

Venue & Hotel Reservation

2011 QFD Symposium & Training

All events will be held at Hard Rock Hotel San Diego.
Hotel reservations should be made directly with the hotel.

Hard Rock Hotel San Diego

207 5th Ave., San Diego, California 92101 USA

Tel: +1 619-702-3000

Online Reservation Page:

<http://www.hardrockhotels.com/LinkHandler.aspx?HC=HSAN&Arrival=11/30/2011&Depart=12/03/2011&GROUP=1111QFD23>



The QFD Institute rates at this hotel are:

- Studio King \$149 plus taxes per room/night (single or double occupancy)
- Studio with 2 Queen Beds \$149 plus taxes per room/night (single - quad occupancy)

The above special rates are exclusively for QFD attendees (non-commissionable) and available in a limited quantity until they sell out or November 13, 2011, whichever comes first. We strongly recommend early hotel reservations, to avoid sell-out or rate hike.

Hotel Features:

Hard Rock Hotel San Diego is a 100% non-smoking hotel, located about 3 miles from San Diego International Airport and in the heart of the downtown Gaslamp Quarter, where you can walk to over 130 restaurants and 80 shops.

Hotel amenities include Nobu restaurant, Pinkberry yogurt shop, Maryjane's (restaurant / cafe), 24-hr fitness center* and business center*, spa*, roof-top swimming pool with cabana and a popular bar "207".

* NOTE: For QFDI guests, the hotel will waive the normally mandatory \$17 "In-Charge" fee which includes Internet access, domestic calling, use of 24-hr fitness center and business center, and weekday edition of USA Today. Should you find this charge on your hotel bill, please ask them to remove it, according to the QFD Institute group contract, or contact QFDI staff for assistance.

Guest Room Features:

- Wired and wireless Internet access*
- Integrated 42" LG flat screen HDTV with plug-ins for iPod, computer, camera, etc.
- "Sleep Like a Rock" bedding with 300-thread-count cotton linens
- The extensive line-up of high definition programming, as well as 11 music channels and an extensive library of on-demand films



Exclusives for Hard Rock Hotel Guests:

- Complimentary music: Upon check-in, hotel guests receive a code redeemable at iTunes to download one of three distinct ten-song playlists
- Complimentary access to a world class Gibson guitar, delivered to your room at no charge, along with the Pocket Pod Amps and high-def 'Beats by Dr. Dre' headphones
- VIP access for two into Hard Rock's clubs, 207 and Float (except when private parties and major holidays)



Travel Information

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By Air

Hard Rock Hotel San Diego is located 3 miles (4.8 km) from **San Diego International Airport (airport code: SAN)**.

From this airport, we recommend you take a taxi or airport shuttle service. (about 10-15 minutes ride)

Taxi can be found at the airport Transportation Plaza, located a short walk across each terminal exit. Taxi fares to the venue hotel (in downtown Gaslamp Quarter) cost about \$12 each way (10-15 min. drive).

Airport Shuttle Service (shared ride) is available at the Transportation Plazas across from Terminals 1 and Terminal 2, and costs about \$8 per person each way to Hard Rock Hotel San Diego (venue hotel).

Rental Cars are also readily available at the airport. Keep in mind, however, valet parking at downtown hotels cost \$30 or more per day; public garages cost around \$17 per day.

GPS Position: 117°9'36"W, 32°42'26"N

Directions from Airport: Head WEST to **Airport Terminal Road**. Stay on Airport Terminal Rd, keep RIGHT at the fork. Turn LEFT onto **N. Harbor Dr**. Turn LEFT onto **5th Ave**. Turn RIGHT onto **L Street**. (Hard Rock Hotel will be on the left, TEL +1 619 702 3000)

Google Map: <http://g.co/maps/68cks>

By Car

Please see the above map and directions for rental cars.

By Train, Metro Bus, Trolley

[Amtrak Intercity and Coaster commuter trains](#) link travelers from as far away as Los Angeles and Orange Counties to downtown San Diego and coastal North County and, includes stops in Old Town, Sorrento Valley, Solana Beach, Encinitas, Carlsbad and Oceanside.

To catch commuter trains, bus, and trolley from the airport, use [Public Transit Planner](#).