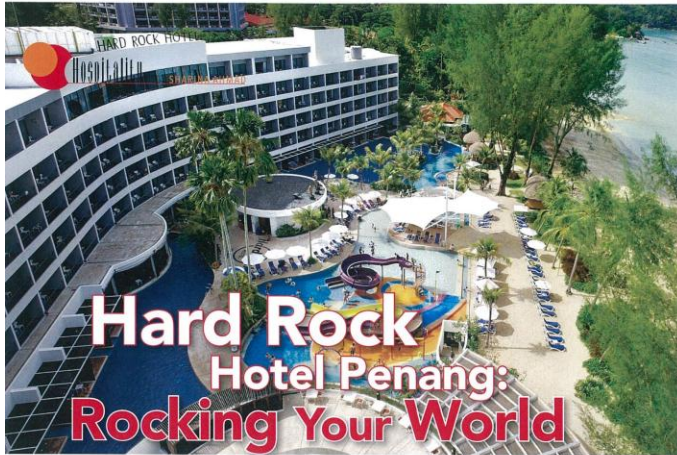


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Hard Rock Hotel Penang: Rocking Your World

FIRST impressions, as they say, are very important. Hard Rock Hotel Penang certainly manages to make that first impression rock.

"Welcome to the show" is the official greeting by a friendly team at Hard Rock Hotel Penang. And the free welcoming drink upon my arrival is certainly one good first impression.

But the hotel is more than that. Its attitude, culture and charisma of the place as well as energy are some of the criteria that sets the hotel apart from the others. You just can't find all those anywhere but at Hard Rock.

Hard Rock Hotel Penang opened its door in September 2009. The first Hard Rock Hotel in Malaysia is located at the famous Batu Ferringhi Beach in Penang.

Today, Hard Rock Hotel Penang is one of the most sought after hotels in Penang. It can be defined as modern and stylish beach resorts with all the unexpected attributes for each one of its guests to experience a lifestyle that is over the top.

The lobby is modern with the world's greatest collection of music memorabilia, which are also displayed at its various locations around the globe.

For the die hard music fans, check out more than 500 pieces of unparalleled rock 'n' roll memorabilia from both local and international artists adorning the walls of the Hard Rock Hotel and Hard Rock Cafe Penang.

Hard Rock Hotel Penang sets itself apart from the conventional beach resort; blending rich music culture, contemporary design, and family friendly facilities.

"Just as rock 'n' roll spread through the world with a sound that blended cultures and drew fans from all walks of life, Hard Rock has covered the globe with hotels that promise so much more than a place to stay," says general manager of Hard Rock Hotel Penang, John Primmer.

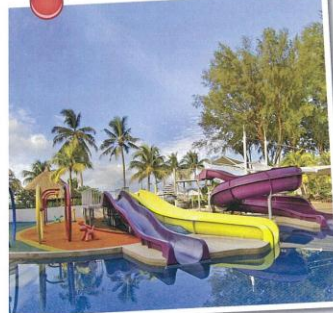
According to Primmer, every live life needs a soundtrack, and Hard Rock has it.

"Music is what drives us, what feeds our spirit and inspires our design. And that's why our hotel offers an exclusive 'Sound of Your Stay' programme—an audio experience that puts you in the middle of the music [penang.hardrockhotels.net/sound-of-your-stay]."

The six-storey hotel boasts 250 rocking rooms and suites, most of which feature beach frontage. The modern structure is completed with tastefully furnished bedrooms such as sensual guest bathrooms, 'Sleep Like a Rock' (branded bedding) and modern in-room amenities.

Keeping up with the times, technology is also a significant feature at the hotel. All rooms are fully equipped with DVD/CD players, 32-inch LCD TVs, iPod docking stations, complimentary Wi-Fi and wired connectivity, and an interactive IPTV system, which offers complimentary blockbuster movies on demand.

The most popular rooms are the 'Seaview Deluxe', 'Lagoon Deluxe' and 'Lil Rock Suites'.



There are facilities for everyone at Hard Rock Hotel Penang.

For the fitness junkies, the Body Rock gym features state-of-the-art gym equipment. Parents with children 4-12 years of age, will be pleased to know that the 'Lil' Rock Kids Club' offers hourly fun activities every day from 10am to 9pm. Needless to say, my two boys enjoy the place immensely.

Whereas, teenagers can rock it out at the 'Tabu Teens Club', which includes a mini-theatre, pool tables, football table, computers, gaming console and more.

For a trip to the nearby 'Batu Ferringhi Night Market,' the family can hop on and get a free ride on the Hard Rock shuttle, available on a daily basis from 6.30pm to 11pm.

Not to be missed, the spectacular 26,000 square feet free-form swimming pool – the largest swimming pool in Penang. With a large play area, the pool is a hit with children.

While enjoying the sound of waves and sea view, you can also rejuvenate your body and soul at the 'Rock Spa' where treatments are done in the spa bungalow or in the private villas by the sea.

Offering four luxurious Spa Villas, two of them are walled for privacy and come with an outdoor shower and a bath tub making it the perfect setting for restoration.

Rock Spa offers a diverse selection of services such as massages, body scrubs, body wraps, facials, manicure & pedicure and hair removal with a full host of amenities.

Rock Spa is named Harper's Bazaar Top 30 Spas in Malaysia (2010) for "Most Relaxing Ritual". In 2013, Rock Spa is also the Winner of Harper's Bazaar Spa Awards 2013 for Most Creative Traditional Massage - Rhythm Sticks Massage and Best Couples Getaway - Buff Bar.

Rock Spa has also been rated 5 stars by Ministry of Culture & Tourism Malaysia.

sound systems that let you get lost in the music.

"Here, we feature live music everyday and weekly events that bring out hundreds of partygoers. From hip poolside lounges with private cabanas to low-key bars where the locals catch the big game, you're sure to find your scene," he says.

Nonetheless, the three Rock Shops located in the hotel, selling Hard Rock Hotel and Hard Rock Cafe merchandise, will surely please the Hard Rock faithful and the casual collectors.

The world famous Hard Rock Cafe leads a line-up of six food and beverage outlets at Hard Rock Hotel Penang. The Pizzeria serves up a great selection of pizza and pasta dishes in a relaxed atmosphere by the pool.

An amazing view of the sea from the Pizzeria also tops off a perfect lazy holiday meal. Other outlets include Starz Diner, The Shack (pool bar), The Sand Bar, and Lobby Lounge.

We had our dinner Hard Rock Cafe, a place to jam from day till night. This world famous cafe serves authentic American cuisine made famous by Hard Rock Cafe's across the globe. It was simply lovely.

For Hard Rock Hotels, every stay at is a special occasion. At Hard Rock Hotel Penang, the guests are guaranteed nothing but a Rock 'N' Roll experience.

The hotel's in-the-know 'Concierge team' and 'Rock Agents' are all set to rock, serving each and every guest under the Hard Rock mantra 'Love All. Serve All.' **RA**