

Hard Rock International and Lagomar Resort Announce Development of Hard Rock Hotel Panama

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Resort Property to Offer a Four-Star, Luxury Environment Combined with Unique Rock Vibe

Hard Rock International and Lagomar Resort, S.A. announced today plans to develop a Hard Rock Hotel in Farallon, Panama. Hard Rock Hotel Panama will be situated along Playa Blanca Beach in Farallon. The newest location will be reflective of the luxurious brand, as well as Hard Rock's ongoing strategy to accelerate expansion of their properties worldwide.

With broad views of the Pacific Ocean, the resort will provide outstanding oceanfront views along 1,200 feet of Panama's coast. The tropical location, combined with Hard Rock's renowned, luxurious quality standard, offers another unique destination resort for one of the world's most globally recognized brands. This is Hard Rock's first hotel property in Latin America.

"The Hard Rock brand continues to expand to locations that offer key attractions including climate, beaches and natural beauty," said Hamish Dodds, president and CEO, Hard Rock International. "We feel this ideal Latin America location will be of interest to our growing clientele, and foresee this as a strategic business adventure reflective of Panama's developing tourism sector."

Hard Rock Hotel Panama will offer 445 luxurious guestrooms that range in size from 530 square feet, to 1,910 square foot 'rock-star suites' -- a signature trademark of the Hard Rock brand.

"We are excited to bring the Hard Rock Hotel experience to these pristine Pacific beaches," says Wayne Bryan, CEO of Lagomar Resort, S.A. "It's the right place to invest, with perfect weather and a forward-thinking government. Additionally, Hard Rock's blend of luxury and lifestyle provide an unparalleled visitor experience."

The surrounding natural landscape, including miles of sparkling white sand beaches, towering palms, and flowering plants indigenous to Latin America will undoubtedly serve as a complimentary backdrop for the hotel property and its amenities.

Several food and beverage outlets are planned for the resort, which will include a lobby bar/lounge and three unique restaurants inside the hotel. A luxury health spa will be open for guests, offering incomparable spa treatments exclusive to Hard Rock for visitors to unwind. Additionally, a business and conference center will be available, providing 25,000 square feet to accommodate large meetings. A smaller ballroom will also be on-site for more private, intimate affairs.

"The Seminole Tribe of Florida and Seminole Hard Rock Entertainment, are very proud to announce the first Hard Rock Hotel in Central America," says Jim Allen, Chairman of Seminole Hard Rock Entertainment. "Panama, known as 'the Bridge of the World,' will continue Hard Rock's ongoing commitment for international expansion in interesting and strategic locations."

Currently experiencing a real estate boom, properties in Panama are rapidly increasing in price and turning the country into a seemingly excellent destination for investments. Spectacular wildlife, scenic clouds forests, and beautiful beaches provide a wealth of options for travelers interested in water sports and leisure, or relaxation.

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