



HARD ROCK HOTEL SAN DIEGO (HRHSD)

FACT SHEET

Location:	Hard Rock Hotel San Diego 207 5 th Avenue San Diego, CA 92101
Telephone:	619-702-3000 888-593-6177
Web site:	www.hardrockhotelsd.com
Capacity:	420 guestrooms 315,000 square feet, 12 floors 244 Studio rooms 159 Hard Rock Suites 17 Rock Star Suites 40,000 square feet of meeting and event space
Hotel Management:	Tarsadia Hotels Matt Greene. General Manager
Architect(s)/ Designer(s):	Graham Downes Architecture (interiors) Carrier Johnson (exterior) Rockwell Group (Nobu) Hatch Design (Maryjane's Coffee Shop) Architropolis (Michael Czysz) – Pool deck and bars) Turner Construction (construction)
Property Profile/ Setting:	Hard Rock Hotel San Diego is located at the entrance to the historic Gaslamp Quarter, San Diego's dining and entertainment epicenter, across the street from the San Diego Convention Center and one block from PETCO Park. It is also centrally located with easy access to all major attractions including the World Famous San Diego Zoo, Balboa Park, SeaWorld and Coronado Island, and a short three miles from San Diego International Airport. Check-in: 4 pm Check-out: 12 pm
Opening Date:	December 2007

Meeting Facilities: Hard Rock's 40,000 square feet of meeting space features a modern, non-traditional design and cutting-edge technology.

Every meeting room includes group connectivity with WiFi-ready display stations/CPUs that can be networked for consistent, integrated multi-venue presentations and audio connectivity to all meeting spaces. The single largest indoor space is 9,100 square feet, accommodating up to 1,000 attendees.

Some of the more unique meeting/event spaces offered at Hard Rock Hotel San Diego include:

- **Woodstock** - An expansive 8,700-square-foot outdoor terrace adjacent to the rooftop pool and bar. The ultimate choice for receptions and special events, this space is effortlessly integrated into the hotel's surroundings, offering bird's-eye views of San Diego's spectacular downtown skyline and a sophisticated, open-air ambience.
- **Watchtower** - A stunning 600-square-foot boardroom overlooking the lobby featuring 16-foot ceilings, floor-to-ceiling glass walls on two sides and a media center of custom millwork that spans an entire third wall with 50" LCD high-definition TV and entertainment bar.
- **The Edge** - A dynamic 4,000-square-foot space ideal for anything from intimate private concerts to spectacular banquets for weddings and corporate events. Floor-to-ceiling windows with three balconies offer striking views of the entrance of the Gaslamp.

Guestroom Features: **Studios** - Breaking with the standards of conventional design, Hard Rock's Studios feature stunning cantilevered furniture, halo-illuminated beds that create a sense of floating with Hard Rock's custom *Sleep Like a Rock*® bedding and 300-thread-count cotton linens, custom-designed desks, state-of-the-art lighting, green-room inspired refreshment centers and sensually-styled bathrooms with ceiling-mounted rain showers. Technology pulses through the rooms with integrated video and sound systems including 42" LG flatscreen HDTVs. Whether visiting for work or play, guests have everything they need including wired and wireless Internet access, extensive satellite TV access, video on-demand, video games and jack pack technology that allows plug-and-play access from any personal audio player (iPod or MP3), video camera or notebook computer to the media hub.

Hard Rock Suites - Hard Rock Suites offer sleek and comfortable quarters with three connecting spaces – bedroom, bathroom and living toom – which create a significant sense of space and openness, and give guests separate and distinct areas for plugging in or chilling out.

In the living room, the entertainment system is a party waiting to happen. Crank up the music through the 42" LG flatscreen HDTV with integrated video and sound systems with plug-and-play technology that connects

your personal audio player (iPod or MP3), video camera or notebook computer to the media hub. The green-room inspired refreshment center

includes generously-sized bottles of boutique spirits, make-your-own cocktail kits, gourmet market munchies, intimate apparel and choice music. State-of-the-art lighting allows you to set the mood for any occasion.

The unpredictable floor plan splits the bedroom and lounge with a sensually-styled bathroom that features a separate shower and water closet. The shower's frosted glass walls lend a hint of voyeurism; the ceiling mounted rain shower washes away the day's – or evening's – stresses.

Rock Star Suites - Rock Star Suites are all about attitude and brazen sophistication: Seventeen completely different, spectacular, and ultra-VIP experiences. The chic urban lofts feature unexpected design pairings including spa-like bathrooms and outdoor decks with unprecedented views of the city and bay. With matte leather couches, vibrantly colored pillows, dark ebony floors and hand-woven custom rugs, one suite has a fire pit and deck seating for 20 while another features 270-degree views of the San Diego Bay and an outdoor hot tub. Sensual and stylish with an air of unpredictability.

One extraordinary Rock Star Suite is designed by the Grammy® Award-winning Black Eyed Peas. Each band member – will.i.am, Fergie, apl.de.ap and Taboo – collaborated on the design for the suite, which reflects each member's individual style and unique personality. In designing the Black Eyed Peas Suite, the group hand-selected everything from the furniture to the bed linens to the personalized memorabilia featured throughout the suite.

Dining/Cuisine:

Nobu – Born in Japan, Nobu Matsuhisa is one of the only chefs celebrated enough to be recognized by one name: Nobu. Awarded, credited and bowed to the world over, Nobu brings his signature restaurant to life at Hard Rock Hotel San Diego. His classic sushi bar fare and new style Japanese cuisine have long attracted the food elite in New York, London, Las Vegas, Milan, Tokyo, Miami and Malibu. Every last dish is a bold and tasty twist on Japan's mild-mannered sensibilities. With offerings such as Yellowtail with Jalapeno, Tiradito Nobu Style and Black Cod with Miso, sushi lovers and A-listers vie for reservations at this see and be seen destination. www.noburestaurants.com

Dining room: Mon–Thurs: 5:30 pm –10:30 pm; Fri and Sat: 5:30 pm –11:30 pm; Sun: 5:30 pm – 10 pm;
Lounge and Bar: Mon–Sat: 5 pm – midnight

Maryjane's Coffee Shop – San Diego's anti-elitist, democratic ways cater to all turn-ons. So does Hard Rock Hotel San Diego's coffee shop. Featuring a classic American style with a contemporary twist, Maryjane's Coffee Shop showcases iconic furniture and textures alongside the latest in high-tech elements. When night falls, Maryjane's shows its modern flair, with a focus on the circular bar and outdoor patio. Signature menu items include LA sticky buns, burgers, chopped Cobb salad and chicken pot pies

to enjoy while dining at the restaurant or to order from the convenient grab-n-go counter. Open for breakfast, lunch and dinner weekdays and into the wee hours on weekends, Maryjane's features a fun style and fresh attitude.

Dining Room & Bar: Sun–Thursday: 6:30 am –11 pm; Fri & Sat: 6:30 am- 3 am

Pinkberry – Pinkberry offers up its irresistible frozen yogurt served with the freshest toppings – a concept which has been known to cause lines to wrap around the block. Non-fat, all-natural, only 25 calories an ounce – but with unrivaled taste – it's no wonder why fanatics have lovingly termed the delicious treat, "Crackberry."

Bars/Nightlife:

In true Hard Rock style, our San Diego property features two of the city's hottest nightlife options. These include a dramatic rooftop pool bar and lounge overlooking the Gaslamp Quarter, that evolves from a stylish oasis in the afternoon into a vibrant evening nightspot where guests from Woodstock, Hard Rock's adjacent outdoor event space, can flow between live music and resident DJs. Private poolside cabanas feature walnut-toned outdoor leather lounge seating, flatscreen TVs and mini bars. Sectional seating – adorned in camouflage design – and opium beds flank the lounge's fire pits. An oversized blue tinted mirror reflects the rooftop pool and also provides the backdrop to a wood and white stone bar.

Our street-level bar is a laid back den of glamour, exuding a more casual atmosphere for conversation over cocktails, catching a game on flatscreen TVs or listening to tunes spun by the hottest area DJs. The wood bar is accented with black leather, complemented by white crocodile padded bar stools. Oversized black and crystal chandeliers – accented with a palette of red, orange and fuchsia – infuse a sexiness to the venue's rock 'n' roll interior. And, for the beer enthusiast, two specially-designed tables feature an individual beer tap, allowing guests to choose their brand and serve themselves without leaving the table.

Rock Spa:

Hard Rock Hotel San Diego takes relaxation to a new level with a world-class spa and fitness center. Guests will have the option of customizing their pampering routines with treatments such as the Dream Weaver Massage, Amped-Up Sugar Scrub or Peace & Love Facial from the Rock Spa menu.

Rock Shop:

From T-shirts exclusively designed by music legends like Ozzy Osbourne, Bruce Springsteen, Shakira and Green Day, to private label tees, jackets, hats, watches, collectible pins and more, Rock Shop is the world's most rock 'n' roll boutique.

Parking:

Valet only

24-Hour Services:

Front Desk
Concierge
Room Service
Fitness Center

HRHSD Specialties: Uniforms designed by will.i.am and Lor-e Phillips
Meeting Planner Backstage Pass and Roadie Program
Signature turndown featuring custom CD as welcome amenity

Contact:

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