

2023

PROPERTY INFORMATION : FACT SHEET

Harrah's Cherokee Casino Resort is an enterprise of the Eastern Band of Cherokee Indians. The 56-acre property is located 50 miles west of Asheville at the entrance to the Great Smoky Mountains National Park, at 777 Casino Drive, Cherokee, North Carolina.

Facilities:

- 150,000+ square foot gaming floor
- The largest hotel in the Carolinas, including over 1,800 rooms
 - Fitness center
 - Heated indoor and outdoor pools, featuring cabanas and bar service
 - 6-level hotel parking garage that accommodates parking for 1,132 automobiles & includes electric car charging stations on levels 2, 3 & 4.
- Luxurious 18,000 square foot Mandara Spa
- 300-seat Laurel Lounge
- Sequoyah Golf Club – an 18-hole, par 72 championship course offering privileged hotel guest access located just three miles from the casino.
- 8-level casino parking garage with space for 2,311 automobiles
- 6-level convention parking garage with space for 2,600 automobiles
- 5 motorcoach bays for guest pick-up and drop-off
- UltraStar Multi-tainment Center
- 12 dining options
- 11 retail shops
- 130-seat Myst Bar

Art Collection:

Harrah's Cherokee Casino Resort houses one of the largest permanent exhibitions of contemporary Eastern Band of Cherokee art.

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Gaming:

- 160+ traditional table games including:
 - Blackjack
 - Roulette
 - Craps
 - Mini-Baccarat
 - Poker
- 3,000+ slot machines
- High Limit Games Area
- World Series of Poker - Poker Room
- Caesars Sportsbook - sports betting venue

Convention and Entertainment Spaces:

- **The Event Center** - the leading events, entertainment and concert venue in the Southeast
 - Accommodates 3,035 seated guests or standing room capacity of 3,905
 - Banquet space in Event Center for up to 800
 - 2 large VIP Suites (65 seats in each; 52 fixed and 13 loose)
 - 2 small VIP Suites (6 seats in each); 66 seats located directly in front of suites
 - Box Seats to right and left (48 seats each side)
 - Standing Room Capacity 3,905
 - Stage - 60-foot by 40-foot and framed by large HD resolution 32-foot screens
 - Media- Facility boasts a sophisticated, top-of-the-line speaker system, as well as highest quality theatrical lighting available
 - Star-studded performances ongoing; tickets available at [Ticketmaster.com](https://www.ticketmaster.com) or by calling Ticketmaster at 1-800-745-3000
- 15,000-square-foot Council Fire Ballroom, located in the hotel

The Cherokee Convention Center

- 83,000 sq. foot Conference Space
- 32,000 sq. foot Ballroom with 26 Meeting Spaces
- 11,100 sq. foot Ballroom Pre-Function
- 900 sq. foot Board Room
- 33,000 sq. foot Exhibition Hall
- 6,000 sq. foot Exhibition Hall Pre-Function



Ownership:

Harrah's Cherokee Casino Resort is an enterprise of the Eastern Band of Cherokee Indians, and is managed by Caesars Entertainment, Inc. Caesars Entertainment Corporation is the world's largest casino entertainment company. Since its beginning in Reno, Nevada more than 70 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now owns or manages casino resorts on four continents. The company's resorts operate primarily under the Harrah's, Caesars and Horseshoe brand names; Caesars also owns the London Clubs International family of casinos and the World Series of Poker.

Contact Information:

Harrah's Cherokee Casino Resort is open 24 hours a day to guests. For reservations and more information about Harrah's Cherokee Casino Resort, please call (844) 777-7711 or visit the web site at www.harrahscherokee.com.

General Manager:

Brooks Robinson, Regional Senior Vice President and General Manager

Media Contacts:

Kelci Coker
(828) 497.8230
kwhite1@harrahs.com



The Cherokee Hotel Lobby



The Outdoor Pool

2023

PROPERTY INFORMATION : RESORT HOTEL

Hotel Rooms:

- 1,108 premium, oversized guest rooms
- 107 luxury suites

Room Details (Mountain, Creek + Soco Towers)

- All hotel rooms feature:
 - One king-size or two queen-size pillow mattress beds
 - Decorative armoire
 - Spacious, furnished sitting area
 - Imported Italian marble vanity
 - Plush Berber carpet
- Super Suites also feature:
 - Marble foyer entrances
 - Parlor rooms
 - Full-time concierge
 - Glass front terraces



Creek Tower Standard Room



Hotel Lobby



Mountain Tower King Room



North Super Suite



South Super Suite

2023

PROPERTY INFORMATION : THE CHEROKEE HOTEL

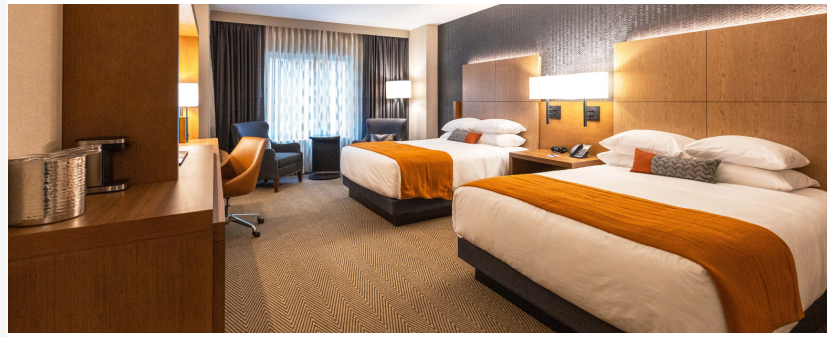
Harrah's Cherokee Casino Resort's fourth hotel tower, The Cherokee, opened on Friday, October 1, and sets a new standard of luxury.

Hotel Details:

- 19 - story tower
- 725 rooms including 70 suites
- Terrace
- Fitness Center
- 50 - seat lobby bar + lounge
- 24 - seat, full - service Starbucks

Room Details:

- All rooms are AAA Rated Four Diamond and include:
 - Simmons BeautyRest mattress
 - Eucalyptus blend sheets
 - Spacious, furnished sitting area
 - 50" Samsung TV's
 - Rain + wall shower heads
- Hospitality Suites also feature:
 - Private entrance to terrace
 - Full kitchen



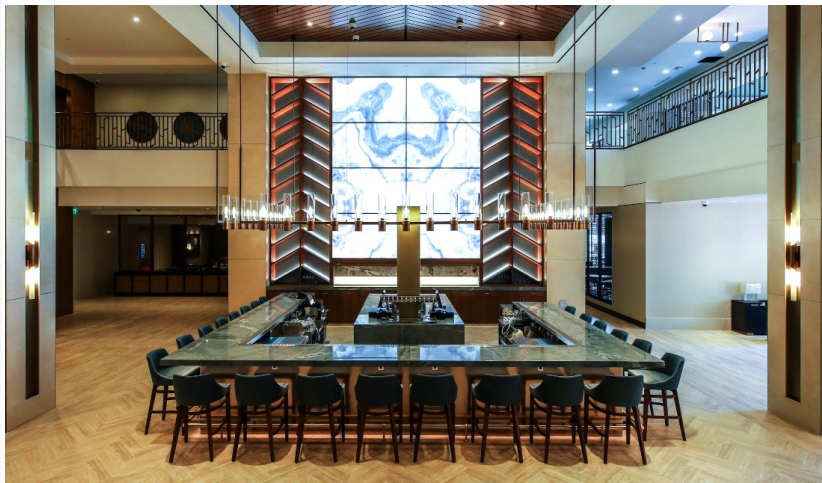
Premium Queen



Hotel Lobby



Hospitality Suite



Lobby Bar

2023

PROPERTY INFORMATION : DINING

Harrah's Cherokee Casino Resort offers 12 dining options including:

- The Food Court featuring:
 - Johnny Rockets
 - Dunkin' Donuts
- Selu Garden Café
- Starbucks
- Noodle Bar
- Ruth's Chris Steak House
- BRIO Italian Grille
- Wicked Weed Brewing
- Guy Fieri's Cherokee Kitchen + Bar
- Gordon Ramsay Food Market



Noodle Bar



BRIO Italian Grille



Guy Fieri's Cherokee Kitchen + Bar



Wicked Weed Brewing



Gordon Ramsay Food Market

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PROPERTY INFORMATION : RETAIL

Retail Shops

- **Studio** – Ladies apparel, shoes, accessories, sportswear/coordinates, featuring Karen Kane, Erin London, Nik + Zoe, and Tribal Sportswear.
- **Swarovski** – Located inside Studio, Swarovski is known for its jewelry, watches, sparkling crystal figurines and home accessories.
- **Sweet Stop** – Homemade fudge, truffles, bulk bins, and other candies
- **Top Drawer** – Men's clothing and accessories, featuring Tommy Bahama, Robert Graham & Fossil, plus a wide selection of sports memorabilia and Yeti products.
- **Gilded Basket** – Offers a variety of Harrah's logoed merchandise such as shirts, sweatshirts, jackets and glassware. The shop also showcases a beautiful selection of locally made Cherokee crafts.
- **Tower Shop** – Located in the Creek Tower, this shop features sundries, snacks, drinks, logoed clothing, tobacco, books/magazines/cards and Cherokee crafts.
- **Sequoyah National Golf Shop** – Get geared up for golf with the latest golf clubs, apparel, shoes and travel gear.
- **Hazelwood Soap Company** – Offers hand-made artisanal bath, body and home products using the finest natural ingredients and essential oils.
- **Cherokee Outdoors** - Find outdoor gear and clothing from big brands to the small and undiscovered. Everything you need for your next adventure is here.
- **Cherokee Tower Shop** – Located on the second level of The Cherokee Convention Center, this shop features sundries, snacks, drinks, logoed clothing, tobacco, books/magazines/cards and Cherokee crafts.
- **Georgia Colt** – Located on the second level of Creek Tower, this shop is a boutique for kids that features products designed to promote learning, fashion, and creativity.



Tower Shop



Studio



Cherokee Outdoors

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PROPERTY INFORMATION : WORLD SERIES OF POKER - POKER ROOM

The World Series of Poker (WSOP) - Poker Room is conveniently located on the south end of the casino floor.

Highlights:

- 32 Tables
- 8-handed poker for cash games currently run Monday through Friday from 10am - 6am.
- The newly re-branded WSOP bar is also featured in the new area and includes 6 bar top gaming units.



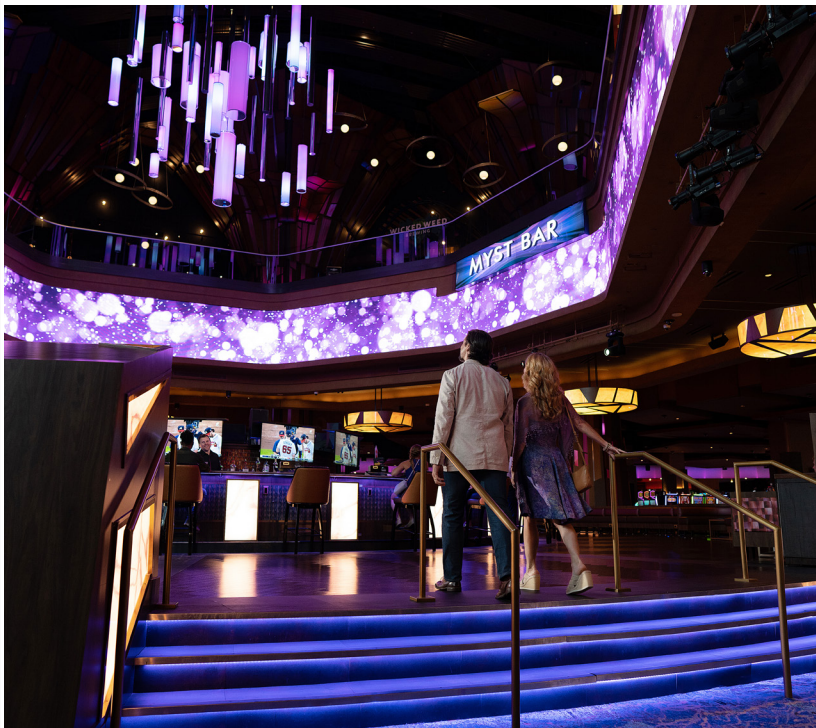
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PROPERTY INFORMATION : MYST BAR

Bringing unmatched entertainment to the casino floor, Myst Bar offers guests a traditional casino bar experience with a flare.

Opened in January of 2021, the new location features both bar and lounge seating in an energetic environment, along with high-definition TVs ideal for sports viewing as well as live music every weekend.

With an elevated stage in the center of the bar and an immersive light and sound experience, there is no bad seat in the house. Guests can enjoy a variety classic cocktails as well as a selection of draft and bottled beers.



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ULTRASTAR MULTI-TAINMENT CENTER

Harrah's Cherokee Casino Resort is home to the 50,000 square foot UltraStar Multi-tainment Center that features:

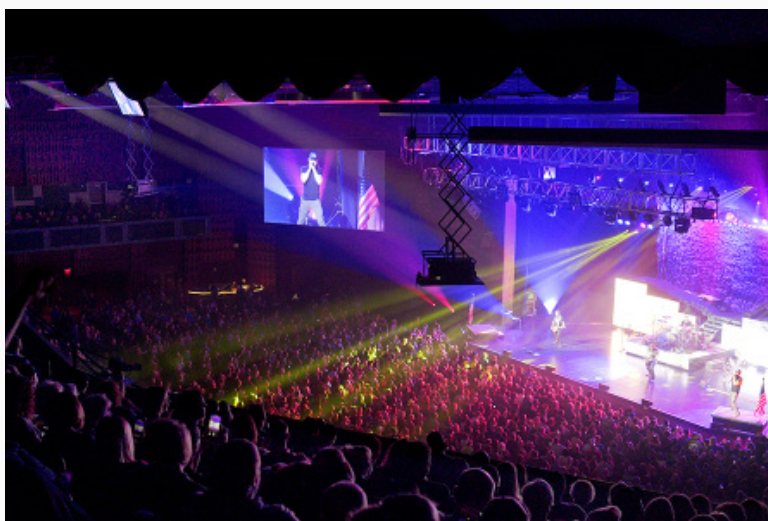
- 24 bowling lanes
- Arcade
- Private party rooms
- Strikes Lounge – a boutique bowling and bar for guests 21+
- ESports Zone



ESports Zone

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ENTERTAINMENT AT HARRAH'S CHEROKEE EVENT CENTER



Harrah's Cherokee Casino Resort's 3,000-plus seat Event Center is THE leading entertainment, concert and events venue in the region. The massive Event Center stage is 60-foot by 40-foot and framed by large HD resolution 32-foot screens. The facility boasts a sophisticated, state-of-the-art speaker system, as well as the highest quality theatrical lighting available and was selected to Billboard Magazine's Top 25 Hottest Clubs in North America for two consecutive years. It's no wonder the top names in entertainment LOVE to come here!

Media alerts announcing upcoming performances/ events are sent out on a regular basis. Sign up to receive the most current entertainment alerts by contacting Kelci Coker at kwhite1@harrahs.com.

The following are some of the many performers who have entertained the crowds in the Event Center:

Alicia Keys
Billy Idol
Blake Shelton
Brad Paisley
Bruce Hornsby
Darius Rucker
Diana Ross
George Lopez
Hank Williams Jr.
Jamey Johnson
Jeff Foxworthy
Kenny Rogers
3 Doors Down

Alabama
The Doobie Brothers
Lady Antebellum
Lyle Lovett
Miranda Lambert
Natalie Cole
Reba McEntire
Ron White
Stone Temple Pilots
Styx
Tim McGraw
The Price is Right
38 Special



Jamey Johnson



The Price is Right Live