

Harrah's Resort Atlantic City Announces Plans for Its \$56 Million Coastal Tower

With over \$250 million in total capital investments and improvements by Caesars Entertainment in the Atlantic City market, the new Coastal Tower at Harrah's Resort is set to unveil the first phase of its room product by early 2019

ATLANTIC CITY, N.J., Nov. 14, 2018 /PRNewswire/ -- Harrah's Resort Atlantic City announced today plans for a \$56 million guest room and suite renovation in its Coastal Tower, featuring 507 finely-appointed guest-rooms & suites, to be completed in its entirety by summer 2019. The room and suite upgrades are part of Caesars Entertainment's total investment of over \$250 million into its Atlantic City casino-resorts over the last four years, which includes the \$125 million Waterfront Conference Center, the revamped Pool After Dark nightclub, and the recent debut of Gordon Ramsay Steak, the seven-Michelin star chef and television personality's first steakhouse concept in the tri-state area.

Harrah's Resort will re-design and enhance 507 guest-rooms and suites in the current Harbour Tower, partnering with a local design house, MPM Studios, to curate the in-room guest experience. Coastal rooms, which will boast approximately 450-square-feet of space, will offer fresh design elements, similar in aesthetics to the resort's Bayview rooms, and will feature rich hues of lavender and blue accent colors, contrasting white and gray tones, and contemporary furniture, including a vanity dressing area. Freshly-appointed, modern bathrooms will offer oversized showers and signature amenities.



Hard-wired for business-minded travelers seeking to be constantly plugged-in, all Coastal rooms and suites will be technology-rich with high-speed internet access and accessible charging stations, in addition to featuring 55-inch LG LED televisions. The tower is conveniently situated steps away from hotel check-in, the casino, and Harrah's new, best-in-class sports book facility, The Book.

"With world-class restaurants, Las-Vegas style nightlife, one of the East Coast's preeminent conference centers, a first-class sports book, and A-list entertainment experiences, all under one roof, we are thrilled to continue to enhance our resort offering by upgrading our guestrooms and suites for our customers," explained Kevin Orzman, Regional President for Caesars Entertainment, Atlantic City Region. "Whether visiting for work or play, Harrah's Resort offers something for everyone, within a singular resort destination."

The upgraded rooms and suites will further complement the resort's destination-appeal among business and leisure travelers alike, enhancing Harrah's profile of first-class dining, entertainment, sports betting, nightlife and The Waterfront Conference Center, the East Coast's largest and most state-of-the-art meetings and event facility of its kind.

The first phase of the newly-renovated Coastal Tower is set to debut in early 2019.

Link to image here: <https://www.dropbox.com/s/b80rbgg6h2r28s2/Coastal%20Room.jpg?dl=0>

[About Harrah's Resort Atlantic City](#)

Located in the sophisticated marina district, Harrah's Resort Atlantic City is the city's premier resort destination, offering world-class gaming, nightlife, dining and entertainment, all under one roof. Guests enjoy an all-inclusive resort experience, including stellar accommodations in one of five hotel towers anchored by the 44-story Waterfront Tower; a brand-new sports book, The Book; an open-concept casino floor with over 175,000-square-feet of gaming action; fine dining restaurants including Martorano's, Gordon Ramsay Steak, Veracruz, and McCormick & Schmick's Seafood; the city's only Elizabeth Arden Red Door Spa and galleria shopping at the Waterfront Shops. Harrah's Resort is also home to The Pool After Dark— a domed tropical paradise that creates an endless summer with myriad pools, cabanas, bars, and nightly entertainment activities - and one of the East Coast's premier meetings and events facilities - the \$125 million Waterfront Conference Center, serving as the largest and most technologically-advanced hotel/conference complex from Baltimore to Boston. Harrah's Resort is located at 777 Harrah's Boulevard in Atlantic City, New Jersey. For more information, call 1-800-441-5000 or visit www.harrahsresort.com.

About Caesars Entertainment Corporation

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 47 casinos in 13 U.S. states and five countries. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars Entertainment is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. For more information, please visit www.caesars.com.

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