

REVEЯB

— BY HARD ROCK™ —

Contact for Reverb or Hard Rock Development

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We are targeting conversions





Set List

- 195 Rooms
- Unique meeting space and SMP Packages at Mercedes-Benz Stadium
- Rooftop bar overlooking Mercedes-Benz
- Stadium and the Atlanta Skyline
- Motor coach parking
- Constant Grind Coffee & Bar
- Will Call : bypass, self or assisted check in
- Sound Booth : a semi-private workspace /broadcasting studio
- Co-working / meeting space

Why a new Hard Rock brand?

An established affinity for Hard Rock spanning almost 50 years, coupled with brand presence in 200+ locations in more than 70 countries provides immediate market recognition in the global marketplace.

EXPAND the brand portfolio beyond resorts and luxury resorts by introducing Hard Rock to a new market segment.

REACH more customers with an accessible price point.

LIFT the brand by introducing an aspirational and differentiated brand experience.

What is Reverb?

Reverb is Hard Rock Hotel's affordably cool and contemporary hotel connecting today's traveler through music, local culture and events.

Every Reverb will offer signature design elements and ownable brand programming throughout its public areas and guestrooms.

Reverb offers owners a turnkey solution in the upscale price.

Rooms are efficient, technologically advanced, and offer an effective, modern interpretation of the staffing model.

Reverb DNA

LOOK AT THE FANS

Reverb is inspired by fan's personal connection to music, creating a natural brand affinity.

MARRY TECHNOLOGY AND PERSONALITY

Reverb's advanced technology model enables more thoughtful and genuine guest interactions.

PROMOTES "SAFE + SOUND" SOCIAL COLLISION

Reverb provides communal spaces and experiences designed to bring people together, to discover, meet or start something new.

Brand Attributes

RIGHT SIZED SERVICE

High margin, low operating costs. Travelers are less willing to pay for extraneous amenities and services. Strong growth within the chain scale segment from established brands.

BRANDED PROGRAMING

New demographic prioritizing spending on experiences.

HARD ROCK

Iconic global brand known for authentic experiences, social consciousness and always the music.

Guest Targets

DEMOGRAPHIC TARGET

- For the millennial mindset (25-65)
- For music fans
- For the social, tech savvy traveler
- For the cost conscious
- For the design forward and experience-led

TARGET MARKETS

- Urban and gentrifying
- College towns
- Gateway cities

CHAIN SCALE SEGMENTS

- Upscale
- Limited service



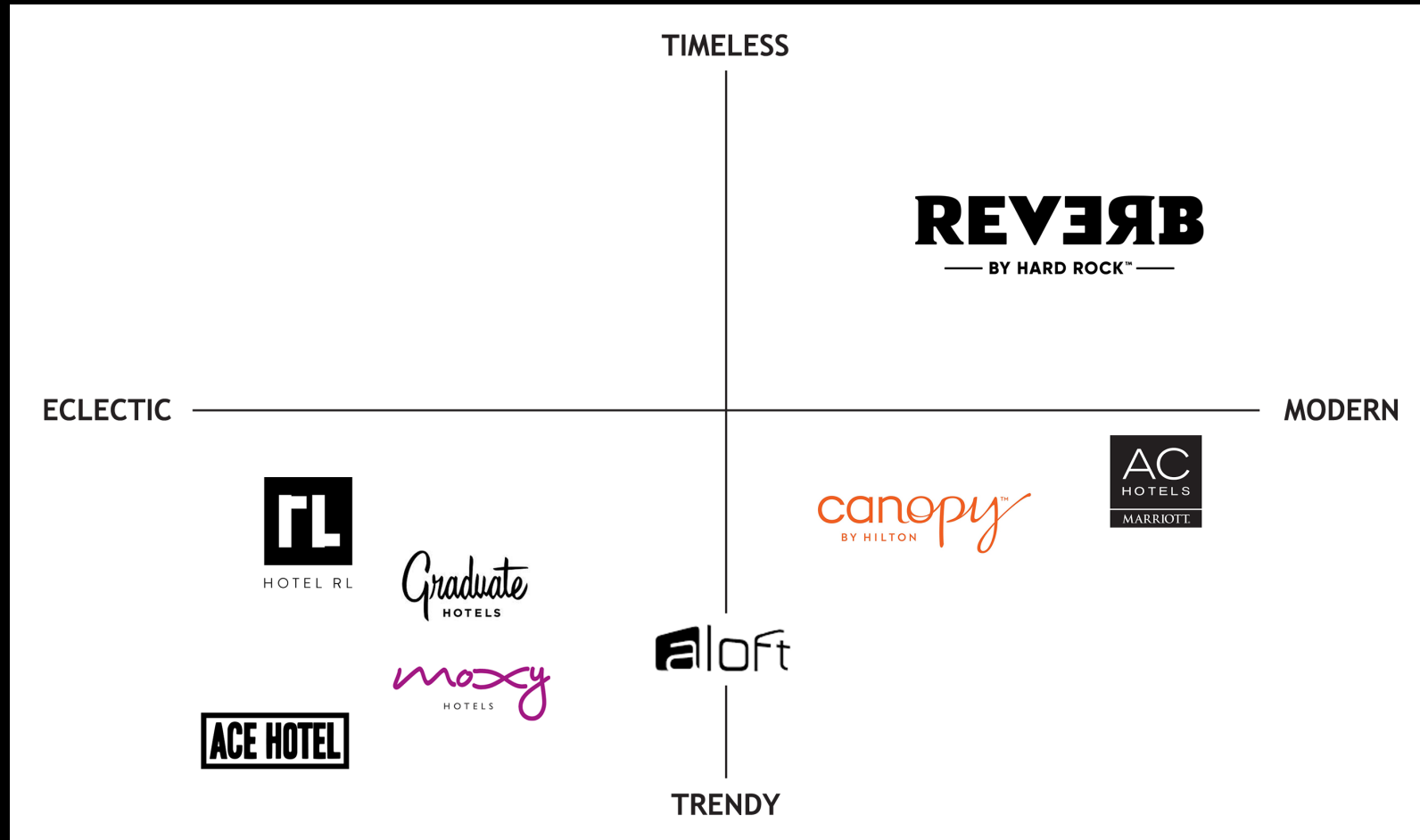
Values

Look at the “FANS”. Our hotel is inspired by the way fans relate to music and the resulting personal connection to the brand and hotel creates true loyalty.

Marry Technology and Personality. Reverbs advanced technology model enables more intimate and genuine guest interactions.

Promote Social Collision. Reverb provides communal spaces and experiences designed to do bring people together to discover, meet or start something new.

Comp Set



Modern Lobby & Innovative Spaces



Programming

REVERB RADIO

Reverb Radio can be an intimate meeting space or serve as a remote radio station. You decide.

SOUNDBOOTHS

Convertible spaces designed to take a call, host an intimate meeting or record a podcast.

CREATIVE ZONE

An area within the lobby featuring large digital displays that serve as a backdrop to local live performances or televised sports events.

CO-WORKING / MEETING SPACE

A convertible, collaborative work environment and meeting space.



Constant Grind



RT60 Roof Top Bar

$$RT_{60} = \frac{24(\ln 10) V}{c_{20} S_a}$$

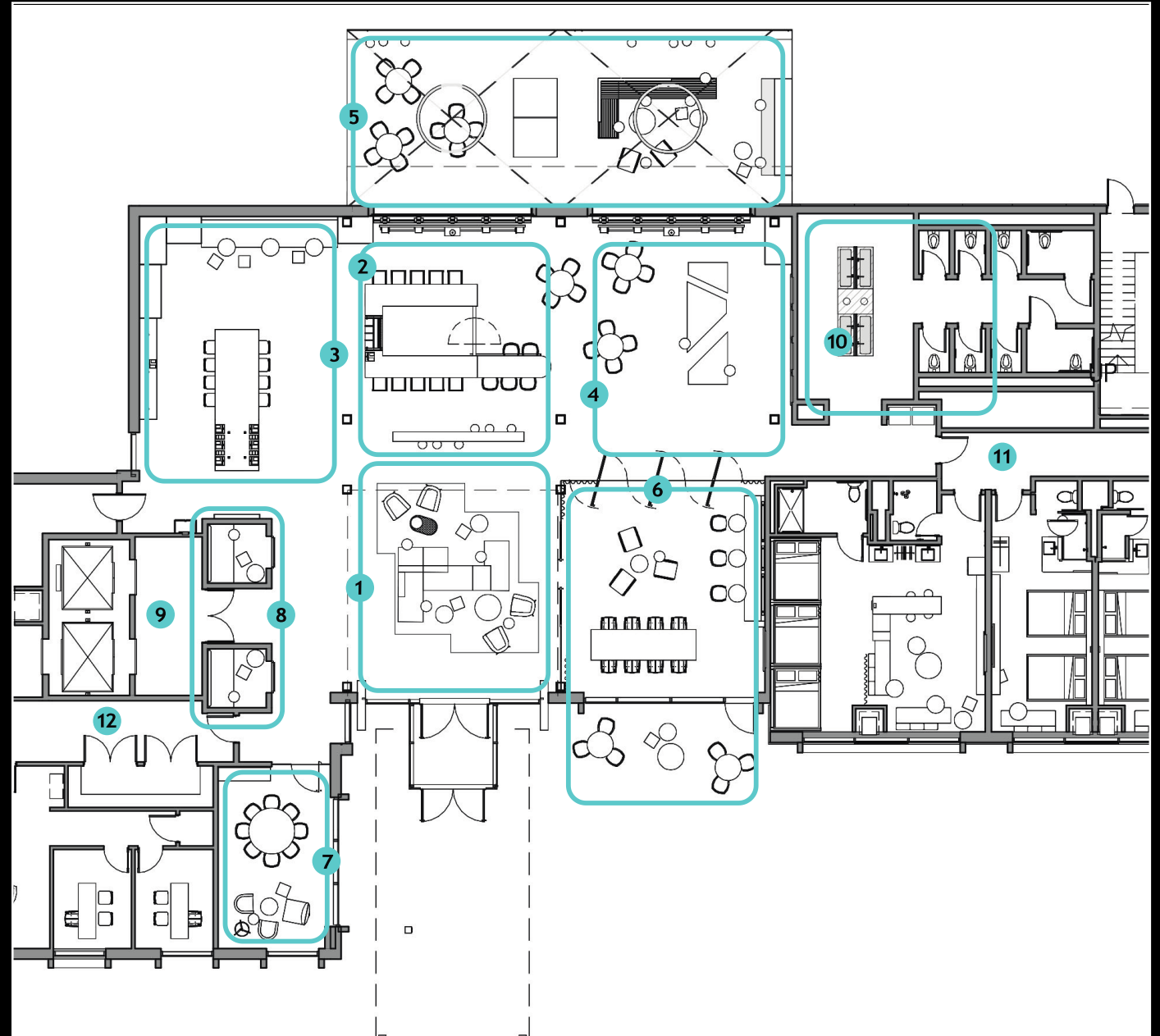


Technology

- Guests will use personal devices to communicate with the hotel staff.
- Room controls can be voice activated.
- Staff communicate with guests on their preferred platforms.
- Operational requests will automatically respond using artificial intelligence.
- Cloud based systems reduce on property maintenance needs.
- Staff learning systems will be on-demand, and accessed via their personal devices.
- Integrated technology encourages the guest to personalize their experience.

Front of House

1. LOBBY
2. CONSTANT GRIND COFFEE & BAR
3. WILL CALL & GRAB-AND-GO
4. CREATIVE ZONE
5. OUTDOOR LOUNGE
6. CO-WORKING / MEETING SPACE
7. REVERB RADIO
8. SOUND BOOTHS
9. ELEVATOR LOBBY
10. PUBLIC RESTROOMS
11. GUEST CORRIDOR
12. BACK OF HOUSE



Alexa

- Change the color of the light
- Open the shades
- Turn the lights off
- Turn the AC up
- Wake me up at 7:30 am
- Turn on the TV
- What's the weather forecast ?





Reverb Differentiators

Base prototype room designed with sustainability in mind:
resource conservation, lower utility and maintenance costs.

Reverb prototypical guest rooms are 15-25% more energy efficient and spatially more efficient compared to our competitors.

Guest Room Square Feet

Reverb

QQ

307

Aloft AC

323

Reverb is 5% more efficient.

HGI

351

Reverb is 13% more efficient.

AC

308

King

255

280

Reverb is 9% more efficient.

313

Reverb is 19% more efficient.

308

Reverb is 17% more efficient.

Square Feet/Key

Reverb

517

HGI-Prototype

586

Reverb is 12% more efficient.

AC-Prototype

535

Reverb is 3% more efficient.

Aloft-Greenville

626

Reverb is 17% more efficient.

Aloft-Charlotte

791

Reverb is 26% more efficient.

Aloft-NOLA

595

Reverb is 13% more efficient.

AC-Buckhead

942

Reverb is 45% more efficient.

AC-Spartanburg

877

Reverb is 41% more efficient.

AC-Ashville

616

Reverb is 16% more efficient.

NOTE: The Reverb lobby and Back of House spaces are comparable in terms of dedicated square footage. Reverb achieves efficiency in the Guest Rooms. The Square Footage economy allows for investment in the guest experience-driven design - interactive and customizable technology, better finishes, artwork and a kick-ass lobby.

Key Efficiency Elements

REVERB BY HARD ROCK is dedicated to building less square footage, investing in a better guest experience, sustainability and operational efficiency.

- Base prototype design is near LEED Certification.
- Prototype will incorporate a guest room management system to control lighting, HVAC and window shading.
- Prototype will incorporate low-flow and low-consumption plumbing fixtures throughout.
- Guest rooms are spatially optimized, by approximately 10%-20% while retaining a spacious feeling through an open bathroom design.
- LED lighting throughout public areas, back of house and guest levels.

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Harness the Power of Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Centralized Revenue Management Support

Global Online Services

Quality Assurance Programs

Global Purchasing Power

Hard Rock Brand Support

Brand & Loyalty Marketing Support

From marketing support to global advertising and brand website design, we work in tandem with you to tell the Hard Rock story to each and every guest. And our integrated Hard Rock Rewards® program helps build loyalty for you and your property.

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Through established relationships, we are ready to help you build influential customer relationships and meet the demands of today's Corporate, Group, and Leisure travelers

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Experienced team members provide 24-hour, multi-language global coverage in an effort to support and deliver business to your property.

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Revenue Management Consolidated Center

Revenue Management supports you in maximizing market share through price optimization, inventory & channel management.

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Revenue Management Consolidated Center

Global Online Services

Reach travelers at every opportunity with the latest mobile, search, and online channels that place your property at their fingertips.

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Revenue Management Consolidated Center

Global Online Services

Quality Assurance Programs

Consisting of five key elements that include Mystery Shops, Guest Satisfaction Surveys, Employee Opinion Surveys, Online Review Analysis and Hard Rock's Brand Compliance Matrix (an internal assessment protocol), we ensure all of your programs rock.

Hard Rock Brand Support

Brand & Loyalty Marketing Support

Hard Rock Hotel's Worldwide Sales

Reservations & Customer Care

Revenue Management Consolidated Center

Global Online Services

Quality Assurance Programs

Global Purchasing Power

With more than 200 venues in 74 countries, partners can leverage established vendor relationships and the purchasing power associated with Hard Rock Cafes and Hard Rock Hotel's & Casinos.

Operational Impact

- Conceptualized as “Brand in a Box”.
- An efficient cost-to-build model maximizing ROI from public areas.
- Resourceful staffing model driven by technology and simplicity.
- Design flexibility to address any market or site plan requirements. (Prototype, conversion and adaptive reuse).
- Fully sourced FF&E and OS&E package provided.
- Modern F&B technologies & equipment allows for ease of operation and flexible placement throughout the hotel.
- Use of technology allows leverage of Hard Rock brand assets for local marketing materials and music related activations.
- Synergistic opportunities for brand marketing through Hard Rock's Rewards, Hard Rock loyalty database of some 4 million fans.
- Operational standards and strategy backed by Hard Rock, one of the world's most powerful brands.

Development Specifications

Designed for hotel conversions and adaptive reuse

GENERAL BRAND GUIDELINES

- \$150,000/ key development cost (EXCLUDING LAND)
- 100-150 guestrooms
- 1,500-3,000 square feet of meeting space
- Paid, premium food and beverage
- Fitness facilities
- Upscale quality design requirements

ADDITIONAL AMENITIES

- Constant Grind Coffee & Bar
- Co-working space
- Convertible meeting space
- Sound Booths
- Large digital displays
- Outdoor lounge space
- Amenity closets

GUESTROOM AMENITIES

- Smart TV links with guest devices
- Filtered water stations on every guestroom floor
- Premium bedding
- Signature shower
- Professional steamers in room

SYSTEMS

- Energy efficient HVAC systems
- Curated audio / video entertainment including Reverb Radio
- Premium technology package
- Keyless access
- Mobile pay

PROGRAM SUMMARY

- Public areas:
Approximately 6500 square feet
- Guest rooms:
Approximately 120-175 keys at 275 square feet
- Back of House:
approximately 6,000 square feet

Thank you.

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