

# CAESARS PALACE

LAS VEGAS

## 50 YEARS OF LUXURY ACCOMMODATIONS AND SHOPPING

Combined with the exclusive and world's first Nobu Hotel, Forbes Four-Star Award-winning The Laurel Collection, and the new Julius Tower – the newest luxury rooms on the Las Vegas Strip – the classic and timeless 85-acre Caesars Palace commemorates 50 years of serving as the definitive luxury destination to stay or play in Las Vegas.

### THE EARLY YEARS



Left to right: Project Manager Jerry Wald, President Nathan S. Jacobson and Founder Jay Sarno. Caesars Palace Construction, 4/9/65. (Credit: Las Vegas News Bureau)

**Feb. 2, 1965** – Conceived by successful hotel operator, builder and designer **Jay Sarno**, construction began on Caesars Palace.

**Aug. 5, 1966** – When it opened, the opulent 680-room Roman-themed fantasyland captured national and international attention. The 14-story hotel tower featured some of the most lavish suites found on the Las Vegas Strip at that time, which offered:

- Whirlpool tubs
- Floor to ceiling windows
- Colorful shag carpeting
- Round beds
- Grand pianos
- Two-story suites



Caesars Palace fountains and hotel, 9/29/66. (Credit: Las Vegas News Bureau)

### CONTINUOUS GROWTH



Caesars Palace suites, 11/3/82. (Credit: Las Vegas News Bureau)

With each resort expansion in the following years, Caesars Palace further solidified its ongoing status as the leader in Las Vegas casino and resort development.

**Aug. 6, 1970** – The 14-story high rise known as **Centurion Tower** (now Nobu Hotel Caesars Palace) was added with 222 guest rooms.

**March 20, 1974** – An additional 16-story tower with 361 guest rooms was built adjoining the original Roman Tower.

**Nov. 22, 1979** – **Fantasy Tower** (later called Olympic Tower; now Forum Tower) opened 23 stories, with 600 guest rooms and the additional Olympic Casino (now Forum Casino).

**Dec. 19, 1997** – **Palace Tower** was completed with 1,134 rooms and suites throughout 25 floors.

**August 2005** – **Augustus Tower** was completed, including 949 luxurious rooms and suites, new lobby and front desk that serve the entire resort, exclusive VIP porte cochère for all limousine arrivals and a new stylish VIP Lounge.

**2006** – The 1,100-room **Palace Tower** refurbishment was completed.

**October 2008** – The refurbishment of the 24-story **Forum Tower** was completed, including:

- 452 guest rooms
- 10 two-story suites (Forum Classic Emperor Suites)
  - Inspired the movies “Rain Man” and “The Hangover”
- 60 two-bay suites
- 18 executive suites
- Two penthouses (9,500 and 12,500 sq. ft.)



Forum Classic Emperor Suite

Distinctive in the Forum Tower are spacious, marble showers equipped with both rain shower and regular showerhead fixtures and bench seating.

**Jan. 2, 2012 – Octavius Tower** opened as the resort's sixth hotel tower, featuring 642 rooms including 62 suites and six lavish villas. The 23-story tower offers a luxurious boutique hotel experience within Caesars Palace with stylish hotel rooms starting at 550 sq. ft. and unique villas spanning an average of 8,800 sq. ft.



*Piano room in Marcus Aurelius Villa*



*Living room in Nobu Villa*

**Feb. 4, 2013** – Caesars Palace Las Vegas and Nobu Hospitality opened the world's first **Nobu Hotel**, an innovative concept integrating an exclusive hotel tower with the first Nobu restaurant and lounge on the Las Vegas Strip. A multi-million dollar renovation to create the 181-room Nobu Hotel, featuring 18 suites with a stylish interior design that showcases natural materials, fused with Nobu's signature Japanese elegance. Nobu Hotel guests enjoy private check-in and the unique benefit of room service from Nobu's acclaimed culinary team. Nobu Hotel was officially completed with the addition of the 10,300-sq.-ft. sky top **Nobu Villa** in **July 2014**.

**December 2015** – The \$75 million renovations began on the iconic hotel's original tower, the **Roman Tower**, to be completely reborn as the new **Julius Tower**. The reimagined 587-room tower welcomed its first guests on Jan. 1, 2016, featuring design-savvy, modern rooms and suites.



*Julius Tower standard room*

## TODAY

Currently, Caesars Palace is home to more than **3,980 rooms** and nearly **630 suites and villas**. Historically, the top suites were reserved exclusively for top gaming customers, but today most of the luxurious suites and lavish villas can be booked by the public directly through the innovative [Anthology Suites and Villas Collection](#) program.

While the design elements, décor and style have certainly changed over the years, the luxury and comfort offered in each room at Caesars Palace have remained consistent. Celebrities and dignitaries have enjoyed staying in the lavish villas, including President Obama and his family, Angelina Jolie and Brad Pitt, Justin Bieber, Drake, Miley Cyrus, Taylor Swift, Calvin Harris, Johnny Depp and his wife Amber Heard, Chris Evans, and Bradley Cooper with "The Hangover" costars.

## QUA BATHS & SPA

When Caesars Palace opened in 1966, the Garden of the Gods pool/spa complex included one pool and spa. Then in April 1998, The Spa at Caesars opened on the second floor of the Palace Tower.



**Qua Baths & Spa**, which opened in November 2006 at Caesars Palace, is a tranquil oasis inspired by ancient Roman traditions of relaxation. The stylish 50,000-sq.-ft. spa taps into the natural healing powers of water, featuring highly trained Artisans that perform a full range of traditional spa services and Ayurvedic treatments to soothe the body and stimulate the senses. Qua features two Roman Baths and 51 treatment rooms including three deluxe couples' studios and seven facial rooms.



Qua has been named among the nation's best spas by Condé Nast Traveler, Las Vegas Review Journal's "Best of Las Vegas," IN VEGAS Magazine, Trip Advisor, What's On Magazine, Spa Magazine, Robb Report, Affluent Traveler and SpaFinder magazine. Celebrity guests include Celine Dion, Bette Midler, Justin Timberlake, Eva Longoria, Mario Lopez, Ryan Gosling and Selma Blair.

In honor of the resort's golden 50<sup>th</sup> anniversary, Qua Baths & Spa now offers the **Cleopatra Golden Goddess Facial** with Natura Bisse luxury skin care line products, followed by 24K gold masks by Knesko (as seen on the TODAY Show). The 80-minute treatment is \$365 on weekdays and \$375 on weekends.

## FORUM SHOPS AT CAESARS



**The Forum Shops at Caesars** opened 283,000 square feet in May 1992 to immediate success. An August 1997 expansion to 500,000 square feet continued the momentum. The third phase of The Forum Shops' growth was a three-level expansion extending from the existing retail, dining and entertainment icon to the famed Las Vegas Strip adding 175,000 square feet, with completion in October 2004. A grand pedestrian plaza entrance on Las Vegas Boulevard further validates The Forum Shops as one of the finest luxury shopping streets in the world. The Forum Shops is recognized for its unique combination of top retail, dining, entertainment, excellent location and exciting ambiance featuring 150 specialty shops and 15 restaurants.