

## ★ WELCOME TO B-SIDE

The purpose of this newsletter is to communicate, collaborate and celebrate all of our programs and achievements. It is also our goal to reduce the number of emails you and your team receive from us, by consolidating all department communications into this forum. Property Leaders (General Managers, Presidents, VP of Hotel Operations) are responsible for forwarding and reviewing the information with their respective teams and ensuring that all details are understood and executed. Every section will always contain contact information should you require additional assistance.

## 📢 HARD ROCK HOTEL & CASINO AWARDS - 2019

In line with our 'can't stop the music' philosophy, we are pleased to share the results of the 2019 Hard Rock International Hotel and Casino awards. As of December 31, several performance records were broken and the competition for the top spots was fiercer than ever. Join us in congratulating the winners:



HARD ROCK HOTEL DAYTONA BEACH

### HOTEL OF THE YEAR

This Central Florida jewel had a stunning year financially, in guest feedback and brand compliance. General Manager Andrese Bell and his team, along with the support of the Management Company HVMG, increased their market dominance by over 50% in RevPAR Index and placed the property towards the top for the list for most Key Performance Indicators.

**HONORABLE MENTIONS:** Hard Rock Hotel Vallarta and Hard Rock Hotel Shenzhen.

*(Criteria: Financial performance, Brand Compliance, Quality Assurance Program Scores)*



HARD ROCK HOTEL & CASINO ATLANTIC CITY

### CASINO OF THE YEAR

Located in one of the most competitive and challenging gaming markets in the world, Hard Rock Hotel and Casino Atlantic City topped the charts in compliance, gaming shops and online reviews, with a stunning 9.4% increase in Global Review Index from the previous year. President Joe Lupo and his team represented every facet of the brand in a remarkable way, growing market share and creating legions of loyal followers.

**HONORABLE MENTIONS:** Hard Rock Hotel and Casino Biloxi and Seminole Hard Rock Hotel and Casino Tampa.

*(Criteria: Financial performance, Brand Compliance, Quality Assurance Program Scores)*



HARD ROCK HOTEL SHENZHEN



### LEADER OF THE YEAR

**CHRISTOPH ZBINDEN**  
General Manager of Hard Rock Hotel Shenzhen.

Tasked with the crucial mission of bringing the Shenzhen property to the top of their market, Christoph went above and beyond the call of duty, leading his team to deliver a great 2019 performance. Hard Rock Hotel Shenzhen is now consistently trading leadership in most categories with their peers, topping compliance and overall shops. Most of all, Christoph has created an environment for his team to grow and show their full potential. Though this award is for 2019 we would remiss to not point out Christoph and his team's heroic efforts during this COVID crisis and we applaud those efforts in unison. Keep those green shoots tended and growing. Rock on.

*(Criteria: Overall performance, Brand involvement, Leadership, Inspiration)*



### PARTNER OF THE YEAR

Hard Rock International's partner in the crucial arena of health and sanitation, NSF showed an extraordinary dedication to our brand and business. Under the leadership of Mark Lee and Jeff Magin, NFS guided us through the Punta Cana crisis, while diligently and patiently crafting our global health and sanitation program, aware of the intricacies of the brand's portfolio. When the global situation demands the highest standards in safety and sanitation, it is reassuring to have a dedicated partner such as NSF.

*(Criteria: Overall performance, Brand involvement, Collaboration)*

Our most heartfelt congratulations to all the winners. We look forward to sharing a toast to your success in person very soon.

**Dale.Hipsh@hardrock.com**  
Senior Vice President of Hotels

## ! SPECIAL UPDATE



I hope you, your teams and families are doing well. While it has been a very difficult time for the hospitality industry, Hard Rock is optimistic the worst is behind us. We look forward to working with each of you to help create new memories with our guests as we reopen around the world.

As we look to the future we have made the decision to consolidate some of our agencies, providing stronger brand alignment and collaboration, especially with our Cafe's, many of which are located inside or near our hotels and casinos. We are excited to announce that moving forward our global public relations agency will be Coyne PR, who has worked with Hard Rock for almost 20 years. Zimmerman PR has been part of the Hard Rock family for eight years and we are extremely grateful for their partnership and will miss them greatly.

Coyne PR brings hospitality experience with other global hotel brands, in addition to their extensive knowledge in the food and beverage space. In the coming weeks, we will procure calls with each of your marketing teams to introduce Coyne PR and their capabilities.

In addition to Coyne, you can always count on Hard Rock PR support from myself, your Regional Directors of Marketing and Gina Morales. Gina can be reached at [gina.morales@hardrock.com](mailto:gina.morales@hardrock.com).

Thank you for your continued dedication and commitment to living our Hard Rock values during this unprecedented time. I look forward to speaking to (and seeing) you soon.

**Kristine Rose,**  
VP Hotel Marketing

## 👥 MARKETING



While the world is on pause, we can't stop the music. Music has always had the power to bring people together, to define a moment and to heal. As citizens of the world are practicing social distancing, we have the opportunity and ability to bring people closer together through music, which is at the very core of our brand. Several weeks ago we introduced a global social media campaign to your team, Can't Stop The Music, including the logo and program guidelines.

This activation provides content and activities that Hard Rock fans can participate in from home. We are virtually supporting musicians, our frontline workers and uniting our Hard Rock team members around the world with their fans. We encourage your hotel to participate in the activations by sharing the content from the global brand social channels and also submitting any activities you are creating with us to share. Together, our Hard Rock hotels, cafes and retail social channels reach over 10 million fans across the world. This is an incredible opportunity to share the power of music and keep the Hard Rock brand top-of-mind when business begins to recover.

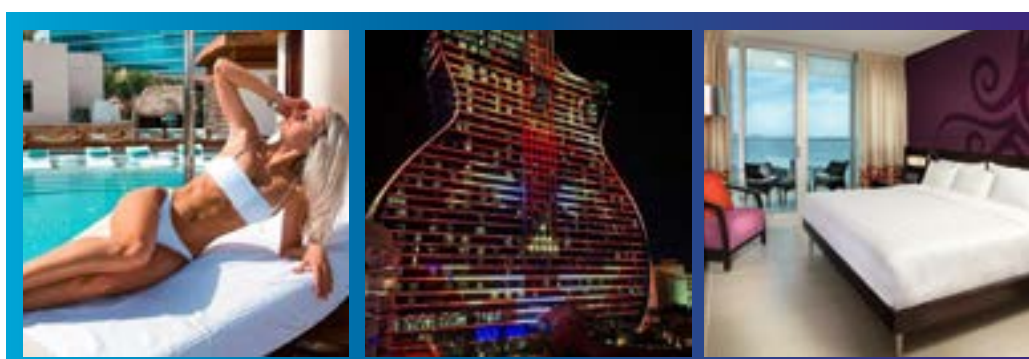
Please reach out to your Regional Director of Marketing if you have any questions about the program.

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