

The LINQ Hotel & Casino Welcomes First Hotel Guests

The Strip is Getting a Sweet New Look: The LINQ Hotel & Casino Reinvents Las Vegas with All-New Suites, a Sweet New Bar and a Sweet \$79 Hotel Package

LAS VEGAS (Oct. 30, 2014) – Today, [The LINQ Hotel & Casino](#) – the latest addition to Caesars Entertainment’s portfolio of iconic Las Vegas resorts – opened its doors to the first hotel guests and celebrated the milestone with a celebratory ribbon-cutting.

“Our billion dollar transformation of the east side of the Las Vegas Strip is the result of the major transition in our industry from one built around gaming to a more a multi-dimensional hospitality and entertainment business,” said Gary Loveman, Chairman, President and Chief Executive Officer of Caesars Entertainment Corporation. “The LINQ complex showcases how hospitality is the new driving force attracting a wide array of unique customers and providing an enhanced experience for repeat travelers.”

Caesars Entertainment Executive Vice President and Chief Commercial Officer, Tariq Shaukat, President of Hospitality Bob Morse, Regional President Eileen Moore and Director of Hotel Operations Stephanie Richter joined employees in cutting the ribbon in front of the newly renovated Las Vegas resort.

“With The LINQ, we pioneered the creation of a new type of experience for the Las Vegas visitor,” said Tariq Shaukat, Executive Vice President and Chief Commercial Officer of Caesars Entertainment. “The LINQ Hotel & Casino continues this ground-breaking approach by offering a ‘Vegas Original,’ socially-minded resort at the heart of the Strip. The resort is designed for the changing Las Vegas customer, who is seeking authentic and social entertainment experiences that cannot be found elsewhere, and provides guests with direct access to all the great restaurants, shops and entertainment available at The LINQ Promenade, including the High Roller.”

All hotel rooms and suites contain an interactive system on the television which gives guests access to hotel amenities. With the click on the TV remote, guests can order room service, housekeeping items, set up an alarm clock, as well as order one of the many popular board games available to be delivered to the room. Room service from multiple dining outlets at The LINQ Hotel & Casino and Promenade such as Brooklyn Bowl and Guy Fieri’s Vegas Kitchen & Bar will also be available. Guests can also access the interactive system from their personal smart phones and personalize their music experience with customized LINQ Hotel playlists on Spotify.

Located at the heart of Center Strip at 3535 Las Vegas Boulevard, the LINQ Hotel & Casino is a complete re-imagination of the current Quad Resort & Casino. The LINQ Hotel & Casino is now offering five all-new **sweet suites** and a completely unique experience with **sweet drinks** at the lobby bar – **3535**.

Guests booking for the first three months can take advantage of Las Vegas' newest destination resort with a **sweet package** starting at \$79 to include two High Roller passes.

[All-New Suites](#)

In addition to the standard rooms that feature a fresh, modern design with floor to ceiling windows, boasting views of the iconic Las Vegas Strip or the High Roller – the world's tallest observation wheel – five different suite models will also be available. The suites currently available for booking include:

King Suite

The 600-square-foot King Suite features all of the space of a Deluxe King room, plus a separate living area. This suite offers one king bed with a pillow-top mattress. Electronic features include charging stations with USB ports and two LED flat-screen TVs – a 55-inch TV in the living room and a 47-inch TV in the bedroom.

Photo Caption: King Suite

Deluxe Suite – King/Queen

The 693/701-square-foot Suite features all of the space of a Deluxe room, plus a separate living area. This suite offers one king or two queen beds with a pillow-top mattress. Electronic features include charging stations with USB ports and two LED flat-screen TVs – a 55-inch TV in the living room and a 47-inch TV in the bedroom.

Mini Suite – King/Queen

The Mini Suite features all of the amenities of a standard room, plus a bit more space. This suite ranges from 300-350 square feet and offers one king or two queen beds with pillow-top mattresses. Electronic features include charging stations with USB ports and one 47-inch LED flat-screen TV.

Photo Caption: Mini Suite – 2 Queen

All suites are designed with light, modern furnishings with pops of color while the bathrooms feature Gilchrist & Soames bath products, a rain shower and a vanity with a make-up mirror. To elevate the comfort levels, each suite comes with microfiber robes and slippers.

3535

3535 at The LINQ Hotel & Casino is Las Vegas' newest infusion bar, with 35 custom made infusions used to make the most authentic and unique cocktails on the Strip. 3535 is all about experimentation and discovery, empowering guests with the opportunity to sample never-before-tasted flavors, select different sizes, order cocktail flights, and even customize their bottle service experience.

Photo Caption: 3535

In addition to the 35 infusions, 3535 will feature six wines on tap, which will be available in two different sized pours, as well as an array of champagne selections.

The nucleus of the space is a visually stunning mini vortex, featuring mood-changing LED lights, in which a colorful array of the house-made infusions will be displayed against.

Sweet Deluxe Room Package

The LINQ Hotel & Casino will be the social hub for trend-setters and partiers alike and guests can be amongst the first to stay at the newest destination resort with an exclusive introductory package, starting at \$79.

Book now until December 12, 2014 for hotel stays starting October 30, 2014 to January 29, 2015 at Las Vegas' new iconic hub, designed for the socially motivated traveler with cutting-edge technology, modern furnishings and close access to The LINQ Promenade – the newest outdoor dining, retail and entertainment district which offers 12 restaurants, 14 retail shops, eight bars and two concert venue and anchored by the High Roller.

The exclusive introductory hotel package includes:

- **1 night stay at The LINQ Hotel & Casino in a Deluxe King room**
- **2 complimentary tickets to the High Roller**

The Deluxe King room stretches at 350-square feet and features a fresh, modern design with floor to ceiling windows, boasting views of the iconic Las Vegas Strip or the High Roller. The centerpiece of the room design are three distinct accent wall backdrops featuring stylized renderings of vintage Las Vegas signage, providing guests with a unique experience each time they visit the hotel. Rooms also include:

- Beds with lush pillow top mattress, and oversized pillow
- 47” LCD flat screen TV
- Central charging and docking station located at the convenient in-room compact commuter workspace
- Bathrooms with marbled sink and overhead rain shower
- High speed Wi-Fi available throughout the resort in all common areas, hotel rooms and gaming floor

The LINQ Hotel & Casino offers all guests the ease and convenience of self-check-in for a quick and speedy registration or advanced online check-in for those who want to proceed immediately to their rooms. A VIP lounge and concierge desk is available with touchscreen capabilities for immediate bookings of favorite dining and entertainment offerings. Combined with The LINQ Promenade and the [High Roller](#), recently named by Travel & Leisure as the “World’s Coolest New Tourist Attraction,” The LINQ Hotel & Casino is set to become the new social center of Las Vegas. **Guests can now book reservations online at www.TheLINQ.com or by calling 855-891-6863.**

THE LINQ HOTEL & CASINO

Website: www.TheLINQ.com

Total Vegas Blog: <http://blog.totalrewards.com/las-vegas/>

Facebook: <http://facebook.com/TheLINQ>

Twitter: <http://twitter.com/TheLINQ>

Instagram: <http://instagram.com/TheLINQ>

Google+: <https://plus.google.com/u/0/b/100966723410612581644/>

Phone Number: (855) 891-6863

About The LINQ Hotel & Casino

Caesars Entertainment announces The LINQ Hotel & Casino as the first destination resort designed for the socially-active traveler. Quick to become Las Vegas’ new iconic center Strip social hub, The LINQ Hotel & Casino encompasses The LINQ promenade and High Roller observation wheel, creating one distinctive destination. The resort plans to welcome its first guests beginning Oct. 30, 2014. Positioned between the Flamingo Las Vegas and Harrah’s Las Vegas at the heart

of center Strip at 3535 Las Vegas Boulevard South, The LINQ Hotel & Casino will feature a total of 2,253 rooms including 244 suites and 28 cabana suites. In spring 2015, the hotel will open a reimagined pool deck offering two pools and day club experience, new 15,000-square foot spa and fitness center, Vortex Roof Deck and additional retail. The new experience throughout the entire resort, from arrival, to the rooms to the pool and spa is designed by architect Elkus Manfredi and architect of record Bergman, Walls & Associates. Guests can currently dine at Guy Fieri's Vegas Kitchen & Bar and the 24-hour Hash House a Go Go or experience top-notch entertainers Jeff Civillico and Frank Marino's "Divas Las Vegas" in the Showroom. For more information visit www.TheLINQ.com, like us on Facebook <http://facebook.com/TheLINQ> or follow us on Twitter <http://twitter.com/TheLINQ>.

About The LINQ Promenade & High Roller

Caesars Entertainment is redefining the iconic Las Vegas skyline with The LINQ Promenade, an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, the Las Vegas High Roller. Named as the "Best thing to do on the perfect weekend getaway in Las Vegas" by *Condé Nast Traveler*, The LINQ Promenade and High Roller features more than 30 unique retail, dining and entertainment venues and plays host to a variety of special events, festivals and more. Located at the heart of the world-famous Las Vegas Strip, the 550-foot tall High Roller, recently voted as one the top places to take a selfie by *Travel + Leisure*, is the focal point of the unique urban entertainment district and has proven to be a top location to spot celebrities. The wheel's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Each cabin accommodates up to 40 people. Cabins are available for individual or group experiences. For more information, visit TheLINQ.com.

About Caesars Entertainment Corporation

Caesars Entertainment Corporation (CEC) is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. CEC is mainly comprised of the following three entities: the majority owned operating subsidiary Caesars Entertainment Operating Company, wholly owned Caesars Entertainment Resort Properties and Caesars Growth Properties, in which we hold a variable economic interest. Since its beginning in Reno, Nevada, 75 years ago, CEC has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 50 casinos in 13 U.S. states and five countries. The Company's resorts operate primarily under the Caesars[®], Harrah's[®] and Horseshoe[®] brand names. CEC's portfolio also includes the London Clubs International family of casinos. CEC 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. The Company is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

Media Contacts:

Celena Haas-Stacey

Vice President of Public Relations

chaas@caesars.com

702.400.3687

Chandra Knee

Public Relations Manager

cknee@caesars.com

415.310.4135

Monika Bertaki

Public Relations Specialist


mbertaki@caesars.com

702.467.3598

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