



**HOLLYWOOD** — It's not the first time Hard Rock will set foot in Spain, but it's a first for a hotel.

Hard Rock International has announced that the Hard Rock Hotel Madrid will open in 2019. HRI has a presence in 74 countries and counting.

"We are pleased to join forces with ASG, a company who shares in our vision, integrity and dedication to quality," said Todd Hricko, senior vice president and head of Global Hotel Development for HRI, in a statement. "Hard Rock Hotel Madrid will bring a fresh, music-inspired destination to the city, and we look forward to offering guests authentic experiences that rock."

ASG is ActivumSG Capital Management Ltd., the European real estate firm collaborating with HRI on the project.

The hotel will be located across from the historic Museo Nacional Centro de Arte Reina Sofía in the Atocha district. The Museo is Spain's national museum of 20th century art. The Atocha district is located in the middle of the city and near many mass transit options, including the Madrid Atocha railway station.

Also near the site are the Royal Botanical Garden and Museo Nacional Del Prado, a Spanish national art museum.

Spain currently has eight Hard Rock Café locations spread throughout the country.

Among the many amenities officials say to expect at the new 159-room hotel are regionally inspired food and beverage options and a Constant Grind coffee bar, as well as Hard Rock Hotel's signature restaurant, Sessions.

"Guests will enjoy photo-worthy panoramic views of the Spanish capital from the rooftop bar and terrace, featuring a luscious open-air urban garden," HRI said in a statement.

ASG acquired the hotel site when it was a municipal office building, officials said. The company expects to invest almost \$29 million to transform it into an upscale hotel.

"We saw that this office building had far more untapped potential as a hotel given its proximity to Madrid's major attractions, business center and shopping quarter," said Brian Betel, managing partner of ASG Iberia Advisors, in a statement.

"Selecting such a distinguished operator as Hard Rock Hotels is a major step forward in our business plan for this asset and our broader strategy in Spain. Our choice of Hard Rock stems from its renowned brand, its experience as an operator and its international reach," he continued.

HRI now operates 27 hotels, 185 cafes and 12 casinos across the globe. In Florida, the company boasts two of its most successful properties - the Hard Rock Hotel & Casino Hollywood and the Hard Rock Hotel & Casino Tampa.

The Hollywood property is undergoing construction of a new 450-foot guitar-shaped hotel, expected to be completed in fall 2019. The Tampa property has a \$700 million expansion underway, expected to be completed in mid-2019.

The future for Hard Rock outside of the U.S. appears to be a healthy one as well. This past summer, Hard Rock International Chairman and Seminole Gaming CEO Jim Allen said another guitar-shaped hotel, and integrated resort, would likely be coming to Japan.

And yet another Spanish city is expected to see the same combination, Allen has said - in Barcelona.

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