

Ottawa Rocks Out

Hard Rock Hotel and Casino scheduled to open first Canadian location in Ottawa



Main Entry Drive
(photo credit: Rideau Carleton Casino, Future Hard Rock)

Hard Rock International, the global company responsible for hundreds of Hard Rock locations in 70 countries, is expected to open the \$350 million Hard Rock Hotel and Casino Ottawa ("Hard Rock Ottawa") early next year. This is Hard Rock International's first Hard Rock Hotel and Casino build in Canada.

Hard Rock's rock-and-roll hospitality empire includes over 300 owned, licensed and managed Hotels, Casinos, Rock Shops®, Live Performance Venues and Cafes across the globe. The Hard Rock Ottawa team, along with Sceno Plus, Inc., a key design team partner, are renovating and rebranding the current Rideau Carleton Casino in Ottawa to meet the new development's demands. The multiphase construction project is currently one of the largest private investment developments in the region.

When complete, the Hard Rock Hotel and Casino Ottawa will offer a world-class entertainment experience, including a Hard Rock Hotel, Expanded Gaming Floor, Sportsbook, Hard Rock Live theatre, Rock Shop and more than 10 restaurants, bars and lounges, including the award-winning and iconic Hard Rock Café and Council Oak Steakhouse. The hotel will boast 150 rooms, including 22 suites. The theatre will accommodate up to 2,200 concertgoers and hold 1,800 seats.

Completion is currently scheduled for spring 2025. In the meantime, the Rideau Carleton Casino continues to operate while the renovations and rebranding initiative are finished.

TRANSFORMING THE HOSPITALITY AND GAMING INDUSTRY

Hard Rock International took over the Rideau Carleton Casino operations in November 2017 with the goal of opening Canada's first Hard Rock Casino and Hotel in Canada. A new building is now under construction on the property to expand its facilities by 228,000 square feet.

Hard Rock Hotel & Casino Ottawa

PRESIDENT
Christine Crump

LOCATION
Ottawa, Ontario

Once this new building is complete, the team will turn their attention to renovating the existing Rideau Carleton facility. The second phase of construction should conclude in late 2025.

In addition to the entertainment and dining amenities, the hotel and casino will offer 19 accessible hotel rooms, a Body Rock fitness room and a conference and banquet room. Hard Rock Ottawa is expected to create 1,900 jobs, both directly and indirectly.

The project was originally scheduled to start prior to the COVID-19 pandemic but suffered delays. Hard Rock Ottawa officially broke ground in 2023, and thanks to favorable winter weather, construction remains on schedule.

"Everything is on track. We're really excited!" says Christine Crump, President of Hard Rock Ottawa. "Momentum is building, and it's going to transform the entertainment and hospitality industries here in Ottawa."

One of the most exciting things, Crump says, is finding out which pieces of rock-and-roll memo-

abilia will be displayed at the Ottawa location. Hard Rock International has the largest memorabilia collection in the world, with over 88,000 pieces. It's part of the allure for everyone, from music aficionados to casual guests.

REIMAGINING A HISTORIC PART OF OTTAWA

The existing Rideau Carleton Casino has been operating since 1962 and has been considered a community gathering spot ever since. Due to this legacy, it was important for the Hard Rock team to integrate the existing building into the new project.

Sustainability will also play a prominent role in the development.

"A cornerstone of Hard Rock International [is that it] actually has a Save the Planet platform, and [all design and construction] decisions are filtered through that lens," says Crump. "An organic garden is planned as part of our commitment to the Save the Planet platform. We will utilize some of our own herbs and vegetables in our restaurant(s). We also currently



Aerial
(photo credit: Rideau Carleton Casino, Future Hard Rock)



Room1
 (photo credit: Rideau Carleton Casino, Future Hard Rock)

have three apiaries (beehives) at the property that produce over 400 bottles of honey each year. We already use the honey in our recipes at the property now and sell jars in our restaurants. That's an exciting opportunity for our guests, too."

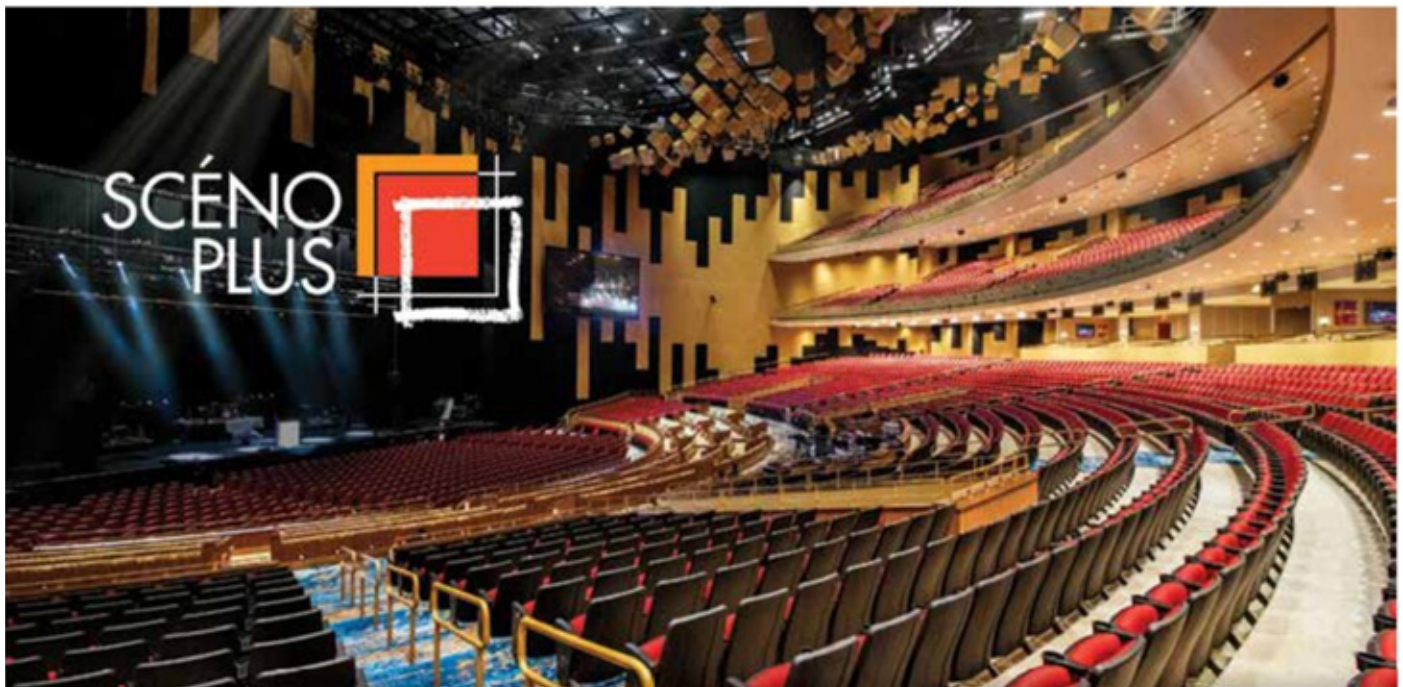
In addition to the gardens and renovations, Hard Rock Ottawa is taking public and airport transportation into the design consideration. The location is near the airport and is designed to be as accessible as possible for all guests. The team is working with Ottawa Mayor Sutcliffe to address public transportation concerns, as well, since there is currently no regular public transit to the location for either guests or staff.

While the construction and renovation is focused on modern, ecologically friendly sensibilities, the end result will be pure rock-and-roll. The new Hard Rock Ottawa location will provide plenty of work and entertainment opportunities for tourists and residents alike.

"We'll employ over 700 team members permanently here at the property—they'll all be 'part of the band,'" says Crump. "They'll have well-paying jobs with benefits. It's going to become a major tourist attraction in the National Capital region, particularly because of the brand—but also the proximity to the airport and the variety of offerings here at the facility. We're ready to pump up the volume in Ottawa!"

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