b>	USA (Pennsylvania)	January, 1998	
<b>Phnom Penh</b>	Cambodia	November, 2017	
<b>Phnom Penh Shop</b>	Cambodia	August, 2019	Airport Rock Shop
<b>Phoenix</b>	USA (Arizona)	October, 1995	Moved February, 2002
<b>Phoenix 2</b>	USA (Arizona)	February, 2002	Closed February, 2020
<b>Phuket</b>	Thailand	November, 2009	
<b>Phuket Central</b>	Thailand	September, 2019	
<b>Piccadilly Circus</b>	London	July, 2019	
<b>Pigeon Forge</b>	Tennessee (USA)	May, 2014	
<b>Pittsburgh</b>	USA (Pennsylvania)	June, 2002	
<b>Playa del Carmen</b>	Mexico	August, 2019	
<b>Playa del Carmen</b>	Mexico	May, 2019	Shop at Ferry Terminal
<b>Podgorica</b>	Montenegro	February, 2015	Closed, March, 2021
<b>Podgorica</b>	Montenegro	Opening 2022	
<b>Ponce</b>	Puerto Rico	November, 2020	
<b>Port El Kantaoui</b>	Tunisia	December, 2015	
<b>Porto</b>	Portugal	November, 2016	
<b>Porto Alegre</b>	Brazil	Opening, 2022	
<b>Prague</b>	Czech Republic	April, 2009	
<b>Prague Airport</b>	Prague Airport	August, 2021	Rock Shop
<b>Pretoria</b>	South Africa	December, 2016	
<b>Puerto Vallarta</b>	Mexico	December, 1990	Closed October, 2013
<b>Pune</b>	India	January, 2009	Closed October, 2020
<b>Pune</b>	India	Opening Soon	Amanora Mall
<b>Punta Cana Hotel</b>	Dominican Republic	November, 2010	
<b>Punta Cana</b>	Dominican Republic	July, 2007	Closed August, 2017
<b>Punta Cana Airport</b>	Dominican Republic	December, 2016	Closed March, 2000
<b>Punta Cana Airport</b>	Dominican Republic	February, 2016	Terminal A
<b>Punta Cana Airport</b>	Dominican Republic	March, 2020	Terminal B 2
<b>Punta Cana Blue Mall</b>	Dominican Republic	August, 2017	Closed March, 2020
<b>Punta Cana</b>	Dominican Republic	February, 2021	Downtown
<b>Punta Langosta</b>	Mexico	February, 2004	Closed April, 2014
<b>Puteri Harbour</b>	Malaysia	December, 2021	
<b>Queenstown</b>	New Zealand	May, 2001	Closed September, 2004

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Reykjavik</b>	Iceland	July, 1987	Closed May, 2005
<b>Reykjavik 2</b>	Iceland	October, 2016	
<b>Ribeirao Preto</b>	Brazil	December, 2020	
<b>Rio de Janeiro</b>	Brazil	June, 2000	Closed July, 2011
<b>Rio de Janeiro Shop</b>	Brazil	June, 2000	Train Station Closed 2014
<b>Riviera Maya Hotel</b>	Mexico	December, 2013	
<b>Rome</b>	Italy	December, 1998	
<b>Sacramento</b>	USA (California)	August, 1997	Closed March, 2010
<b>Sacramento</b>	USA (California)	November, 2019	At Fire Mountain
<b>Sacramento Hotel</b>	USA (California)	November, 2019	
<b>Saipan</b>	Mikronesia	August, 1998	
<b>Salt Lake City</b>	USA (Utah)	June, 1998	Closed December, 2008
<b>San Antonio</b>	USA (Texas)	January, 1995	
<b>San Diego Hotel</b>	USA (California)	July, 1988	
<b>San Diego</b>	USA (California)	December, 1988	Moved to La Jolla 1998
<b>San Diego 2</b>	USA (California)	October, 2007	Closed, December, 2017
<b>San Francisco</b>	USA (California)	September, 1984	Closed August, 2002
<b>San Francisco 2</b>	USA (California)	August, 2002	Pier 39
<b>San Jose</b>	Costa Rica	September, 2013	
<b>San Juan</b>	Puerto Rico	March, 1993	Closed March, 2003
<b>San Juan 2</b>	Puerto Rico	January, 2005	Closed April 2011
<b>San Juan 3</b>	Puerto Rico	August, 2018	Closed March, 2020
<b>Santiago</b>	Chili	December, 2012	
<b>Santa Cruz</b>	Bolivia	February, 2014	
<b>Santo Domingo</b>	Dominican Republic	June, 2006	Closed June, 2014
<b>Santo Domingo 2</b>	Dominican Republic	June, 2014	
<b>Seattle</b>	USA (Washington)	February, 2010	
<b>Sentosa</b>	Singapore	April, 2010	
<b>Seoul</b>	South Korea	December, 1996	Closed January, 2007
<b>Seoul 2</b>	South Korea	April, 2008	Closed April, 2009
<b>Seoul 3</b>	South Korea	October, 2014	Closed June, 2018
<b>Sevilla</b>	Spain	August, 2016	
<b>Sevilla Rock Shop</b>	Spain		
<b>Shanghai</b>	China	August, 1996	Closed March, 2004
<b>Shanghai 2</b>	China	December, 2016	Closed July, 2018
<b>Sharm el Sheikh</b>	Egypt	July, 1998	
<b>Shenzhen</b>	China	May, 1997	Closed November, 1998
<b>Shenzhen</b>	China	August, 2017	
<b>Shenzhen Hotel</b>	China	August, 2017	
<b>Siem Reap</b>	Cambodia	February, 2018	Rock Shop
<b>Singapore</b>	Singapore	February, 1990	
<b>Singapore</b>	Singapore Airport	January, 2008	Closed December, 2016
<b>St. Louis</b>	USA (Missouri)	August, 1998	Closed August, 2018
<b>St. Maarten</b>	Caribbean	December, 2010	Closed March, 2020
<b>St. Petersburg</b>	Russia	June, 2018	
<b>St. Petersburg Shop</b>	Russia	April, 2019	Airport Rock Shop
<b>St. Petersburg Shop</b>	Russia	March, 2020	Galeria Rock Shop
<b>St. Thomas</b>	Virgin Islands	December, 1992	Closed April, 2005
<b>Stockholm</b>	Sweden	April, 1985	
<b>Sun City</b>	South Africa	September, 2019	
<b>Sun City Shop</b>	South Africa	Open	Central
<b>Surfers Paradise</b>	Australia	March, 1996	Closed April, 2022
<b>Suriname</b>	Suriname	Opening Soon	

<b>Town</b>	<b>Country</b>	<b>Opened</b>	<b>Notes</b>
<b>Suriname Airport</b>	Suriname	Opening Soon	
<b>Sydney</b>	Australia	April, 1989	Closed October, 2007
<b>Sydney 2</b>	Australia	July, 2011	Closed June, 2022
<b>Taichung</b>	Taiwan	December, 1995	Closed December, 1996
<b>Taipei</b>	Taiwan	December, 1993	Closed March, 1999
<b>Taipei 2</b>	Taiwan	August, 1999	Closed February, 2002
<b>Tampa Hotel</b>	Florida	March, 2004	
<b>Tampa</b>	Florida	December, 2010	At the Hard Rock Hotel
<b>Tampa Airport</b>	Florida	August, 2016	
<b>Tbilisi</b>	Georgia	June, 2016	Closed December, 1999
<b>Tel Aviv</b>	Israel	July, 1993	Closed December, 1997
<b>Tenerife Hotel</b>	Canary Islands	October, 2016	
<b>Tenerife</b>	Canary Islands	December, 2013	
<b>Tianjin</b>	China	March, 2018	
<b>Tijuana</b>	Mexico	April, 1992	Closed June, 2008
<b>Tokyo Roppongi</b>	Japan	July, 1983	
<b>Tokyo Uyeno-Eki</b>	Japan	March, 2002	
<b>Tokyo NRT Airport</b>	Japan	October, 2018	
<b>Tokyo Asakusa</b>	Japan	March, 2019	Closed March, 2021
<b>Toronto</b>	Canada	June, 1978	Closed May, 2017
<b>Toronto Skydome</b>	Canada	June, 1989	Closed September, 2009
<b>Trinidad</b>	Caribbean	November, 2019	Closed March, 2020
<b>Tromso</b>	Norway	October, 2022	
<b>Tulsa, Hotel</b>	Oklahoma (USA)	August, 2009	
<b>Ulaanbaatar</b>	Mongolia	December, 2016	
<b>Ushuaia</b>	Argentina	December, 2016	
<b>Valencia</b>	Spain	May, 2017	
<b>Valencia Train Stn.</b>	Spain	March, 2020	Closed July, 2021
<b>Valencia</b>	Spain	June, 2020	Rock Shop
<b>Vallarta Hotel</b>	Mexico	August, 2012	
<b>Vancouver</b>	Canada	June, 1995	Closed June, 2000
<b>Venice</b>	Italy	April, 2009	
<b>Venice Shop</b>	Italy	June, 2013	Rialto Bridge
<b>Verona</b>	Italy	December, 2021	
<b>Vienna</b>	Austria	August, 2014	
<b>Vientiane</b>	Laos	December, 2015	Closed May, 2018
<b>Vientiane 2</b>	Laos	Opening 2022	
<b>Vientiane Shop</b>	Laos	July, 2022	
<b>Vientiane Pop-Up</b>	Laos	January, 2022	Closed
<b>Warsaw</b>	Poland	February, 2007	
<b>Washington</b>	USA (District of Columbia)	January, 1990	
<b>Whistler</b>	Canada	September, 1995	Closed June, 2000
<b>Worli, Mumbai</b>	India	September, 2006	Closed November, 2018
<b>Wroclaw</b>	Poland	April, 2018	
<b>Yangun</b>	Myanmar	April, 2017	Closed April, 2019
<b>Yerevan</b>	Armenia	July, 2022	
<b>Yokahama</b>	Japan	July, 1997	



**Acapulco**



**Almaty**



**Amman**

Photo by Kay Kalkbrenner



**Amsterdam**

Photo by Christian Kehrl



**Amsterdam (new facade)**



**Amsterdam (canal side)**

Photo by Scott Northup



Amsterdam



Anchorage



Andheri - Mumbai



Andorra

Photo by Andreas Bürgelt



Andorra City Rock Shop

Photo by Andreas Bürgelt



Andorra (Near Pas de la Casa)

Photo by Mickael Piszczylgowa



Angkor



Antwerp

Photo by Andreas Bürgelt



Antwerp (new facade)

Photo by Andreas Bürgelt



Arman



Aruba



Aruba

Photo by Christian Kehrl

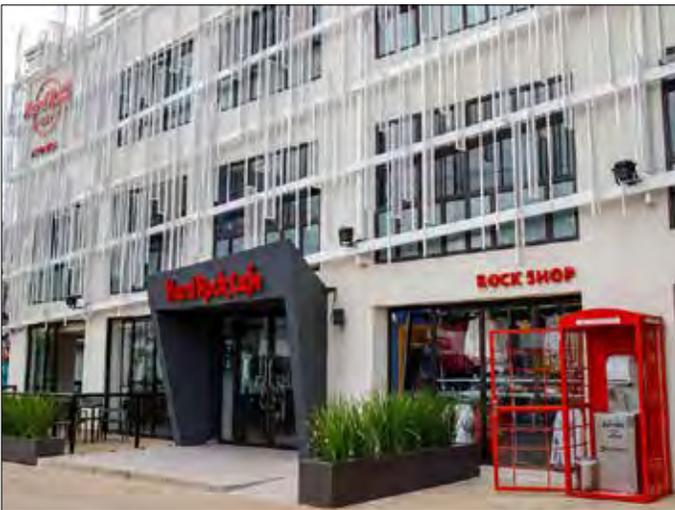


**Aruba Rock Shop**

Photo by Christian Kehrl



**Asuncion**



**Asuncion (new location)**



**Asuncion (new location)**



**Athens**

Photo by Andreas Bürgelt



**Athens**



Athens Piraeus Port Cruise Terminal 1 Photo by Lakobos Zorzos



Athens Piraeus Port Cruise Terminal 2 Photo by Tom Graham



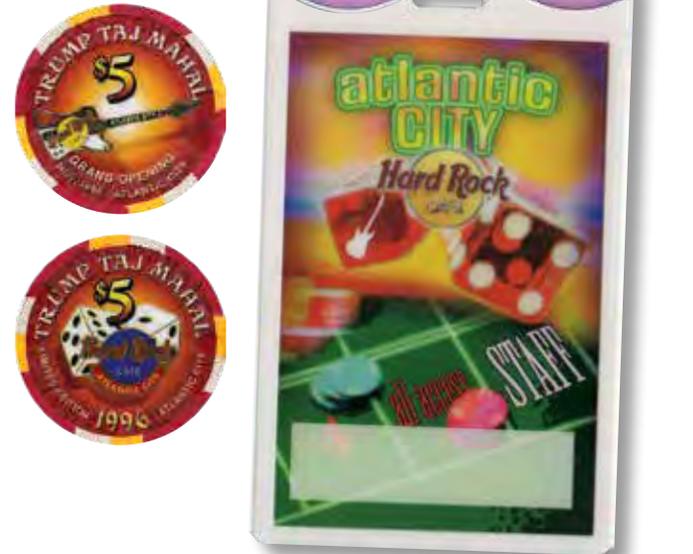
Atlanta Photo by Andreas Bürgelt



Atlantic City at Taj Mahal Photo by Andreas Bürgelt



Atlantic City at Hard Rock Hotel Photo by Charlie Lester





Austin



Austin (artwork on side of building)



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**

Photo by Chris Haase



**Baku**

Photo by Andreas Bürgelt



**Bali (Old location)**



**Bali Hotel Cafe**

Photo by Hajo Niemann



**Bali (before renovation)**

Photo by Andreas Bürgelt



**Bali**

Photo by Chris Haase



Bali Airport

Photo by Leona Billie Joe Greedy



Bali Airport



Bali Airport Pop-up Shop



Bali Airport Rock Shop



Baltimore

Photo by Andreas Bürgelt



Baltimore



**Banff**

Photo by Beat Bodenmann



**Bangkok Erawan**



**Bangkok Siam Square**

Photo by Andreas Bürgelt



**Bangkok Siam Square (new facade)**



**Barcelona**

Photo by Christian Kehri



**Beijing**

Photo by Andreas Bürgelt



Beirut

Photo by Andreas Bürgelt



Beirut



Belfast

Photo by Chris 'Arrakeen' Haase



Belfast

Photo by Ralf Simon



Belo Horizonte



Belo Horizonte

Photo by Chris 'Arrakeen' Haase



Bengaluru



Bengaluru Whitefield

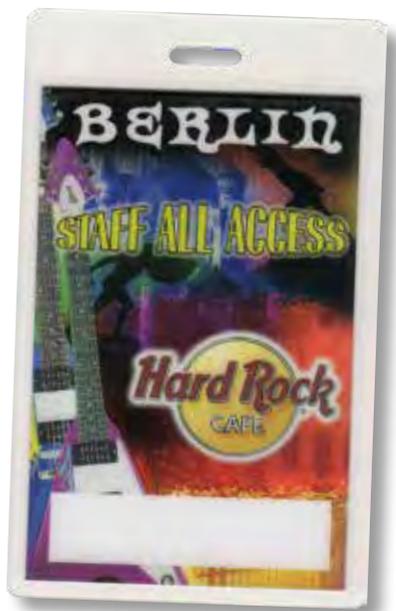


Berlin (old location)

Photo by Jürgen 'Mücke' Molkenstin



Berlin



Berlin - Checkpoint Charlie Rock Shop

Photo by Andreas Bürgelt



**Biloxi** Photo by Charlie Lester



**Birmingham**



**Blackpool** (Pop-Up Located inside Madame Tussauds offering beverages only. Not a Cafe) Photo courtesy Steve Leith



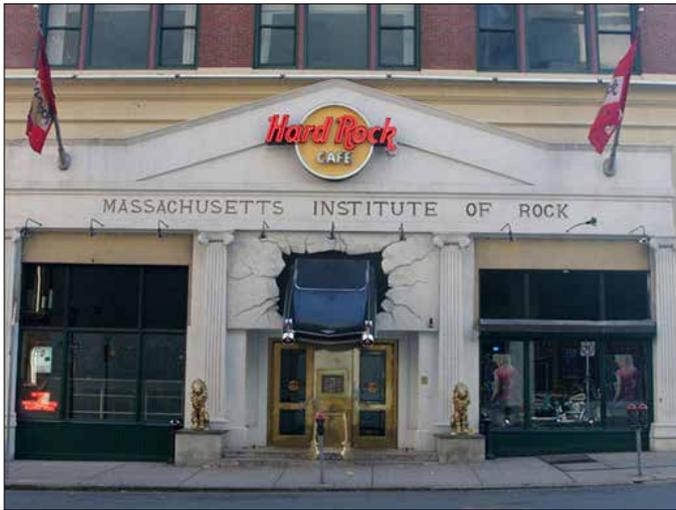
**Bogota** Photo by Jack Moberg



**Bogota (outside)** Photo by Chris 'Arrakeen' Haase



**Bogota (outside)**



**Boston (old location)**



**Boston (old location)**  
Photo by Kay Kalkbrenner



**Boston**

Photo by Volker



**Boston (entrance)**

Photo by Andreas Bürgelt



**Bristol Bar**

Photo by Andreas Bürgelt



**Bristol Bar**



Brussel



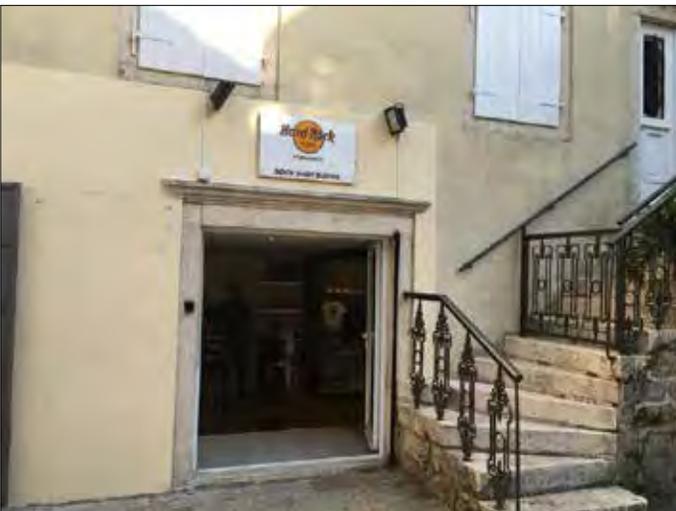
Bucharest Baneasa



Bucharest

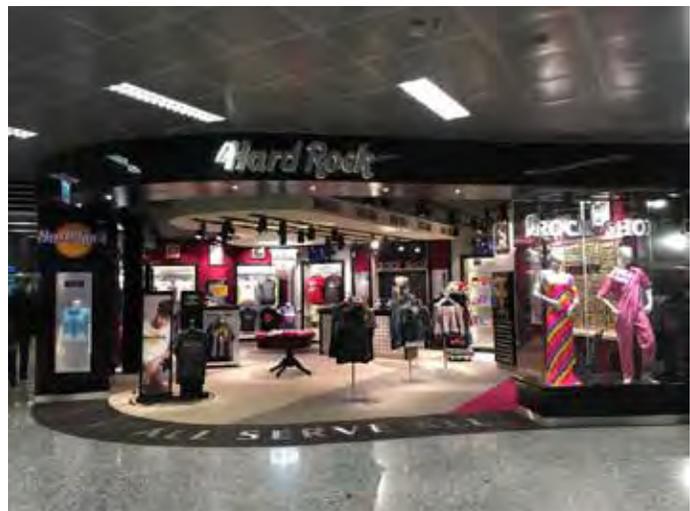


Bucharest



Budva Rock Shop

Photo by Andreas Bürgelt



Budapest Airport

Photo by Andreas Bürgelt



**Budapest**

Photo by Andreas Bürgelt



**Budapest**



**Buenos Aires Design Mall**

Photo by Andreas Bürgelt



**Buenos Aires Design Mall Entrance**



**Buenos Aires Airport Ezeiza**

Photo by Mario Mamczyk



**Buenos Aires  
Galerías Pacífico Shopping Mall**

Photo by Diego Vazquez



Buenos Aires Aeroparque

Photo by Andreas Bürgelt



Buenos Aires Aeroparque



Buenos Aires Aeroparque



Buenos Aires Puerto Madero



Buenos Aires Recoleta

Photo by Gabriel Joandet



Buenos Aires Recoleta (new facade)



Busan



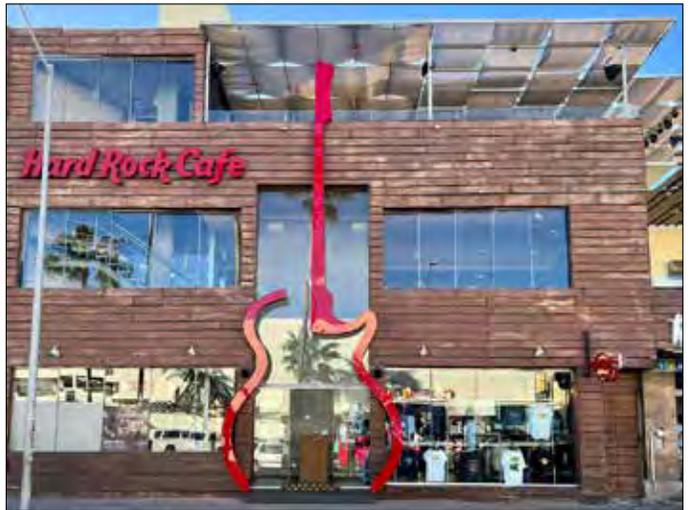
Cabo San Lucas

Photo by Kay Kalkbrenner



Cabo San Lucas

Photo by Andreas Bürgelt



Cabo San Lucas (entrance)

Photo by Andreas Bürgelt



Cairo (entrance)



Cairo

Photo by Andreas Bürgelt



Cairo (old location)

Photo by Andreas Bürgelt



Calgary

Photo by Ralf Simon

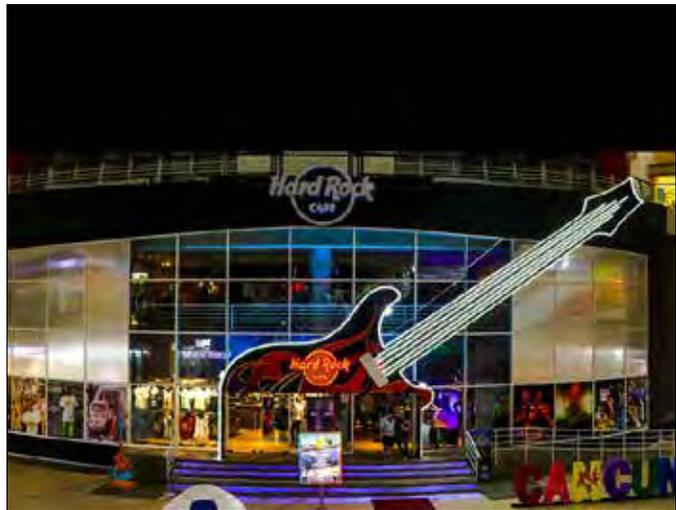


Cancun (old location)



Cancun (old location)

Photo by Andreas Bürgelt



Cancun

Photo courtesy Hard Rock



Cancun (smaller in 2022)

Photo by Andreas Bürgelt



Cancun Airport Shop



Cancun

Photo by Glenn Pierloro



Cancun (different guitar)



Cancun (different guitar)



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



Cardiff

Photo by Karsten Barf

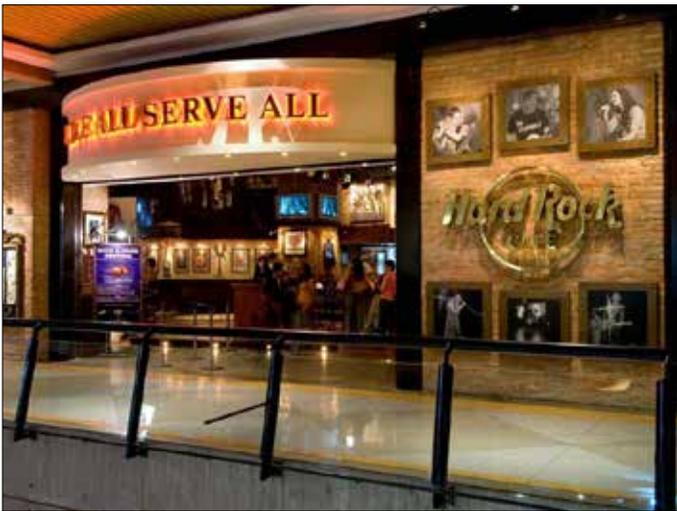


Cape Town

Photo by Andreas Bürgelt



Cape Town (old location)



Caracas



Cartagena

Photo by Thomas Köhler



Catania

Photo by Andreas Bürgelt



Catania



Cayman Islands

Photo by Andreas Burgelt



Cayman Islands (slightly different facade)



Chandigarh



Changi Airport Singapore



Changi Airport Singapore Rock Shop

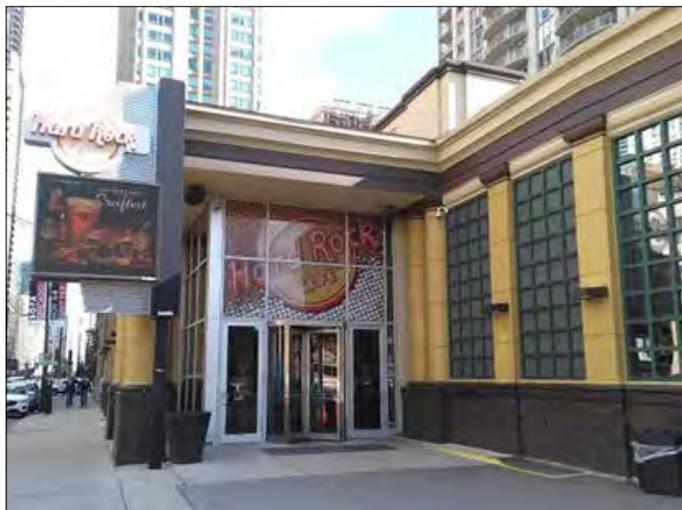
Photo by Andreas Burgelt



Chengdu - Never Opened



Chicago



Chicago (entrance)



Chicago Kiosk



Chennai

Photo by William Heath



Chennai



Chiang Mai



Chiang Mai



Chiang Mai Rock Shop



Choctaw Beach Club

Photo by Andreas Bürgelt



Cincinnati

Hard Rock Cafe



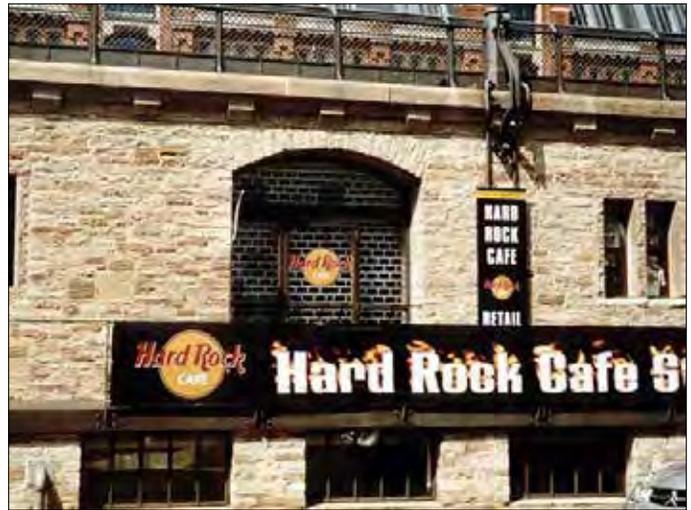
Cleveland

Photo by Andreas Bürgelt



Cologne

Photo by Andreas Bürgelt



Copenhagen Retail

Photo by Michael Reiss



Copenhagen Tivoli (old location)

Photo by Christian Kehrl



Copenhagen



Cordoba  
in the Paseo del Jockey Mall

Photo HRC Worldwide Community



Costa Maya

Photo by Chris 'Arrakeen' Haase



Cozumel (old location)

Photo by Andreas Bürgelt



Cozumel (old location)

Photo by Aimee Wilson



Cozumel



Cozumel

Photo by Andreas Bürgelt



Cozumel Rock Shop



Cozumel Rock Shop Terminal 2



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



Curibita Photo by Andreas Bürgelt



Dallas (old location) Photo by Beat Bodenmann



Dallas



Dallas



Dallas (entrance)



Denver

Photo by Achim Sujer



Denver

Photo by Scott Northrup



Destin

Photo by Andreas Bürgelt



Destin



Detroit

Photo by Chris 'Arrakeen' Haase



Detroit (entrance)



Disneyland Paris



Dublin

Photo by Andreas Bürgelt



Dublin

Photo by René Van der Made



Dubai Port Rashid Pop-Up



Dubai (old location)



Dubai



Dubai DXB



Dubai Rock Shop Terminal 3



Dubai, Bluewaters Island

Photo by Kay Kalkbrenner



Dubai, Bluewaters Island



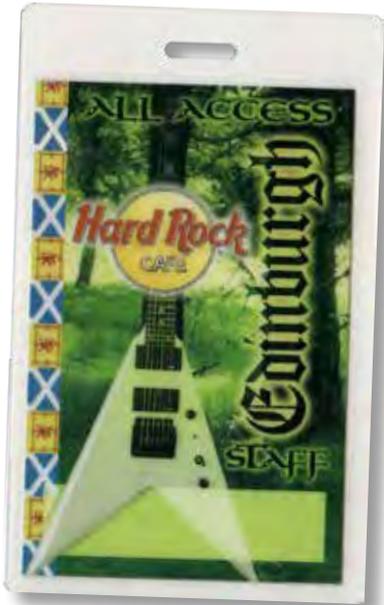
Dubrovnik



Dubrovnik (entrance)



Edinburgh



Edmonton

Photo by Beat Bodenmann



Edmonton Guitar

Photo by Beat Bodenmann



Fiji



Florence Airport Vending Machine



Florence



Florence

Photo by Christian Kehrl



Florianopolis Airport Rock Shop

Photo by Malte Schelenz



Florianopolis Rock Shop at Live

Photo by Malte Schelenz



Florianopolis



Fortaleza



Unity cards arriving July, 2022





Fortaleza Concept Store



Foxwoods



Foxwoods Pop-Up Tanger Outlets

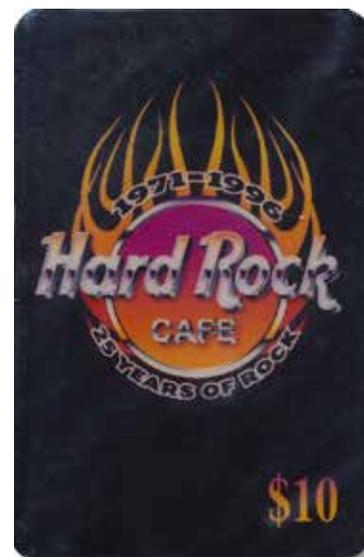
Photo by Holger Bachmann



Four Winds



Four Winds





Ft. Lauderdale



Fukuoka

Photo by Kay Kalkbrenner



Fukuoka



Gatlinburg

Photo by Volker



Gdansk



Glasgow

Photo by Christian Kehri



Glyfada

Photo by Andreas Bürgelt



Glyfada

Photo by Patrick Ohnheiser



Gothenburg



Gothenburg (different facade)



Gramado



Gran Canaria (old location)



Gran Canaria (old location)

Photo by Beat Bodenmann



Gran Canaria

Photo by Andreas Bürgelt



Gran Canaria



Gran Canaria Rock Shop



Guadalajara

Photo by Vince



Guam



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



Guanacaste

Photo by Chris 'Arrakeen' Haase



Guanacaste

Photo by Patrick Ohnheiser



Guangzhou

Photo by Jan-Christoph Behrmann



Guatemala City



**Gurgaon**



**Gurgaon (view from the left side)** Photo by Chris 'Arrakeen' Haase



**Guwahati**

Photo by Nilotpal Saikia



**Guyana**

Photo by Christian Kehrl



**Hamburg**

Photo by Andreas Bürgelt



**Hamburg**

Photo by Andreas Bürgelt



Hamburg Airport RockShop

Photo by Andreas Bürgelt



Hangzhou

Photo by Andreas Bürgelt



Helsinki



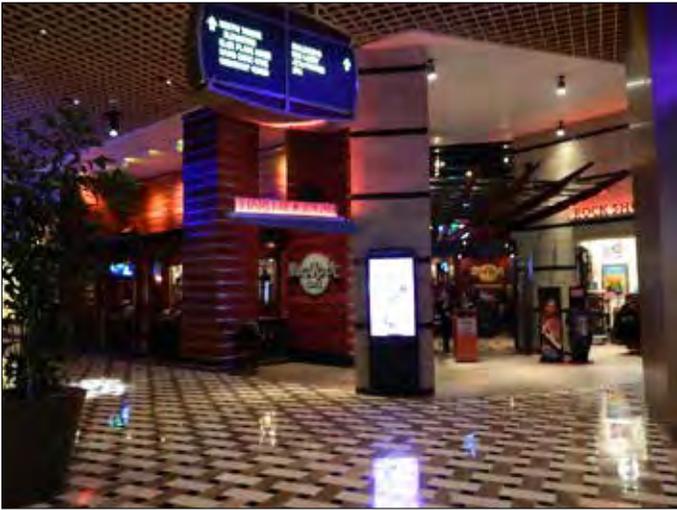
Ho Chi Minh City Guitar



Ho Chi Minh City



Ho Chi Minh City (different facade)



Hollywood (old location) at the Hard Rock Hotel Casino Florida

Photo by Charlie Lester



Hollywood at the Hard Rock Hotel Casino Florida

Photo by Mark Lighterman



Hollywood at Universal Studios

Photo by Charlie Lester



Hollywood at Universal Studios (different guitar)



Hollywood at Universal Studios (different guitar)



Hollywood, on Hollywood Blvd.



Hong Kong Kowloon

Photo by Jan-Christoph Behrmann



Hong Kong (Formerly Kowloon)

Photo by Jan-Christoph Behrmann



Hong Kong

Photo by Charlie Lester



Hong Kong Star Ferry

Photo by Achim Sujer



Hong Kong LFK



Hong Kong Shop - The Peak

Photo by Andreas Bürgelt



Honolulu (old location)  
Photo by Andreas Bürgelt



Honolulu Photo by Peter Kruk



Houston (old location) Photo by Riccardo "Ricky" Sorzi



Houston Photo by Christian Kehrl



Houston (entrance with new facade)



Houston airport

Photo by Andreas Burgelt



Houston airport



Hurghada

Photo courtesy Hard Rock



Hurghada (car on building)



Hurghada



Hurghada



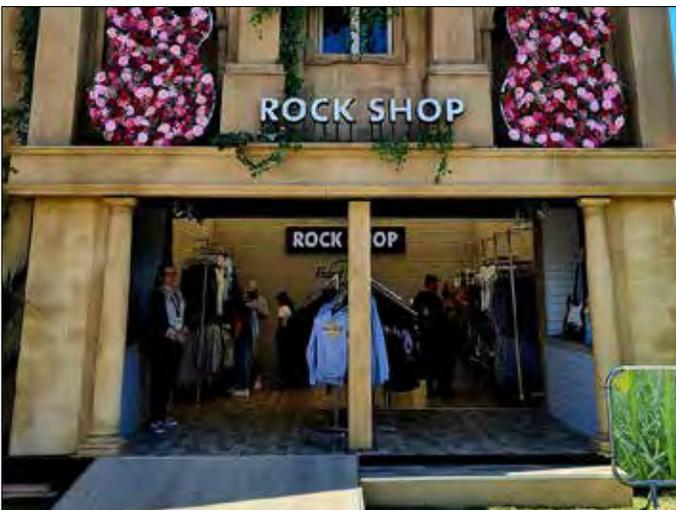
Hyde Park Pop Up

Photo courtesy Andrew Beaumont



Hyde Park Summer Garden Pop Up

Photo courtesy Andrew Beaumont



Hyde Park Pop Up

Photo courtesy René Van der Made



Hyderabad Airport Bar



Hyderabad City



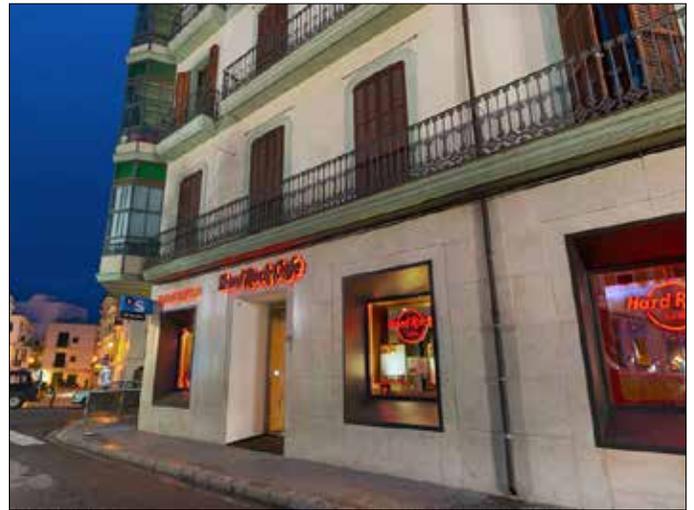
Hyderabad Hitech City

Photo by Jan-Philipp Scherwat



Ibiza

Photo by Helmut Alsch



Ibiza (no outdoor seating)

Photo courtesy Hard Rock



Ibiza Airport



Iguazu Airport Rock Shop



Iguazu Airport (rendering)

Photo courtesy Virginia Micheloud  
rendering © Virginia Micheloud





Indianapolis



Indianapolis

Photo by Brianna Foster



Istanbul

Photo by Andreas Bürgelt



Istanbul Rock Shop Istiklal



Innsbruck



Innsbruck



Jackson Old Hickory Mall Food Court



Jackson Old Hickory Mall Food Court



Jakarta (old location)



Jakarta

Photo by Andreas Bürgelt



Jakarta

Photo by Christian Kehri



Jiuzhaigou

Photo courtesy Klaus Scherwat



Johannesburg



Johannesburg (entrance)



Kathmandu

Photo by Scott Northup



Kathmandu (cafe entrance)

Photo by Scott Northup



Key West



Koh Samui



Koh Samui Airport



Kolkata



Kona

Photo by Andreas Bürgelt



Kota Kinabau (street entrance)



Kota Kinabau

Photo by Andreas Bürgelt



Kota Kinabau



Kota Kinabau Rock Shop



Kotor Rock Shop

Photo by Andreas Bürgelt



Krakow

Photo courtesy Hard Rock



Kuala Lumpur

Photo by Jack Mober



Kuala Lumpur (New facade)



Kuala Lumpur

Photo by Markus Bauer



Kuwait



Kyoto

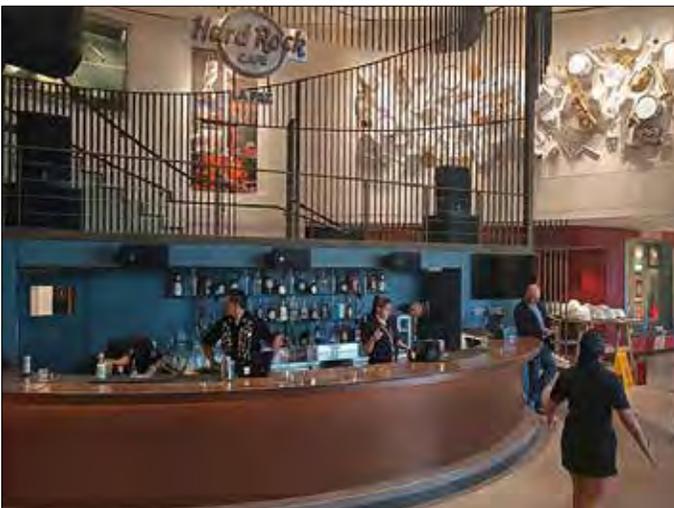


La Jolla

Photo by Andreas Bürgelt



La Paz



La Paz



Lagos

Photo by Kay Kalkbrenner



Lake Tahoe (Inside Harvey's Hotel)  
Photo courtesy Hard Rock



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



Las Vegas on the Strip



Las Vegas at The Hard Rock Hotel



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



Lima

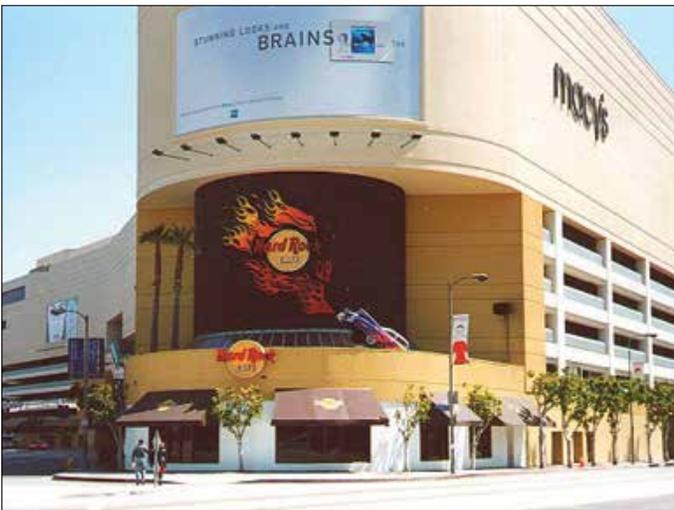


Lima (old location)



Lisbon

Photo by Andreas Bürgelt



Los Angeles

Photo by Adrian Hopp

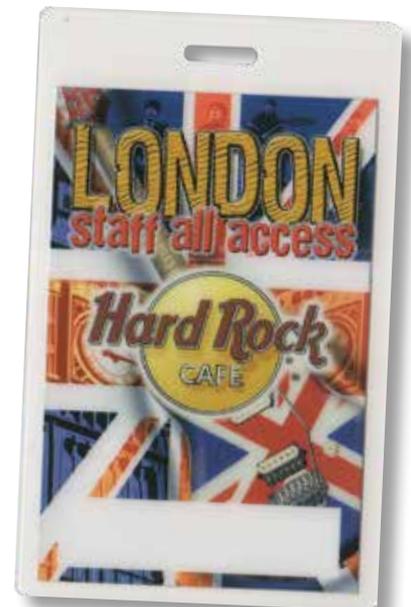


London

Photo by Beat Bodenmann



Los Angeles (original facade)





Louisville



Lyon



Macau



Madrid

Photo by Andreas Bürgelt



Madrid (different facade)

Photo by Peter Vetter



Madrid Rock Shop

Photo by Andreas Bürgelt



Makati (original entrance)



Makati (new entrance)



Makati Glorieta

Photo by Andreas Bürgelt



Malaga



Malaga Rock Shop Old Town

Photo by Andreas Bürgelt



Malaga Airport Rock Shop

Photo by Andreas Bürgelt



Maldives

Photo by Andreas Bürgelt



Mallorca

Photo by Christian Kehrl



Mallorca Rock Shop

Photo by Andreas Bürgelt



Mallorca Airport Rock Shop

Photo by Andreas Bürgelt



Mallorca Airport

Photo by Andreas Bürgelt



Mallorca Airport



Managua



Managua (old location)

Photo courtesy Pedro Pablo



Manchester

Photo by Christian Kehri



Manchester



Manila

Photo by Andreas Bürgelt



Malta (front)



Malta (back)

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 Airport



Malta Airport Rock Shop

Photo by Christian Kehrl



Marbella



Marbella



Margarita Island



Marseille

Photo by Andreas Bürgelt



Maui



Maui

Photo by Christian Kehrl



Maui (different facade)



Medellin



Medellin



**Melaka**

Photo by Christian Kehri



**Melaka (entrance)**

Photo by Andreas Bürgelt



**Melbourne**



**Memphis**

Photo by Ian Walker



**Memphis (original location)**



**Memphis (original location, different facade)**



Mexico City



Mexico City



Mexico City



Miami (entrance)

Photo by Charlie Lester



Miami

Photo by Volker



Miami (different look, no guitar)



Miami (entrance)

Photo by Andreas Bürgelt



Miami (entrance with cadillac)



Miami Stadium Cafe and Rock Shop for F1 (temporary)

Photo by Tom Krüger



Milan

Photo by Marco Della Valle



Minneapolis Mall of America



Minneapolis

Photo by Volker





Montego Bay



Montego Bay Airport



Montevideo



Montevideo (entrance)



Montreal

Photo by Andreas Bürgelt





Moscow

Photo courtesy Hard Rock



Moscow (different facade)

Photo courtesy Tumbrai.com



Moscow (different facade)



Munich Airport



Munich

Photo by Beat Bodenmann



Munich (new facade)



Mykonos Paradise Beach

Photo by Lakobos Zorzos

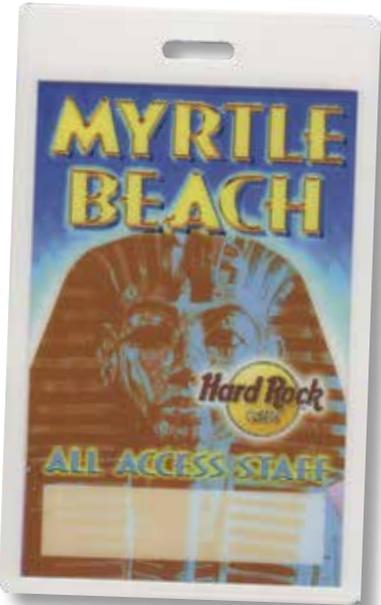


Mykonos Rock Shop



Myrtle Beach (old location)

Photo by Andreas Bürgelt



Myrtle Beach (old location)



Myrtle Beach



Nagoya

Photo by Kay Kalkbrenner



Nabq



Nabq



Narita Airport Rock Shop



Narita

Photo by Kay Kalkbrenner



Narita



Nashville

Photo by Volker



Nassau

Photo by Andreas Bürgelt



Navi, Mumbai Seawoods Grand Central Mall



New Delhi



Newcastle

Photo by Andrew Beaumont



Newcastle

Photo by Mary Rankin



Newcastle Rock Shop

Photo by Nick Taylor



Newport Beach



Newport Beach



New Orleans

Photo by Kay Kalkbrenner



New Orleans (old location)

Photo by Andreas Bürgelt



New York (old location)



New York (old location, different Cadillac)



New York, Yankee Stadium

Photo by Charlie Lester



New York Times Square

Photo courtesy Hard Rock



Niagara Falls, USA (old facade)

Photo by Andreas Bürgelt



Niagara Falls, USA

Chip not made.  
Prototype shown





Niagara Falls, Canada

Photo by Andreas Bürgelt



Niagra Falls Hard Rock Club, Canada



Ngurah Rai Airport

Photo by Andreas Bürgelt



Nice

Photo courtesy Hard Rock



Nicosia

Photo by Patrick Ohnheiser



Northern Indiana

Photo by Andrew Beaumont



Northfield Park



Nottingham

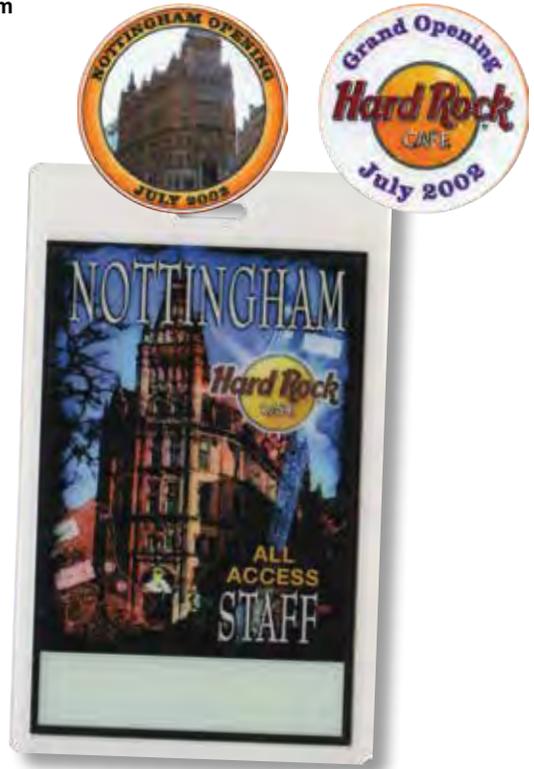


Oasis

Photo by Chris 'Arrakeen' Haase



Oasis



Ocho Rios

Photo by Andreas Bürgert



Orlando at Universal Studios (old location)



Orlando at Universal Studios Park Entrance (old location)



Orlando

Photo by Charlie Lester

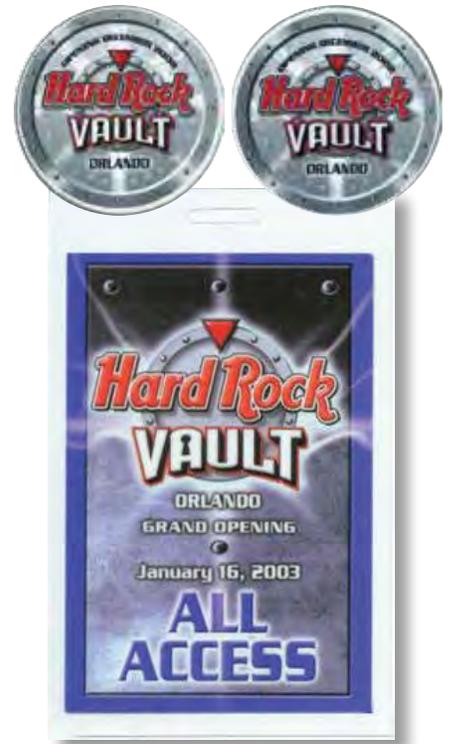


Orlando Vault, Florida

Photo by Andreas Bürgelt



Orlando Vault Store





Orlando Citywalk Rock Shop



Osaka



Osaka (old location)

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

Photo by Salwan Alkaraguli



Ottawa

Photo by Kay Kalkbrenner



Ottawa (slightly different facade)



Ottawa - Kanata Corel Center

Photo by Andreas Bürgelt



Ottawa - Kanata Corel Centre

Photo by Beat Bodenmann



Ottawa Club at Tire Center (original design)



Ottawa Club at Tire Center Photo by Jeff & Andrea Collins



Oslo Photo by Beat Bodenmann



Oslo (entrance)



Oxford Street Photo by Andreas Bürgelt



Palma de Mallorca Photo by Benjamin Klar



Hard Rock debit cards from  
Premium Bank Account by



<https://www.card.com/premium/hard-rock-cafe>

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



Panama Rock Shop



Panama MultiCentro Mall



Panama Guitar (outside)



Panama



Panama



The first gift card



Current gift card used in the cafes



Paris



Paris Champs-Elysées Pop-Up



Pattaya

Photo by Christian Kehrl



Pattaya

Photo by Christian Kehrl



Pattaya (old facade)



Penang

Photo by Christian Kehrl



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



Phoenix (old location)

Photo by Andreas Bürgelt



Phuket

Photo by Andreas Bürgelt



Phuket (entrance)



Phuket Central Rock Shop

Photo by Chris 'Arrakeen' Haase



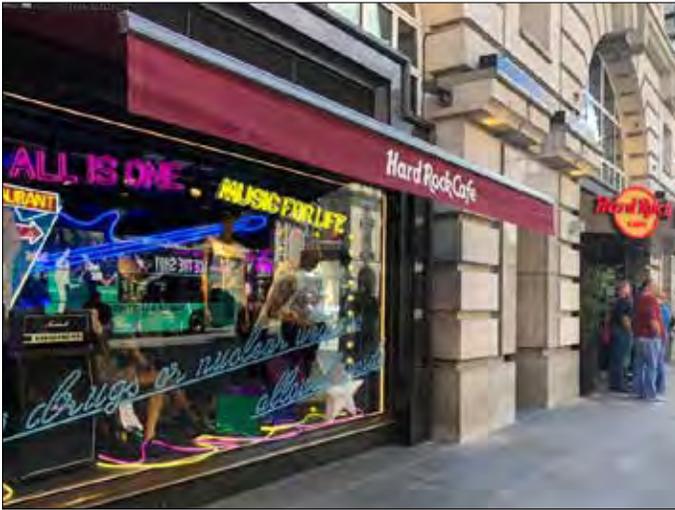
Phuket Central Rock Shop

Photo by Chris 'Arrakeen' Haase



Piccadilly Circus

Photo by Andreas Bürgelt



Piccadilly Circus



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 (differentt facade)



Podgorica

Photo by Andreas Bürgelt



Podgorica



Ponce



Ponce



Port El Kantaoui

Photo by Andreas Bürgelt



Port El Kantaoui Guitar



Porto

Photo by Andreas Bürgelt



Porto (entrance)



Porto Alegre - Possible location in Pontal Shopping



Prague



Prague Airport

Photo by Andreas Bürgelt



Pretori

Photo courtesy Hard Rock



Pretoria

Photo by Heather Hook



Puerto Madero

Photo by Andreas Bürgelt



Puerto Vallarta



Puteri Harbour

Photo by Muhammad Akmal



Puteri Harbour



Puteri Harbour



Pune



Pune (original facade)



Pune Amanora Mall

Photo by Jan-Philipp Scherwat



Punta Cana Blue Mall

Photo by Chris 'Arrakeen' Haase



Punta Cana Blue Mall

Photo by Kay Kalkbrenner



Punta Cana Downtown

Photo by Chris 'Arrakeen' Haase



Punta Cana Downtown



Punta Cana Barcelo



Punta Cana Airport Terminal A



Punta Cana Airport Terminal B

Photo courtesy Klaus Scherwat



Punta Cana Palma Real

Photo by Andreas Bürgelt



Queenstown

Photo by Riccardo "Ricky" Sorzi



Ribeirao Preto



Ribeirao Preto field view



Reykjavik

Photo by Dietmar Siebenhofer



Reykjavik Airport

Photo courtesy Hard Rock



Reykjavik (old location)

Photo by Chris 'Arrakeen' Haase



Reykjavik (old location)

Photo by Blogography.com



Reykjavik Kringlan Mall (old location)



Reykjavik (old location)



Rio de Janeiro America City Shopping Mall



Rio de Janeiro America City Shopping Mall Photo by André Luiz



Rio de Janeiro America City Shopping Mall



Rio de Janeiro America City Shopping Mall



Rio de Janeiro Rock Shop at Corcovado Train Station (train station shown)



Rome



Rome - Vatican



Rosario rendering. Never opened



Sacramento

Photo by Andreas Bürgelt



Sacramento at Fire Mountain



Sacramento Temporary Rock Shop for Fire Mountain on J Street



Saipan

Photo by Chris 'Arrakeen' Haase

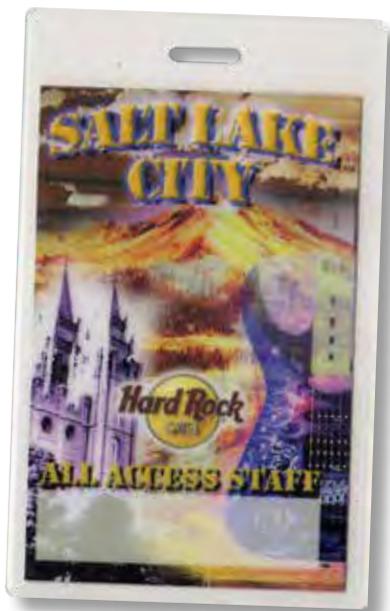


Salt Lake City

Photo by Andreas Bürgelt



Salt Lake City (patio view)



San Antonio (riverwalk view)



San Antonio on the riverwalk



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



San Diego



San Jose



San Francisco (old location)



San Francisco (old location)



San Francisco - Pier 39  
Photo by Andreas Bürgelt



San Francisco - Pier 39 (new exterior) Photo courtesy Hard Rock





San Juan



San Juan

Photo by Chris 'Arrakeen' Haase



Santa Cruz

Photo by Andreas Burgelt



Santiago

Photo by Andreas Burgelt



Santo Domingo (old location)

Photo by Andreas Burgelt



Santo Domingo



Santa Domingo Rock Shop



Sapporo Snow Festival Temporary Rock Shop



Seattle

Photo by Achim Sujer



Seoul



Seoul (old location)



Seoul (old location)

Photo by Andreas Bürgelt



Seville

Photo by Andreas Bürgelt



Seville Rock Shop



Sharm el Sheik



Shanghai (old location)

Photo by Andreas Bürgelt



Shanghai

Photo by Andreas Bürgelt



Shenzhen (old location)



Shenzhen at the Hard Rock Hotel



Shenzhen at the Hard Rock Hotel (entrance)



Siem Reap Airport

Photo courtesy Cambodia Airports



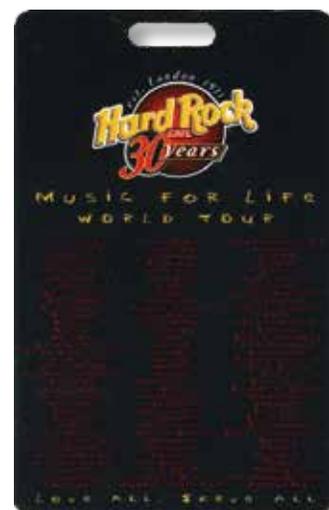
Singapore Airport

Photo by Volker



Singapore Airport Bar

Photo by Jürgen Eisenmann





Singapore

Photo by Charlie Lester



Singapore (different facade)

Photo by Choo Yut Shing



Singapore (different facade)



Singapore Sentosa

Photo by Andreas Bürgelt



Singapore Sentosa

Photo by Christian Kehrl



Singapore Sentosa (full view)



Sri Lanka, Colombo (planned but never opened)



St. Louis

Photo by Jack Moberg



St Maarten

Photo by Andreas Bürgelt



St Petersburg



St Petersburg (entrance)

Photo by Andreas Bürgelt



St Petersburg Pulkovo Airport

Photo by Andreas Bürgelt



St Thomas

Photo by Holger Bachmann



St Thomas



Stockholm Store

Photo by Beat Bodenmann



Stockholm

Photo by Andreas Bürgelt



Stockholm



Sun City



Sun City



Sun City Rock Shop

Photo by Andreas Bürgelt



Suriname - International Mall of Suriname and Suriname Airport



Surfers Paradise

Photo by Holger Bachmann



Surfers Paradise Entrance



Sydney (old location)

Photo by Holger Bachmann



Sydney Darling Harbour



Taipei



Taipei (old location)



Tampa

Photo courtesy Hard Rock



Tampa Airport

Photo by Charlie Lester



Tel Aviv



Tel Aviv



Tbilisi (old location)

Photo by Andreas Bürgelt



Tbilisi (old location)



Tbilisi



Tbilisi at Lisi Lake



Tenerife (left side of entrance)



Tenerife (right side of entrance)



Tenerife



Tenerife Airport

Photo by Andreas Bürgelt



Tianjin



Tianjin

Photo by Chris 'Arrakeen' Haase



Tijuana

Photo by Andreas Bürgelt



Tokyo Asakusa Rock Shop



Tokyo Rappongi Rock Shop

Photo by Andreas Bürgelt



Tokyo Rappongi Rock Shop (different facade)



Tokyo Rappongi



Tokyo Rappongi (different facade)



Tokyo Ueno-Eki Station Street Level

Photo by Nozomi Ono



Tokyo Ueno-Eki Station Rock Shop



Tokyo Ueno-Eki Station Cafe



Tokyo Ueno-Eki Station Cafe (old facade)



Toronto





Toronto Skydome

Photo by Holger Bachmann



Trinidad



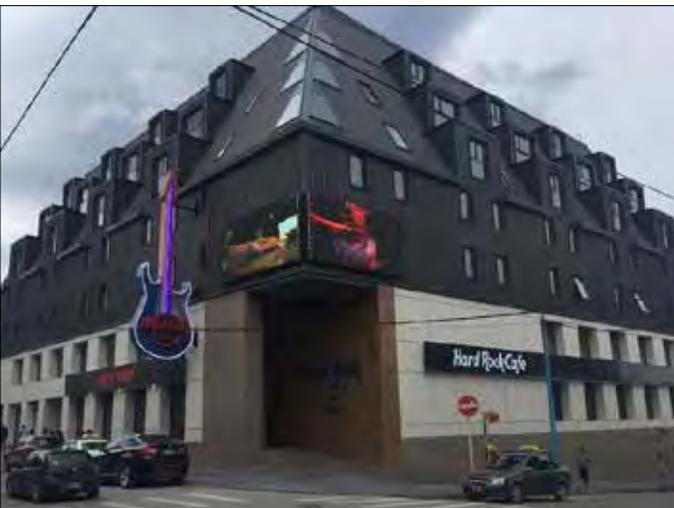
Tromsø

Photo by Sven Jonsson



Ulaanbaatar

Photo by Chris 'Arrakeen' Haase



Ushuaia



Vancouver



Valencia

Photo by Andreas Bürgelt



Valencia Train Station



Valencia Rock Shop

Photo by Andreas Bürgelt



Venice



Venice Rock Shop Rialto Bridge

Photo by Achim Sujer



Verona

Photo by Andreas Bürgelt



Vienna



Vientiane Rock Shop



Vientiane

Photo courtesy HiS Architects



Vientiane Pop-Up Store (temporary)

Photo courtesy Hard Rock



Vientiane Rock Shop



Vientiane (under construction)



Washington, DC

Photo by Andreas Bürgelt



Warsaw

Photo by Andreas Bürgelt



Warsaw (entrance)



Whistler

Photo by Volker



Wroclaw



**Worli, Mumbai**

Photo by Jan-Christoph Behrmann



**Worli, Mumbai (new facade)**



**Yangon**

Photo by Andreas Bürgelt



**Yerevan**

Photo by Ehab Bergala



**Yokohama**

Photo by Kay Kalkbrenner



**Yokohama (entrance)**

# 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. They also came in blue, green and yellow.

# The Vault

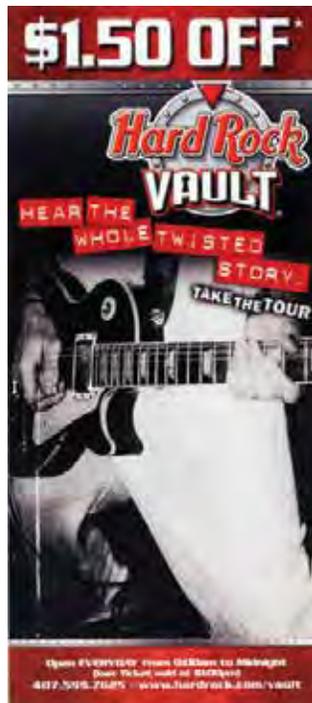


The Vault, Orlando, Florida

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 Gift 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.

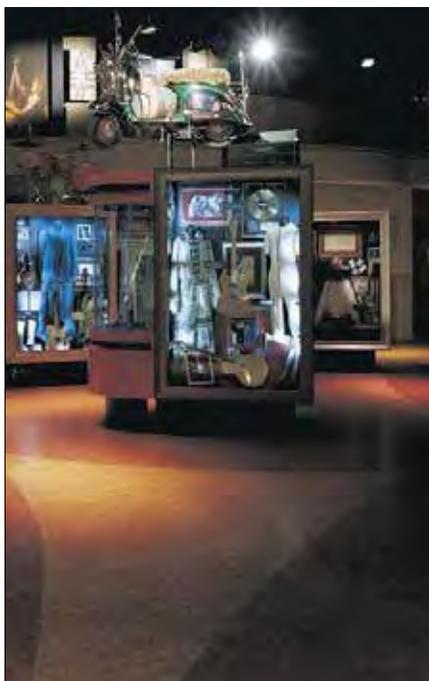




Picture courtesy HRC Worldwide Community



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



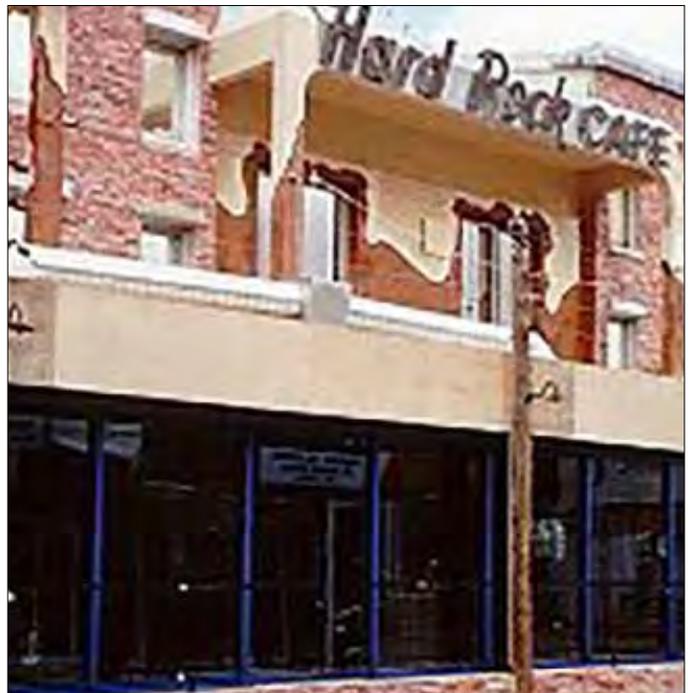
Amsterdam Cafe

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

Hard Rock Cafe



Amazon



Ayia Napa



Chiang Mai



Crete



Croatia



Ethiopia



Frankfurt



Gambia



Heidelberg



Kenya



Maralal



Mykonos



Olongapo

Photo by Kay Kalkbrenner



Prague (not renegade just a small cafe)



Protaras



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



Toronto

Photo courtesy Thomas Köhler from blog TO



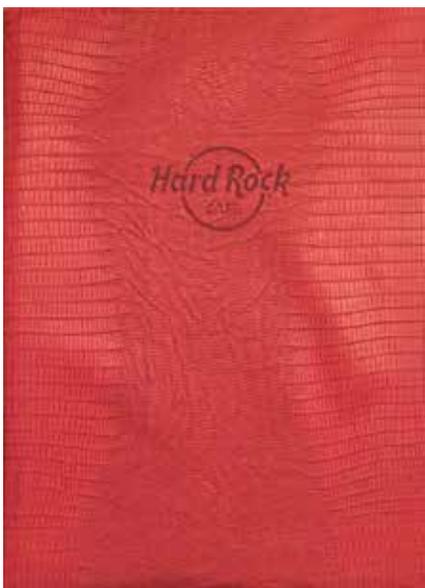
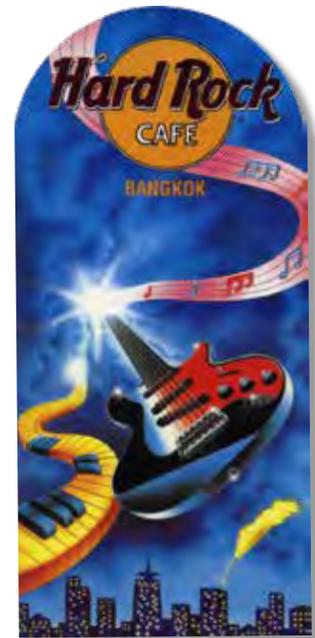
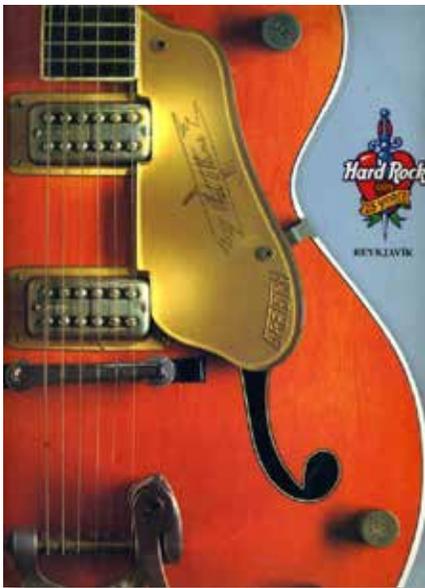
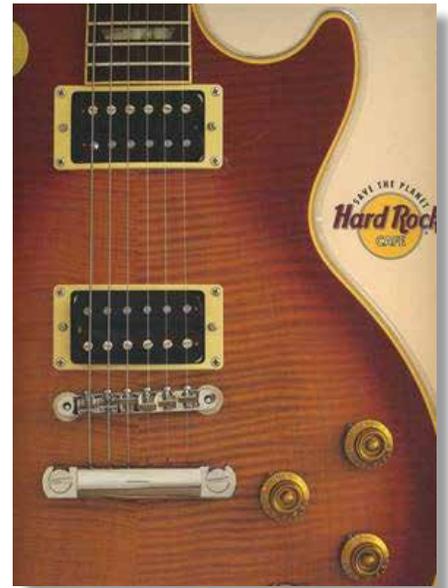
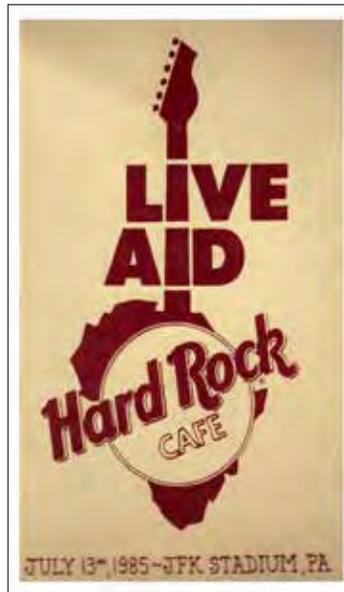
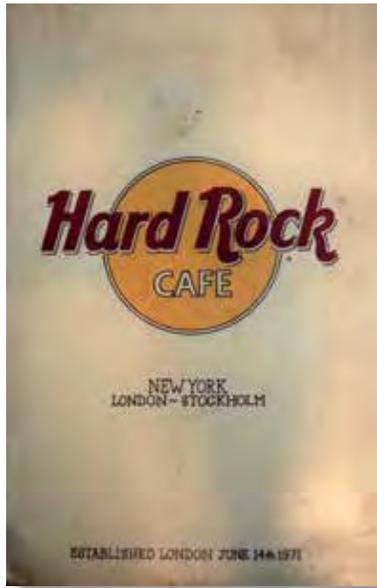
West Coast Rock Cafe, Blackpool. Another close one



Bla Rock, Tromsø, Norway. Not a renegade cafe and not affiliated with Hard Rock but they have memorabilia, live music and burgers.



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



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 Entrance (closed)**



**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



**Daytona Beach**

Photo courtesy Charlie Lester



**Daytona Beach**



**Daytona Beach**  
(original project cancelled)

Rendering courtesy Hard Rock



**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 (status unknown)

Rendering courtesy Hard Rock



Grand Alps, Texas (cancelled)

Rendering courtesy Hard Rock



Guadalajara

Photo courtesy Hard Rock



Haikou (status unknown)



Hamburg Reverb (2022)



**Hollywood Hotel and Casino** Photo courtesy Hanson Engineering



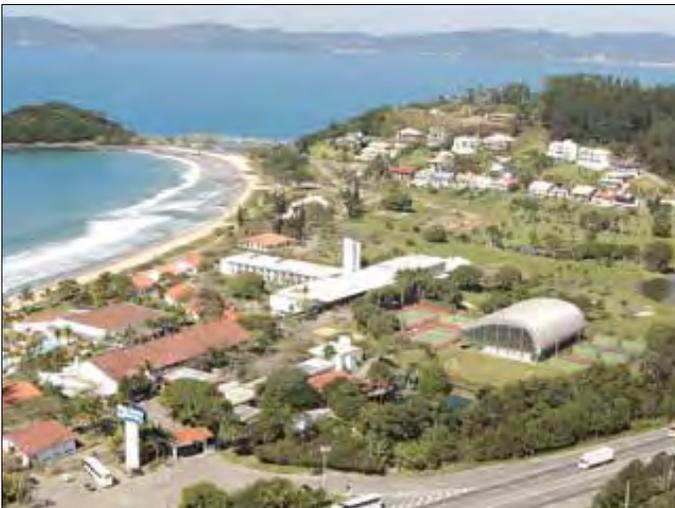
**Hungary Hotel and Casino (cancelled)** Rendering courtesy Hard Rock



**Ibiza**



**Ilha Do Sol (coming soon)** Photo courtesy Hard Rock



**Itapema (status unknown)**



**Jamaica (planned)** Rendering courtesy Hard Rock



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



**Kalamazoo Reverb** (planned) Rendering courtesy Hard Rock



**Lake Tahoe Hotel and Casino**



**Las Vegas Hotel and Casino** (planned, former Mirage property) Photo courtesy Hard Rock



**Las Vegas Hotel and Casino 1995** Photo courtesy Hard Rock



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



London

Photo courtesy Hard Rock



London

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 (2022)**

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**

Rendering courtesy Hard Rock

**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 (reverted back to Hotel Zosso)

Photo by Charlie Lester



Panama Hotel



Papagayo (status unknown)



Park



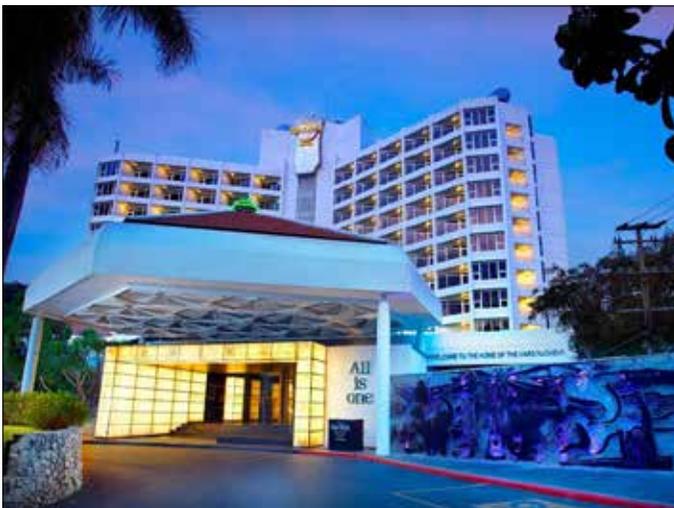
Park Guitar



Paraguay Hotel and Casino (status unknown)



Pattaya



Pattaya



Pauma Indian Reservation Hotel and Casino (cancelled)



Penang



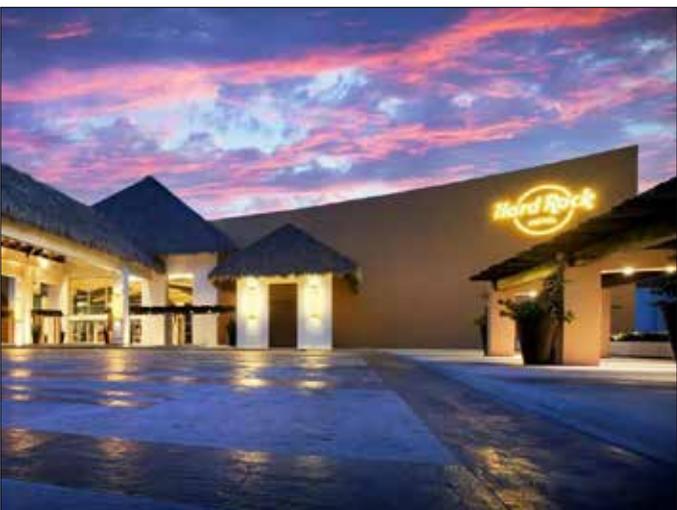
Penang



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**



**Sacramento Hotel and Casino**



**San Diego**



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



**São Paulo (planned)**



**Shenzhen** Photo by Andreas Bürgelt



**Singapore**



**Singapore** (entrance)



**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)

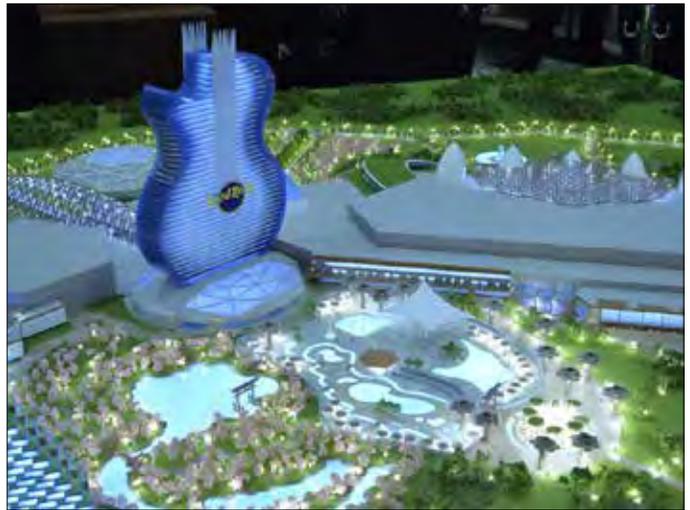


**Tenerife**



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

Rendering courtesy Hard Rock



**Tomakomai, Japan (proposed)**



**Tomakomai, Japan (proposed)**



**Tulsa Hotel and Casino**

Photo by Tom Gilbert



**Vallarta**



**Vancouver casino (hotel status unknown)**

# Hard Rock Stadium



Stadium



Stadium (entrance)



Older home poker set



Older home poker set



Current home poker set



Home Poker chips

# 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**



**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



New York Rock Shop

Photo courtesy Hard Rock



Orlando Hotel Rock Shop (old facade)



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 courtesy Hard Rock



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 Park (Now MGM)

Photo courtesy Hard Rock



Sacramento

Photo courtesy Hard Rock

# Concert Venues



Atlantic City Live



Atlantic City Live Seating



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 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 Seating (rendering)



Santa Domingo Live

Photo courtesy luminariastv.com



Sioux City Battery Park



Tulsa The Joint

Photo by Charlie Lester



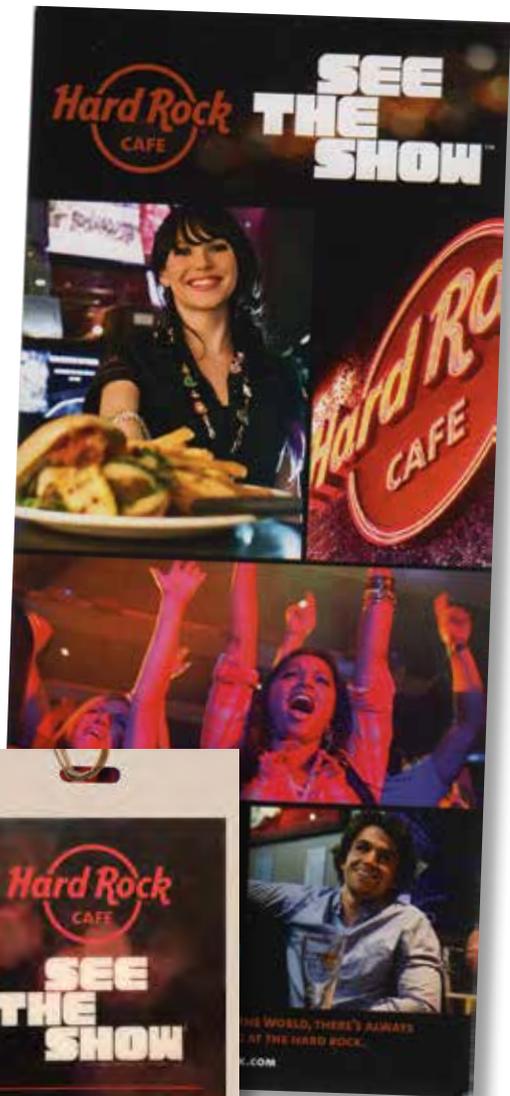
Tulsa The Joint Seating



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.



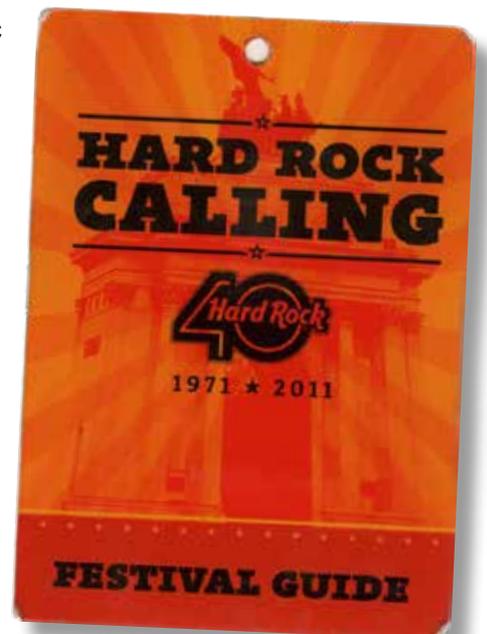
## Line Up 2013

Kasabian, Paul Weller, Miles Kane, Twin Atlantic, Kodaline, Lower than Atlantis, The Weeks, The Cribs, 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 Offices



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 Offices  
Moved to the Seminole Support Services building



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