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Hard Rock Hotels set to debut in Canada next year

Pair of projects are part of new mixed-use developments expected to attract tourism in London and Ottawa



Rendering of the Hard Rock Hotel London Ontario (Source: Hard Rock International)

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A total of 55 new hotels are expected to open in Canada In 2025, adding just under 6,500 rooms.

This represents a 36% increase in new hotel room additions compared to the 10-year national average and will be the first time that the 4,720-room annual room threshold has been exceeded since 2020.

Most of the world's largest hotel parent companies, such as Marriott International, Hilton Worldwide, Hyatt Hotels Corp. and IHG Hotels &

Resorts, will add to their Canadian portfolios, accounting for roughly two-thirds of the new rooms.

One interesting new entrant is Hard Rock International, which plans to open its first two hotels in Canada next year. Notably, both hotels are part of broader entertainment-focused developments that seek to provide new and unique travel experiences, which will likely induce year-round demand in both cities.

The brand's first opening will be the [Hard Rock Hotel London Ontario](#). Expected to open in March 2025, the 164-room hotel is being built at 100 Kellogg Lane, a former cereal factory for Kellogg in the city's east end. The hotel will be part of an ongoing and transformative 1 million-square-foot, mixed-use redevelopment, hyped as Canada's largest indoor entertainment complex.

In addition to the Hard Rock Hotel, the destination will include an indoor family entertainment centre, a music venue, restaurants and The London Children's Museum, among other attractions. The broader entertainment complex and London's designation as a UNESCO City of Music likely played favourably into the brand's site selection.

Other hotel brands have also been attracted to Southwestern Ontario. Seven hotels, with 730 rooms, are expected to open in 2025, a relatively high number relative to historical patterns. Hotels are considered undersupplied in many locations within the area, with short-term rentals filling the gap.

The Hard Rock development is a project by The Dora Hotel Company, Hard Rock International, The Cribbage Group — a subsidiary of Tillsonburg-based E&E McLaughlin Warehousing Ltd. — and the City of London. Located near the BMO Centre indoor soccer complex and the Western Fair District which has an arena and Agriplex exhibition centre, the redeveloped factory site aims to regenerate the local area

and enhance Southwestern Ontario's entertainment and tourism offerings by giving visitors more reasons to visit the city in all four seasons.

Hard Rock will continue its expansion into Canada with the [Hard Rock Hotel & Casino Ottawa](#) at the Rideau Carleton Casino. Expected to open in late spring 2025, the 150-room hotel is part of another new entertainment facility with a casino that is being expanded to add 1,500 slot machines, 40 table games, a 1,800-seat theatre, more than 10 restaurants and bars, and retail outlets.

Once the project is complete, the existing Rideau Carleton Casino and Raceway will also undergo renovation. The complex will undoubtedly compete for gambling dollars with Casino de Lac-Leamy, located in nearby Gatineau, Quebec.



Rendering of the Hard Rock Hotel & Casino Ottawa at the Rideau Carleton Casino (Source: Hard Rock International)

According to Rideau Carleton Casino's website, the construction project is expected to cost \$350 million and is one of the most significant private investment developments currently underway in the National Capital Region.

The project is fully funded by Hard Rock and Rideau Carlton Casino and, once fully operational, is expected to generate significant tax revenues for the City of Ottawa, the Province of Ontario and the federal government. The complex is also generating considerable employment through its construction stage and ongoing employment once it opens.

Although the two hotels are the first in Canada, Hard Rock International has an extensive portfolio that includes hotels and resorts in the Americas, Europe and Asia.

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