



CAESARS
ENTERTAINMENT®

**HARRAH'S CHEROKEE
VALLEY RIVER
CASINO & HOTEL**

777 Casino Pkwy.
Murphy, NC 28906
828-422-7777
caesars.com/harrahs-chokeee-valley-river

**HARRAH'S CHEROKEE
CASINO RESORT**

777 Casino Dr.
Cherokee, NC 28719
828-497-7777
harrahscherokee.com

PEOPLE
PLANET
PLAY®



HARRAH'S CHEROKEE VALLEY RIVER CASINO & HOTEL



HARRAH'S CHEROKEE CASINO RESORT

2024 CHEROKEE

Caesars Entertainment and its affiliates are committed to helping build strong North Carolina communities. We empower Team Members, support local businesses and non-profit organizations, and respect the environment. Our Cherokee region destinations work hard so you can play responsibly—Together We Win.



CAESARS
ENTERTAINMENT®

OUR FOOTPRINT



2,958,000
Customer Visits¹



12
Food & Beverage
Outlets



9
Retail Outlets



2,330
Hotel Rooms



132,000
Square Feet of
Meeting Space



250,000+
Square Feet of
Casino Space



4,340
Gaming Machines



230
Table Games



Sportsbook



Award winner
Casino Player
Magazine's Best of
Dining & Nightlife



2024 CHEROKEE REGION

OUR TEAM MEMBERS

3,800 Total Team Members

\$249,013,000 Total Combined Wages and Benefits²

OUR COMMUNITY ENGAGEMENT

14,670 Reported Volunteer Hours

\$491,000 Value of Reported Volunteer Hours³

\$601,000 Property Giving

OUR ECONOMIC IMPACT

\$13,968,000 Total Gaming Taxes Paid

\$5,703,000 Other State and Local Taxes and Licensing Fees

\$986,189,000 Net Revenue Generated

\$25,000,000 3-Year Average Capital Expenditure

\$154,000 Total Vendor Spend by Property⁴

¹ Does not include repeat visits by guests, calculated using tracked and estimated untracked guests.

² Includes tips and gratuities.

³ State-specific monetary value of a volunteer hour from the Independent Sector.

⁴ Excludes employee, government, guest refund, race and sports book, management fee, other state driven fees, independent representative, employee assistance fund, donation, and garnishment vendors; also excludes additional slot revenue sharing.