

## Residences at The Hard Rock Hotel Daytona Beach VIP World Preview

Written by Australian Business

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DAYTONA BEACH, Fla., Jan. 22, 2014 /PRNewswire/ -- Bayshore Capital Inc. is pleased to announce the VIP WORLD PREVIEW of the Residences at The Hard Rock Hotel Daytona Beach during the Rolex 24 at DAYTONA race being held at Daytona International Speedway on January 25th and 26th, 2014.

The World Preview begins with an invitation-only VIP Launch Party tonight at the Hard Rock presentation center located in the Infield Midway Display Area at Daytona International Speedway. Bayshore Capital Inc. is developing the dynamic project on a 10-acre ocean front location on A1A, less than 3/4 of a mile south of the Daytona Beach pier.

"Hard Rock is the most exciting hospitality brand in the world", says Henry Wolfond, CEO of Bayshore Capital. "It's not a cookie cutter product. Each property has its own identity in keeping with the character and history of its environment.

Daytona Beach

, with its renowned heritage of surf, sand and speed, is a rich palette on which to create unique experiences, while setting new standards for luxury and style."

The proposed project would feature a 250 key Hard Rock Hotel and 99 luxury residences on the 11 floors located above the hotel. Additionally, 2 floors are reserved for Penthouses. There would be only 9 one-, two- and three-bedroom residences per floor and all would feature unobstructed ocean views, with the "ground floor" residences sitting 176 feet in the sky and towering above surrounding structures. Residential owners would enjoy an elevated luxury lifestyle not uncommon in New York, LA or Miami. Planned amenities include:

- Private poolside area for Owners featuring priority food & beverage, towel/water services, and a reserved seating area
- VIP check-in
- Priority elevator service
- Owners' Concierge
- Valet parking
- 24/7 room service
- VIP membership in Hard Rock Rewards
- VIP access to hotel amenities, vibrant oceanfront pool area, Body Rock<sup>®</sup> fitness facility and Rock Spa<sup>®</sup>,

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a Lobby Lounge, a Hard Rock Cafe

®

and adjacent Rock Shop

®

- 10' high ceilings
- Top of the line finishes and appliances

Additional privileges in the planning stages include a helicopter shuttle to and from local attractions. With 36,000 square feet of meeting space, including a 16,000 square foot beachfront Event Lawn and conference rooms suspended over the lobby with ocean views, the Hard Rock Hotel Daytona Beach will be the ultimate venue for corporate meetings, business gatherings, weddings and other special events.

"Our objective is to pave the way for a new Daytona Beach lifestyle and experience, in concert with International Speedway Corporation and their

One Daytona

project, and with other people of vision in the area," said Wolfond. "By launching the opportunity to own a Residence during the Rolex 24 at DAYTONA, a global event that brings an affluent and magnetic group of business people to Daytona, we are one step closer to being a part of an exciting new reality for

Daytona Beach

."

"We are excited to be working with Bayshore Capital on the Hard Rock Hotel Daytona Beach," said Nelson Parker, Head of Development, The Americas for Hard Rock Hotels & Casinos.

Added Parker, "Daytona Beach is a perfect fit for the global energy lifestyle of the Hard Rock brand and we are thrilled to bring our unique positioning and experience to this market in concert with Bayshore."

Spectators attending the race this weekend with access to the infield will have the opportunity to visit the Hard Rock presentation center to gather more information about ownership opportunities for the Residences at The Hard Rock Hotel Daytona Beach.

For more information please visit [www.HRresidencesDB.com](http://www.HRresidencesDB.com) .

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