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Harrah's Cherokee Valley River Casino & Hotel Fact Sheet

LOCATION: 777 Casino Parkway I 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:

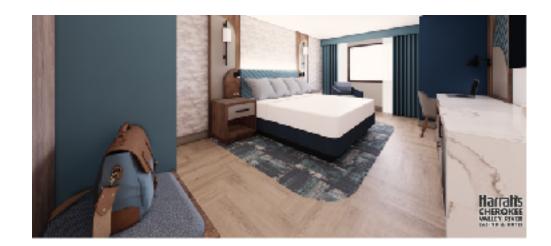
- 400 new slot machines
- 12 additional table games
- 10-table World Series of Poker (WSOP) poker room
- 22 seat casino center bar featuring 14 tabletop gaming units, eight beer taps, bar top seating and lounge seating
- Expanded 30-seat motorcoach lobby for bus patrons



### 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-cohere 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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