



Harrah's Cherokee Casino Resort Fact Sheet

LOCATION:

- Harrah's Cherokee Casino Resort
- 777 Casino Drive | Cherokee, NC 28719
- 828-497-7777

WEBSITE:

- <https://www.caesars.com/harrahs-chokeee>

HISTORY:

- Harrah's Cherokee Casino opened on November 13, 1997, to a crowd of thousands and has been in a constant state of growth since.
 - 2002 – Harrah's Cherokee Casino celebrates opening of 15-story hotel and 80,000 square feet of expanded gaming space
 - 2005 – Harrah's Cherokee opens secondary 16-story hotel tower
 - 2008 - \$650 million expansion is approved for new, 21-story hotel, food venues, retail space, spa, parking garages, and new entertainment venue.
 - 2009 – Referendum passes to allow the sale of alcohol within casino & hotel.
 - 2012 – Traditional card games are introduced.
 - 2017 – Harrah's Cherokee opens Ultra-Star Multi-tainment Center offering bowling, dining, and an arcade.
 - 2018 – Harrah's Cherokee breaks ground on Cherokee Convention Center + fourth hotel tower
 - 2021 – Harrah's Cherokee opens North Carolina's first and premier sports betting facility, Caesars Sportsbook.
 - 2021 – Harrah's Cherokee opens fourth hotel tower and 83,000 square-foot Cherokee Convention Center

OVERVIEW:

- Harrah's Cherokee Casino Resort is located in the heart of the Great Smoky Mountains of Western North Carolina. The casino has over 3,000 games. The property also features over 1,800 hotel rooms, the Le Fu Men gaming area, 12 dining options, the luxurious 18,000 square foot Mandara Spa, 11 retail shops, the 3,000 plus seat Event Center, Caesars Sportsbook - North Carolina's first and premiere sports betting venue, and The Cherokee Convention Center. In addition to the 56-acre property, guests have privileged access to the Eastern Band of Cherokee Indian-owned Sequoyah National Golf Club. Harrah's Cherokee Casino Resort is also home to the UltraStar Multi-tainment center which features 24 bowling lanes, an arcade, and three bars.

ROOMS:

- The resort hotel offers 1,108 premium rooms plus 107 luxury suites between the Mountain, Creek and Soco hotel towers. All rooms feature one king-sized or two queen-size pillow mattress beds, spacious furnished seating area, imported Italian marble vanity, plush Berber carpet. Super Suites also feature marble foyer entrances, parlor rooms, full-time concierge, and glass-front terraces.



Mountain Tower King Premium



North Super Suite



South Super Suite

- The 19-story Cherokee Tower boasts 725 rooms including 70 suites. All rooms are AAA Rated Four Diamond and include Simmons Beautyrest mattress, Eucalyptus-blend sheets, spacious furnished sitting area, 50" Samsung TV, and rain + wall shower heads. Hospitality suites also terrace view plus full kitchen.



The Cherokee King Standard Room



The Cherokee Hospitality Suite

CASINO FLOOR:

Harrah's Cherokee Casino Resort offers:

- 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

- Features 32 tables, WSOP Bar that displays six bar-top gaming units and offers 8-handed poker for cash games, daily Texas Hold'em Tournaments plus additional monthly tournaments.

SPORTSBOOK:

- North Carolina's first and premiere sports betting facility, Caesars Sportsbook, includes a 60-seat lounge area plus six tables, 3 private Fan Caves, The Upper Deck viewing area, a 90-foot ultra-high-definition screen for viewing, 10 self-service kiosks, seven ticket writer windows and full beverage service.



Fan Cave



Caesars Sportsbook

RACING: N/A

MEETING SPACE:

The Cherokee Convention Center featuring:

- Parking Garage with over 2,600 spaces
- 83,000 square-foot conference space
 - o 32,000 square-foot Ballroom with 22 meeting spaces
 - o 11,100 square-foot Ballroom pre-function
 - o 900 square-foot Board Room
 - o 33,000 square-foot Exhibition Hall
 - o 6,000 square-foot Exhibition Hall Pre-Function



Ballroom



Ballroom Pre-Function

ENTERTAINMENT: Harrah's Cherokee Casino Resort's 3,000-plus seat

- The Cherokee 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. Stay up to date on our entertainment lineup here: <https://www.caesars.com/harrahs-chokeee/shows>

NIGHTLIFE:

- Bringing unmatched entertainment to the casino floor, Myst Bar offers guests a traditional casino bar experience with a flare. The location features both bar and lounge seating in an energetic environment, high-definition TVs ideal for sports viewing, and 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.



DINING:

- Brio Italian Grille
 - There's no need to bring your passport. Experience the rustic and authentic flavors of Northern Italy right at Brio Italian Grille.
- Gordon Ramsay Food Market

- Setting a new standard for market-style fare, Ramsay’s food market features eight cuisine concepts and one full-service restaurant.
- Food Court
 - Grab a quick and convenient bite at Dunkin' Donuts Express and Earl of Sandwich.
- Guy Fieri’s Cherokee Kitchen + Bar
 - Flavortown, USA is right here at Harrah’s Cherokee. Explore Guy Fieri’s “Real-Deal” signature eats for your next memorable meal.
- Noodle Bar
 - A popular late-night eatery serving up heaping portions of wok specialties, savory noodle dishes, and more.
- Ruth’s Chris Steak House
 - Treat yourself to a premier dining experience. Indulge in USDA Prime steaks prepared and served in Ruth’s Chris’ signature style.
- Selu Garden Café
 - Fuel up for the day with Selu’s all-you-can-eat breakfast buffet or dine in at lunch for Southern-style crowd-pleasers.
- Wicked Weed Brewpub
 - Welcome to the ideal destination for beer connoisseurs – sample Asheville's funkier craft beer at Harrah’s Cherokee
- Esports Zone
 - ESports Zone offers tasty pub fare and ice-cold drinks, console and PC gaming, and weekly tournaments for you to test your skills.
- Caesars Eats – Delivery & Room Service
 - Pick it up or have it delivered from your favorite restaurants through Caesars Eats. View the menus, place your order, and pay from the convenience of your phone.
- Starbucks
 - Find this familiar favorite coffee shop at Harrah’s, serving up all your go-to hot and cold beverages, savory eats, and sweet treats. Located at The Cherokee hotel lobby & resort hotel lobby.

POOL:

- From fun in the sun to a year-round oasis, the two pools at Harrah’s Cherokee are perfect for a day of rest—or play. Enjoy refreshing drinks and snacks and spaces that cater to families and adults.

- Indoor Pool – Open year round
- Outdoor Pool – Offers 12 outdoor cabanas, a poolside bar and crackling fire pits.



Outdoor Pool

SPA:

Drawing on world-inspired philosophies, the 18,000 square-foot Mandara treats guests to curated restorative journeys. Discover true relaxation with an immersive range of treatments, from fire and ice massages and signature facials, to bathing rituals and sound wave therapy.





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