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Harrah's Cherokee Valley River Casino & Hotel Fact Sheet

- LOCATION:** 777 Casino Parkway | Murphy, NC 28906
- WEBSITE:** <https://www.caesars.com/harrahs-cherokee-valley-river>
- HISTORY:** Harrah's Cherokee Valley River Casino & Hotel opened its door on September 28, 2015. In 2017, the property began its first expansion project to add the UltraStar Multi-tainment Center. Later in 2021, the property opened North Carolina's first and premiere sports betting facility, Caesars Sportsbook. In September of 2022, the property officially broke ground on its \$275 million expansion project that will bring new amenities including a spa, WSOP – Poker Room, rooftop restaurant, indoor pool, expanded gaming floor and parking garage to the property.
- OVERVIEW:** Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County, NC property features over 1,000 games, The Food Market, The Landing Café, a 300-room, full-service hotel and Caesars Sportsbook, North Carolina's first and premiere sports betting venue. Harrah's Cherokee Valley River Casino & Hotel hosts the UltraStar Multi-tainment Center which features 16 bowling lanes, an arcade, and bar.
- ROOMS:** Surrounded by an awe-inspiring mountainscape, Harrah's Cherokee Valley River's 7 - story hotel delivers ample opportunity for rest and relaxation. The River Tower features 300 contemporary rooms, easy access to dining outlets, and sweeping views of majestic Western North Carolina sunsets.



King Luxury Room

CASINO FLOOR: Our 50,000 square foot gaming floor offers:

- 60+ traditional table games including:
 - Blackjack
 - Roulette
 - Craps
- 1,000+ slot machines
- High Limits Gaming Area

SPORTSBOOK: North Carolina's first and premiere sports betting facility, Caesars Sportsbook, includes a 24-seat lounge area plus a private lounge area, a 32-foot ultra-high-definition screen for viewing, eight self-service kiosks, five ticket writer windows and full beverage service.



RACING: N/A

MEETING SPACE: N/A

ENTERTAINMENT: N/A

NIGHTLIFE: N/A

DINING: Harrah's Cherokee Valley River Casino & Hotel is home to The Landing Cafe - a 250 seat restaurant and a 300 seat Food Market offering:

- Starbucks
- Earl of Sandwich
- Nathan's Famous
- Moe's Southwest Grille
- Panda Express



Food Market



The Landing Café

POOL: N/A

SPA: N/A

EXPANDING THE EXPERIENCE:

September 29, 2022 Harrah's Cherokee Valley River Casino & Hotel broke ground on its \$275 million expansion project. The project will expand the experience for guests. Additions include:

Gaming

25,000 square feet of expanded gaming floor will

provide a 50% increase of slot machines, table games and more. New space will include:

- 400 new slot machines
- 12 additional table games
- 10-table World Series of Poker (WSOP) – poker room
- 22 – seat casino center bar featuring 14 tabletop gaming units, eight beer taps, bar top seating and lounge seating
- Expanded 30-seat motorcoach lobby for bus patrons



Lodging

The new hotel tower will double the total number of guest rooms currently available. Full features include:

- 296 additional rooms
- Indoor pool
- Fitness center
- Newly expanded hotel porte-cochere equipped for valet services
- Expanded hotel lobby with upgraded hotel registration and retail space



Spa

The 9,600 square-foot full-service spa and salon will invite relaxation for patrons with treatments and hydro-thermal offerings. Space will include six treatment rooms, a sauna and steam room, plunge pools, and a relaxation lounge.



Parking

The new structure will offer over 1,700 additional parking spaces, including 6 electrical charging stations, and direct, covered access to the hotel lobby and casino gaming floor.

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