

**Driving Directions
to
Harrah's Cherokee Casino Resort Convention Center**
777 Casino Drive
Cherokee, NC 28719

From Asheville, Greensboro, Raleigh, Winston-Salem

- Take I-40 West to Exit 27 – US 19/74
- Follow 74 West approximately 27 miles (**do not take Exit 103 to Maggie Valley & Cherokee – stay on US 74 to Exit 74**)
- Take Exit #74, Hwy 441 North to Cherokee
- Go approximately 4 miles
- Take a right at first traffic light
- See entrance to the property information below for all directions

From Charlotte

- Take I-85 South ramp towards Gastonia
- Take I-26 – Exit #70 to Asheville/Columbia
- Merge onto I-26 West to Asheville, NC
- Take I-40 West to Exit #27 – US 19/74 West
- Follow 74 West approximately 27 miles (**do not take Exit 103 to Maggie Valley & Cherokee – stay on US 74 to Exit 74**)
- Take Exit #74, Hwy 441 North to Cherokee
- Go approximately 4 miles
- Take a right at first traffic light
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From Knoxville, Nashville

- Take I-40 East, then take Exit 407 to Hwy 66
- Go thru Pigeon Forge
- Take 441 South over the Great Smoky Mountains Park
- Follow Signs to Cherokee
- Follow Hwy 19 North approximately 4 miles to Harrah's Cherokee. Turn left into the Harrah's Cherokee hotel entrance and pull up to the front of the hotel.
- See entrance to the property information below for all directions

From Atlanta

- Take I-85 North to I-985 until you run into 441 North, continue North to Clayton, GA
- At Clayton, GA, continue North to Franklin, NC – at Franklin, NC follow signs to Dillsboro and Sylva, NC
- At Dillsboro, NC take 74 West and follow signs to Cherokee (Exit 74)
- Take Hwy 441 North to Cherokee for about 4 miles
- Take a right at first traffic light for about 4 miles
- See entrance to the property information below for all directions

Entrance to the Property

The Cherokee Convention Center Parking Garage will be directly in front of you at the next light, you will also see the Cherokee Convention Center and The Cherokee Tower. Go straight through the traffic light then take the next right for valet parking or left to self-park in the parking deck- you will drive around behind the parking deck to park on levels 3-5.

- If self parking:
 - Level 3 parking garage elevator enters the mezzanine level (Level 2) of The Cherokee Convention Center. Walk through the mezzanine level to escalators and elevators to access ballroom and exhibit all levels:
 - CHE CON Ballroom (Rooms 101-114) Level 3
 - CHE CON Exhibition Hall Level 1
 - Level 1 parking garage elevator enters the Exhibition Hall Level (Level 1) walk through pre-function to escalators and elevators to access mezzanine and ballroom level.
 - CHE CON Ballroom (Rooms 101-114) Level 3
 - CHE CON Exhibition Hall Level 1

Driving Times

Atlanta: 3 Hours

Charlotte: 3 Hours

Greensboro: 4.5 Hours

Knoxville: 2.5 Hours

Nashville: 2.5 Hours

Raleigh: 6 Hours

Winston-Salem: 3.5 Hours