



HARD ROCK HOTELS AWARDED TOP RANK IN THE J.D. POWER 2019 GUEST SATISFACTION STUDY AMONG UPPER UPSCALE HOTEL CHAINS

HOLLYWOOD, Fla. – July 24, 2019 – Announced today, Hard Rock Hotels was honored by the prestigious J.D. Power, placing No.1 in their 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. This year marks the first year the brand qualified for the study, which analyzes and ranks 85 different hospitality brands to measure guest satisfaction, advocacy and loyalty.

Hard Rock Hotels is internationally recognized as a leader in the hospitality industry – offering world-class entertainment, contemporary designs, incomparable service and unique brand amenities, catering to modern travelers who seek a reprieve from traditional, predictable properties. With 29 distinctive hotels and 12 casinos located in the world’s most enviable destinations, the brand is set to double in size in five years. However, there is more to this legendary brand’s success than just its unique differentiator – music — it is driven by integrity, philanthropy and providing unparalleled guest experiences.

“All of us at Hard Rock are thrilled to receive this accolade. We have been on a journey to offer guests an immersive musical experience relevant to all generations. Each hotel has a story to tell and represents the culture of the area it is from, educating guests about the history of music and artists from around the world,” said Dale Hipsh, senior vice president of Hard Rock Hotels. “Today, we are affirmed that our guests acknowledge and appreciate our unique vision, and a huge thank you goes to our amazing hotel operations team, owners and general managers for helping create the Hard Rock Hotels brand that is unlike any other.”

Since its establishment in 1971, the brand always comes back to the founding core concepts it was built on – music and philanthropy. At Hard Rock Hotels, music is the heart of the brand and philanthropy is its soul. Hard Rock is committed to making a difference, supporting a wide range of charitable causes around the globe that tie directly to four mottos the brand was founded on: “Love All - Serve All,” “Take Time To Be Kind,” “Save The Planet” and “All Is One.” The Hard Rock Heals Foundation was created to help champion these mottos and give back to the community and heal through the power of music, donating millions to causes since its inception.

The J.D. Power study takes a variety of accommodation factors into account when determining overall guest satisfaction and Hard Rock Hotels led the ranks in guest rooms, reservations, food & beverage and cost & fees, showcasing that unique brand programs are paramount to modern travelers. Each property entices guests with an array of signature brand offerings and amenities, including The Sound of Your Stay® music program, with a complimentary Crosley turntable or Fender guitar. The revolutionary Rock Om® in-room yoga program features a DJ Drez curated playlist accompanied by step-by-step yoga instructions.

The rankings were generated based on responses from approximately 44,890 people who stayed at hotels between May 2018 and May 2019. To learn more about the 2019 North America Hotel Guest Satisfaction Index Study, visit <http://www.jdpower.com/pr-id/2019114>.

For more information on Hard Rock Hotels, please visit hardrockhotels.com.

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About Hard Rock International

With venues in 74 countries, including 186 Hard Rock Cafes, 241 Rock Shops®, 29 hotels and 12 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise available in global Rock Shops and online at <https://shop.hardrock.com>. HRI owns the global trademark for all Hard Rock brands including Hard Rock Live performance venues. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent entity The Seminole Tribe of Florida. Another exciting Hotel & Casino location includes Atlantic City. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Los Cabos, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Kathmandu, Nepal, Kyoto, Japan, Asuncion, Paraguay, Puerto Madero, Argentina and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers and Forbes Magazine's Top Employer for Women. For more information on Hard Rock International visit www.hardrock.com.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe.