

# LUKE COMBS AND OPRY ENTERTAINMENT GROUP ANNOUNCE MASSIVE BRAND EXPANSION WITH CATEGORY 10 LAS VEGAS

*Second Combs-inspired entertainment venue coming to Flamingo Las Vegas in fall  
2026*



*Conceptual Rendering, Courtesy of Opry Entertainment Group*

**LAS VEGAS, Nev.** – (October 22, 2025) – Today, Grand Ole Opry member **Luke Combs** and **Opry Entertainment Group** announced plans to **bring the Category 10 brand to Las Vegas**. The premier location at Flamingo Las Vegas sits directly on The Strip at 3555 Las Vegas Boulevard South.

The announcement comes directly after Combs' history-making 2026 tour announcement where the global country superstar is set to headline over 20 dates in both Europe and North America next year. Combs is the first ever country music artist to headline three consecutive nights at Wembley Stadium in the United Kingdom, marking this as an unprecedented milestone in the artist's career. Combs is also celebrating tremendous success this month, having recently being named the highest RIAA certified country artist in history with 168 million units sold.

“With Luke’s enormous international appeal, securing the right Las Vegas location for Category 10 has been a priority since we first announced the partnership back in 2023,” said Colin Reed, Executive Chairman of OEG parent company Ryman Hospitality Properties. “The United Kingdom ranks as the leading market for international visitors to Las Vegas outside North America. Combined with the UK’s continued embrace of country music and Luke, this is an ideal moment to bring Category 10 to one of the world’s great entertainment playgrounds.”

Of the announcement, Luke Combs adds, “I am stoked about having a second Category 10 location in Las Vegas. 2026 was already going to be an awesome year, but this takes it to the next level. I can’t wait for Bootleggers to have their own place to party on The Strip.”

The Category 10 brand is inspired by Combs’ 8x platinum debut No. 1 hit, “Hurricane.” The three-story, approximately 34,000-square-foot location features multiple experiences inside the venue that are influenced by Combs’ music and passions:

- **Hurricane Hall:** Found on the first floor, the main dining hall will feature three bars as well as a central stage and dance floor, paired with an immersive light and sound experience. Outfitted with state-of-the-art video, acoustics and lighting, Hurricane Hall delivers a concert quality atmosphere with curated artist line-ups performing daily. The hall will host the brand’s famous free line dancing lessons.
- **The Beautiful Crazy Women’s Lounge:** The lounge will be located directly inside of the women’s restroom on the first floor. A champagne bar, soft seating, makeup counters and Hollywood vanity mirrors create the perfect setting for an iconic Vegas night out selfie.
- **The Still:** Tucked away on the second floor, The Still draws inspiration from Luke’s songwriting, creating an intimate and elevated setting. Guests can enjoy an extensive selection of bourbons, hand-selected by Luke, while taking in the main stage below. The Still will also have adjacent outdoor patio space with scenic views of the cityscape. Thoughtfully designed for Combs’ Bootleggers Fan Club, bourbon connoisseurs and music lovers, The Still offers a one-of-a-kind experience.
- **The Eye Rooftop:** The third level covered rooftop features a DJ booth, dance floor and bar with incredible views of the famed Las Vegas Strip.

Construction is underway at OEG’s second Las Vegas Strip project. Reed continued, “We have formed a wonderful relationship with Caesars Entertainment through our Ole Red Las Vegas location, and we look forward to bringing more country music experiences to the market.”

“The addition of Category 10 continues to build on the momentum of a tremendous year transforming Flamingo Las Vegas,” said Dan Walsh, SVP and General Manager of the resort. “With exciting new experiences like the Go Pool, Pinky’s by Vanderpump, Gordon Ramsay Burger and Havana 1957, we’ve brought a whole new level of energy to our iconic resort. Category 10 elevates that energy even further, bringing one of the biggest names in music to the Flamingo and offering live performances with great food and cocktails at the best location on The Strip.”

For the latest updates on Category 10 Las Vegas visit [www.category10.com/lasvegas](http://www.category10.com/lasvegas) and on social media including [Instagram](#), [Facebook](#), [X](#) and [TikTok](#).

### **About Category 10:**

Inspired by Luke’s certified RIAA Diamond debut #1 hit, "Hurricane," Category 10 is an off-the-charts entertainment experience, bringing the best in live music, food and spirits. Category 10 is owned and operated by Opry Entertainment Group, a division of Ryman Hospitality Properties (NYSE: RHP), and designed in partnership with design and innovation firm, Journey. The entertainment venue’s flagship location is found in Nashville, Tennessee. For the latest updates on Category 10 visit [www.category10.com](http://www.category10.com) and on social media including, [Instagram](#), [Facebook](#), [X](#) and [TikTok](#).

### **About Opry Entertainment Group:**

Rooted in the unparalleled country music history of the Grand Ole Opry, Opry Entertainment Group (OEG), produces multi-platform entertainment experiences through its growing portfolio of entertainment venues and live event businesses. This includes the world-famous Grand Ole Opry, the iconic Ryman Auditorium, WSM Radio, ACL Live at Moody Theater, the Blake Shelton-inspired Ole Red brand, the Luke Combs-inspired Category 10 brand, and Southern Entertainment, a premier festival production company. Through concerts, tours, music-inspired restaurants, retail, publishing, digital content and more, OEG connects millions of music fans to the artists they love through experiences they’ll never forget. OEG is a subsidiary of Ryman Hospitality Properties, Inc. (NYSE: RHP).

### **About Luke Combs:**

Country superstar Luke Combs is a multi-platinum, award-winning artist from Asheville, NC. In the midst of yet another monumental year, Combs just unveiled his massive “My Kinda Saturday Night Tour,” which consists of stadium shows across North America and Europe, including London’s Wembley Stadium (three nights), Ireland’s Slane Castle (two nights), Las Vegas’ Allegiant Stadium, Green Bay’s Lambeau Field (two nights), Edinburgh’s Scottish Gas Murrayfield (two nights) and Sweden’s Ullevi among many others.

Additionally, Combs recently became the highest RIAA certified country artist ever (surpassing Garth Brooks), was inducted into the North Carolina Music Hall of Fame, is nominated for three

awards at the 2025 CMA Awards (Entertainer of the Year, Male Vocalist of the Year and Single of the Year) and made history this year as the first country artist to headline both Bonnaroo and Lollapalooza, in addition to topping bills at many other all-genre festivals such as Austin City Limits, Newport Folk Festival and New Orleans JazzFest.

Currently working on new music, Combs released *The Prequel* earlier this month, a 3-song collection featuring “My Kinda Saturday Night,” “15 Minutes” and “Days Like These,” as well as his current single, “Back in the Saddle.” The new releases follow his Grammy-nominated, #1 song, “Ain’t No Love in Oklahoma,” which led Combs to having the most consecutive #1s of any artist to start their career (19) and earned him 53 cumulative weeks atop Billboard’s Country Airplay chart. These accomplishments follow Combs’ latest album, *Fathers & Sons*, which led NPR Music to praise, “he’s going beyond the country realm now and really has become a pop star, a global popstar.”

A Grand Ole Opry member and 11x CMA, 4x ACM, 6x Billboard Music Award-winner, Combs is widely respected by his peers and recently collaborated with artists such as Post Malone (“Guy For That” + “Missin’ You Like This”), Bailey Zimmerman (“Backup Plan,” the 2025 SEC Network anthem), Jon Bellion (“WHY”) and Alex Warren (“Ordinary (Live at Lollapalooza)”), and partnered with Opry Entertainment Group to open Category 10—an entertainment complex in downtown Nashville. Known for his electric live performances, Combs also performed an unforgettable duet of “Fast Car” with Tracy Chapman at the 66th Grammy Awards and joined forces with Eric Church, Billy Strings and James Taylor to headline “Concert for Carolina,” a special benefit show that raised over \$24.5 million for Hurricane Helene relief efforts.

### **About Flamingo Las Vegas:**

Located in the heart of the Las Vegas Strip, Flamingo Las Vegas is a true desert oasis. The center-Strip resort features more than 3,500 guest rooms and [suites](#), including the renovated [Flamingo Rooms and Suites](#), as well as unique Bunk Bed Rooms and Suites. The iconic hotel-casino is home to a sprawling 15-acre pool complex and wildlife habitat, featuring waterfalls, mature island vegetation, tropical wildlife, the all-new Go Pool for guests 21 and older, the Family Pool and several outdoor wedding gardens. Flamingo Las Vegas offers a variety of dining options, such as vintage-inspired Bugsy & Meyer’s Steakhouse, Lisa Vanderpump’s third Las Vegas venue Pinky’s by Vanderpump, the second Gordon Ramsay Burger on The Strip, Miami’s iconic Havana 1957 and Cortadito Coffee House. The resort also hosts an all-star line-up of entertainers, including Piff The Magic Dragon, the late-night adult revue X Burlesque, RuPaul’s Drag Race LIVE! Las Vegas, as well as Mr. Las Vegas, Wayne Newton. In 2026, Flamingo Las Vegas will welcome Category 10, a Luke Combs-inspired entertainment experience by Opry Entertainment Group. Flamingo Las Vegas features more than 93,000 square feet of casino space, including Caesars Sportsbook kiosks and a live betting window. Flamingo Las Vegas is operated by a subsidiary of Caesars Entertainment, Inc. (NASDAQ: CZR). For more information, please visit [flamingolasvegas.com](https://flamingolasvegas.com)

or the Caesars Entertainment [media room](#). Find Flamingo Las Vegas on [Facebook](#) and follow on [X](#) and [Instagram](#). Must be 21 or older to gamble. Know When To Stop Before You Start.® If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling or texting 1-800- 522-4700, Caesars License Company, LLC.

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