



CANCUN

AN ALL-INCLUSIVE EXPERIENCE



VALLARTA

AN ALL-INCLUSIVE EXPERIENCE

HARD ROCK HOTEL CANCUN AND HARD ROCK HOTEL VALLARTA ANNOUNCE AN UNPRECEDENTED TRANSFORMATION AND OPEN RESERVATIONS FOR WINTER DEBUT

The two premier Mexican resorts will undergo property-wide upgrades starting this summer, significantly improving the guest experience ahead of their late December reopening

MIAMI, Fla. (July 22, 2026) – Hard Rock Hotels today announced an unprecedented transformation of two of its most prominent beachfront properties in Mexico: Hard Rock Hotel Cancun and Hard Rock Hotel Vallarta. Both resorts will pause operations this summer to undergo extensive physical and experiential upgrades. Aimed at setting a new benchmark for experiential hospitality in their respective regions, the reservation systems for both properties are now officially open, allowing travelers to secure bookings ahead of the grand reopening in late December 2026.

This comprehensive renovation focuses heavily on infrastructure, contemporary design, and tangible guest benefits. Hard Rock Hotels will execute a sophisticated architectural vision that marries modern luxury with the brand's unique energy. When the resorts reopen this winter, guests will experience a transformed environment across both properties, encompassing fully updated accommodations, public spaces, and core amenities.

Meeting and convention spaces at both properties will receive a complete design overhaul. Additionally, the beachfront wedding chapel at Hard Rock Hotel Vallarta will be beautifully renovated to offer an elegant, updated setting for destination ceremonies.

A brand-new, exclusive collection of music history will debut across both properties. Featuring unique items from legendary icons and today's top global artists, these meticulously curated displays reinforce the priceless musical heritage that makes Hard Rock entirely unique in the hospitality world.

"This unprecedented transformation reflects our absolute commitment to innovation and excellence across our Mexican portfolio," said Ximo Blanch, General Manager of Hard Rock Hotel Cancun. "We are structurally altering how our guests experience the Caribbean and the Pacific, from the completely fresh energy of our luminous guestrooms to specialized spaces for every family member, including dedicated spaces for kids and teens. By opening reservations today, we are giving our loyal community and new travelers the exclusive

opportunity to secure their place at what will undoubtedly be the premier resort openings of the winter season," added Erika Cruz, General Manager of Hard Rock Hotel Vallarta.

Both properties hold a storied position in Mexico's tourism landscape. This master renovation respects that heritage while introducing visually striking environments, and unparalleled service upgrades that set a new competitive standard in the all-inclusive market.

To minimize impact on annual travel plans and capture the peak winter season, the five-month temporary pause has been strategically scheduled. Advanced booking windows are currently open with exclusive re-opening privileges for early registrants; in the meantime, the brand's other premier all-inclusive resorts in [Los Cabos](#), [Riviera Maya](#), and [Punta Cana](#) remain fully open and operational to welcome guests throughout the summer and fall seasons.

To secure winter 2026/2027 bookings, please visit the [Hard Rock Hotel Cancun](#) and [Hard Rock Hotel Vallarta](#) webpages.

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About Hard Rock®

Hard Rock International (HRI) is one of the most globally recognized companies with venues in nearly 80 countries spanning more than 300 venues including owned/licensed or managed Hotels, Casinos, Rock Shops®, Live Performance Locations and Cafes. Beginning with an Eric Clapton guitar, Hard Rock owns the world's largest and most valuable collection of authentic music memorabilia with more than 89,000 pieces displayed at locations around the globe. The [Unity™ by Hard Rock](#) global loyalty program rewards members for doing the things they love across participating properties. In addition, Hard Rock Digital spotlights the sports betting and iGaming experience with products remixed in the spirit of Hard Rock for players worldwide.

HRI has received numerous industry, destination and workplace awards across the travel, hospitality, gaming, entertainment and food & beverage sectors. HRI currently holds investment grades from primary investment-grade rating agencies: S&P Global Ratings (BBB), Moody's Investors Service (Baa2), and Fitch Ratings (BBB). For more information on Hard Rock International, visit www.hardrock.com or shop.hardrock.com.