Hard Rock Hotel Tenerife Reveals First Images Ahead of Autumn Opening

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Following the successful launch of Europe's first Hard Rock Hotel in Ibiza in May 2014, Palladium Hotel Group has again aligned with Hard Rock International, owner of one of the world's most recognised and iconic brands, to create a second European property on the Spanish island of Tenerife.

Opening this autumn, the new beachfront resort is a total renovation of the Spanish hotel group's Fiesta Hotel Playa Paraíso complex and sits on the Canary Island's sunny southern coast near Adeje. The hotel will offer family-friendly and adult-only experiences through its five-star facilities and services, while reflecting the immersive music environment for which Hard Rock Hotels & Casinos are known.

A total of 624 rooms, including 266 suites, will be split across two towers – Oasis and Nirvana - combining contemporary interiors and lavish amenities radiating style and energy. The Rock Royalty Level, located on the 14th, 15th and 16th floors of the Nirvana Tower, will house rock star-worthy suites offering exclusive services such as a private concierge and VIP check-in. Guests will also enjoy privileged access to a private lounge on level 16, boasting amazing views of the Atlantic Ocean. The Rock Star Suite will offer 154 square metres of extravagance with incomparable sea views from a glass-walled terrace, as well as a stylish 50 square metre living room and master bedroom. All this will be complemented by Hard Rock International's priceless collection of music memorabilia, which will be displayed prominently throughout the hotel.

Hard Rock Hotel Tenerife's guests will be able to choose from wide array of leisure options, including three pools, access to a natural saltwater lagoon and a recreation area featuring a concert arena, main stage for visiting artists and a beach club complete with Balinese beds, all just steps from the property. The hotel will also boast signature Hard Rock facilities including a Rock Spa®, Body Rock® gym and world famous Rock Shop® featuring Hard Rock's exclusive merchandise specially designed for the Tenerife hotel. Additionally, a 620 square metre convention centre with state-of-the-art technology will host up to 525 people for meetings and events.

Adult guests can indulge in the Rock Spa®, an immersive and energetic experience, offering the ultimate in pampering with a vast range of health and beauty offerings. For a fully immersive music-centric spa experience, Hard Rock's new 'Rhythm & Motion' signature spa treatments utilise amplified vibrations, pressures and patterns, as the foundation of its treatments, offering guests a rhythmic massage journey. Whether opting for a long steam, a plunge into an invigorating ice bath or a soak in the 920m2 indoor and 650m2 outdoor thermal water areas, Hard Rock Hotel Tenerife will ensure that guests maintain a state of bliss throughout their holiday.

Three unique kids clubs will keep younger visitors entertained with Lullaby for those aged six months to three years; Hard Rock Roxity Kids Club for four to 11 year olds, hosting a wide range of music-based activities, games, workshops and competitions; and Teen Spirit for 11-17 years olds, featuring a virtual gaming area, Xbox Kinect, PlayStation, tablets, billiards, table football and giant chess, among other activities.

Six restaurants will offer a huge selection of culinary delights from around the world, including traditional Spanish flavours at a tapas restaurant, an Asian restaurant, and a steakhouse. There will also be an all-day buffet, serving mouth-watering dishes anytime of the day or night, a sports bar, 3rd Half, offering Tex-Mex and international dishes in front of multiple giant screens, and The Beach Club at Hard Rock Hotel Tenerife located right on the edge of the seawater lagoon. In addition to the dedicated restaurants, a further six bars will offer opportunities for an aperitif, after-dinner drink, freshly brewed coffee or thirst-quenching cocktail by the pool.

For some of the best views of the island, the rooftop sky lounge bar, located on level 17 overlooks some of Tenerife's most impressive scenery, from the majestic Teide; Europe's highest volcanic cone and Spain's tallest mountain, to the lesser known Canary Island of La Gomera. The impressive bar terrace, which is open to the public, will offer a varied cocktail selection and live music, set to be one of the best spots on the island to enjoy the magnificent sunsets.

Hard Rock Hotel Tenerife will offer guests an immersive musical experience, relevant to all generations,

with an energising event programme of live concerts at the hotel's open-air stage area, adjacent to the seawater lagoon with a capacity of 5,000 people. DJ sessions, acoustic bands and vocalists will also play in various parts of the hotel throughout the day.

For those looking to try their own hand as a rock star, Hard Rock's Sound of Your Stay® amenity program allows for in-room guitar jam sessions, streaming playlists available upon check-in and in-room delivery of professional DJ equipment.

The opening of the dynamic Hard Rock Hotel Tenerife sets a new precedent for Tenerife, and the Canary Islands, and will showcase the islands as an exciting, enthralling, high-energy and vibrant holiday destination more so than ever before.

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