CAESARS
ENTERTAINMENT®

HARRAH'S CHEROKEE VALLEY RIVER CASINO & HOTEL
777 Casino Pkwy.
Murphy, NC 28906
828-422-7777
caesars.com/harrahs-cherokee-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

2023 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

6,244,382
Customer Visits[1]

14
Food & Beverage Outlets

6
Retail Outlets

2,130
Hotel Rooms

91,895
Square Feet of Meeting Space

784,184
Square Feet of Casino Space

4,100
Gaming Machines

208
Table Games

Sportsbook

Award winner
Haywood County Business of The Year

2023 CHEROKEE **REGION**

OUR TEAM MEMBERS

4,083 Total Team Members
$208,530,486 Total Combined Wages and Benefits[2]
38% of Our Supervisors and Above Are Women
22% of Our Supervisors and Above Are People of Color

OUR COMMUNITY ENGAGEMENT

11,978 Reported Volunteer Hours
$380,900 Value of Reported Volunteer Hours[3]
$628,789 Property Giving

OUR ECONOMIC IMPACT

$14,770,067 Total Gaming Taxes Paid
$5,886,753 Other State and Local Taxes and Licensing Fees
$1,028,538,160 Net Revenue Generated
$25,000,000 3-Year Average Capital Expenditure
$185,000,000 Total Vendor Spend by Property[4]
10% Certified Diverse Vendor Spend[5]
$38,998,436.49 Total In-State Vendor Spend[6]

[1] Includes repeat visits by guests; calculated using tracked and estimated untracked visits.
[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.
[5] Based on total vendor spend above, exclusions for supplier diversity vary by jurisdiction and as such, this statistic should not be used to draw conclusions about absolute certified diverse vendor spend.
[6] Subset of total vendor spend above, based on vendors which reside in the state where the property is located.