



WHAT'S NEW

2016



CAESARS
PALACE

THE
CROMWELL

planet
hollywood

THE
LINQ

Paris

Flamingo

BALLY'S

Harrah's

rio



CAESARS PALACE LAS VEGAS ANNOUNCES NEW \$75 MILLION JULIUS TOWER AS IT GETS READY TO CELEBRATE IT'S 50TH ANNIVERSARY!



As the 50th Golden Anniversary beckons, the evolution of Caesars Palace Las Vegas continues with the re-imagining of the iconic hotel's original tower, the Roman Tower, to be completely reborn as the new Julius Tower. Never resting on its laurels, the \$75 million Las Vegas hotel tower renovation is part of an ongoing brand transformation of the Las Vegas resort that has welcomed millions of visitors from its center Strip vantage point beginning August 5, 1966. The new 587-room Julius Tower will feature new design-savvy, modern rooms and suites and is the latest piece of a \$1 billion investment, cementing Caesars Palace as the premier resort at the center of the Las Vegas Strip.

PLANET HOLLYWOOD ROOM RENOVATIONS

Renovations are now underway on guest rooms & suites at Planet Hollywood. The Ultra Hip Room, formerly the Hollywood Hip Room, will feature luxury beddings and designer touches throughout. The Panorama, Apex and Boulevard Suites are getting a new contemporary, elegant and bold look. Full remodel will be completed in late Q4.





PARIS LAS VEGAS ROOMS

Old-world elegance, contemporary accents and gentle splashes of color unite to create a space that's warm, bright and bold in the newly remodeled rooms at Paris Las Vegas. These 390-square-foot rooms, slated for completion in late 2016, include refrigerators, flat-screen TVs and elegant marble bathrooms which feature bathtubs as well as showers.



HARRAH'S LAS VEGAS ROOMS

Carnaval South Renovations

Harrah's Las Vegas will have new renovated rooms in the Carnaval South Tower in Spring 2016! The renovation includes a new modern décor for all rooms/suites, hallway and elevator lobby on all floors.

All rooms in the Carnaval South Tower will receive a fresh new look. The décor is bold yet sophisticated, modern with warm tones of gray and purple accents. The color scheme will be carried throughout the hallways and elevator lobby (i.e., carpeting, walls, and fixtures). Splashes of complementing colors in wall art, furnishings, and bedding will be included in room décor.



GLOBAL SUPERSTAR JENNIFER LOPEZ BEGINS HEADLINING RESIDENCY AT PLANET HOLLYWOOD RESORT & CASINO



Jennifer Lopez kicked off her Las Vegas headlining residency on Wednesday, Jan. 20, 2016.

In a spectacular show created just for the Vegas stage, Lopez brought her star power to the resort's AXIS Theater. Lopez will further elevate Las Vegas as an entertainment destination, creating a must-see show.

The nearly two-hour show will feature all her hit songs, supported by a live band and dancers, featuring extravagant costumes and state-of-the-art technology in sets, lighting, video and special effects. Lopez's show inside The AXIS at Planet Hollywood Resort & Casino will be the only opportunity to see her perform live in North America. It will be a totally unique production, where the audience gets to experience Lopez up close and personal, yet larger than life.

BRITNEY SPEARS EXTENDS LAS VEGAS RESIDENCY



Britney has extended her headlining residency show, "Britney: Piece of Me" at The AXIS in Planet Hollywood Resort & Casino through December 2017. In addition, the show will soon undergo a substantial re-imagination, allowing the international superstar to deliver brand new, jaw-dropping elements and take her spectacular show to new heights.

CELINE DION GOES ON



Celine Dion made an emotional return to a sold-out crowd at The Colosseum at Caesars Palace to resume her Las Vegas residency which has been on hiatus since her husband and former manager, René Angélil, passed away on Jan. 14, 2016. Celine Dion has announced 23 more performances of her critically-acclaimed Las Vegas residency show, Celine. After a year hiatus from the stage, the legendary singer made her anticipated return to The Colosseum at Caesars Palace with an updated residency show that is being embraced by fans and media and receiving rave reviews. Since her return, Celine will have performed 18 consecutive sold-out shows to over 75,000 people.

INTERNATIONAL MUSIC ICON LIONEL RICHIE BEGINS LAS VEGAS RESIDENCY APRIL 2016



Multi-platinum-selling artist, four-time Grammy® Award winner and music icon, Lionel Richie, began his Las Vegas headlining residency show, “Lionel Richie - All the Hits,” inside The AXIS at Planet Hollywood Resort & Casino on, April 27, 2016. “I’m so excited to begin my residency at Planet Hollywood,” said Lionel, “I can’t wait to share ‘All the Hits, All Night Long’ with all of my fans – it’s a high energy show that is a perfect match for such a vibrant city!”

STELLAR DJs, STUNNING VISUALS HIGHLIGHT OPULENT OMNIA NIGHTCLUB



An enthralling 22,000-pound kinetic chandelier containing eight concentric circles that move independently from one another is one impressive highlight of the new 75,000-square-foot club at Caesars Palace. Divided into different areas, OMNIA features sprawling views of the Las Vegas Strip on its terrace level, but also offers a VIP lounge experience with its Heart of OMNIA area -a space that features live performances from legends such as Rev Run, DJ Jazzy Jeff and Questlove. The main club and balcony levels feature private opera boxes with premium views of some the world’s biggest DJs, including Calvin Harris, Martin Garrix, Afrojack and NERVO.

CHECK OUT LIVE CONCERTS AT DRAI’S



Ludacris? Big Sean? The Weeknd? 2016’s Draï’s LIVE concert calendar is already looking tight. Draï’s Beach Club • Nightclub already proved itself to be the place to party on the Las Vegas Strip, but when it launched its LIVE concert series in 2015 with such resident performers as Capital Cities, Chromeo and Chris Brown, it established itself as a major live music destination as well. Draï’s is just getting started-stay tuned!

MR CHOW NOW OPEN AT CAESARS PALACE



Internationally renowned restaurant, MR CHOW, is now open at Caesars Palace. The Las Vegas location is the seventh of the luxurious Beijing cuisine eatery. From the moment guests arrive, MR CHOW will entertain and inspire, from the unparalleled design to the impeccable service to the notable cuisine. Dining at MR CHOW is much like going to the theater, full of entertainment. Six shows are presented to guests each evening. The fame and notoriety of MR CHOW is in large part attributed to these shows. The shows are: the champagne trolley, the decanting of the wine, the Sole filleting, the Beijing Duck, the MR CHOW noodle show and the dessert trolley.

GUY FIERI'S EL BURRO BORRACHO OPENING EARLY 2016 AT RIO ALL-SUITE HOTEL & CASINO



Restaurateur, chef, author and Emmy Award winning television host Guy Fieri opens El Burro Borracho at Rio All-Suite Hotel in early 2016. The restaurant will be Fieri's second Las Vegas restaurant offering, the first being his popular Guy Fieri's Vegas Kitchen & Bar at The LINQ Hotel & Casino.

El Burro Borracho, or the Drunken Donkey in its literal translation, will bring a vibrant, fun atmosphere with the Guy Fieri touch. Guests will enjoy authentically prepared Mexican dishes with upscale touches and the signature, flavorful flair you would expect from Fieri.

TASTING SAVORY NEW FLAVORS THE LINQ PROMENADE

There's a whole lot of new stuff coming to The LINQ Promenade - hello Gordon Ramsay Fish & Chips!



Continuing his culinary reign in Las Vegas, Gordon Ramsay will open his newest venue, Gordon Ramsay Fish & Chips, at The LINQ Promenade in Spring 2016. The takeaway-style British restaurant will feature fish and chips, among other types of traditional British comfort food.

Our mouths are wide open and ready to get a taste of Virgil's Real Barbecue when it opens its first West Coast location this summer.

CAESARS ENTERTAINMENT LAS VEGAS RESORTS LAUNCH SELF CHECK-IN AND KEY RETRIEVAL KIOSKS CITYWIDE



Caesars Entertainment debuts new self check-in kiosks at its Las Vegas Resorts, beginning with The LINQ Hotel & Casino, Flamingo Las Vegas and Caesars Palace. This is the first fully-integrated self check-in program in Las Vegas that incorporates email, text, web, mobile app and kiosks, completely reinventing the way guests arrive and begin their stay. Caesars Entertainment's roll-out of its new kiosk program is the latest stage in a technology solution to completely automate the check-in process, eliminating wait times and allowing customers to start enjoying all Las Vegas has to offer even faster.

eKEY AT THE CROMWELL

Upscale boutique hotel The Cromwell Las Vegas is taking convenience for its guests one step further, eliminating the need for hotel keys altogether. With eKey, The Cromwell's guests can access both their rooms and the hotel elevators right from their iPhone or other iOS device. Guests who opt-in will receive a link to download the Cromwell eKey app from the Apple Store, along with a special access code tied to their iOS device and reservation. The eKey system is totally secure, with access to eKeys requiring the user's unique security PIN.



CAESARS PALACE AND THE CROMWELL RECEIVE PRESTIGIOUS FORBES STAR AWARDS AND RECOGNITION

Forbes Travel Guide unveiled its annual Star Rating list, naming The Laurel Collection by Caesars Palace and Restaurant Guy Savoy as part of this prestigious list. The world-class destination resort received Four Stars, and the renowned Restaurant Guy Savoy earned Five Stars. Additionally, The Cromwell, the only standalone boutique hotel on the Strip, earned a Recommended Award. Each will be showcased alongside all of the Star Rating recipients on ForbesTravelGuide.com.





Your Lavish Life Awaits At The Anthology Suites & Villas Collection

Imagine booking the most opulent Las Vegas suite on-line, right in the convenience of your home or smartphone.

Caesars Entertainment presents Anthology Las Vegas Suites & Villas, an exclusive travel website offering the city's best suites in one place. For the first time ever, you can book luxurious suites that were only available to the high-level casino guests. Anthology offers the utmost in luxury with nearly 2,000 lavish suites and villas available at your reach.

Suites in Las Vegas come in all sizes. From Planet Hollywood's playful Jonathan Adler-designed spaces to The Cromwell's contemporary European appointed apartments to opulent villas with round-the-clock butler service and private pools, you can be whisked away to another world or even a past one.

There'll be stories to tell when you return home. It all begins at www.AnthologySuites.com

Contact jruffini@caesars.com to book a suite now!



THE NOBU PENTHOUSE



THE LINQ PENTHOUSE

The LINQ's sophisticated 1,067-square-foot Penthouse Suite is the spot to party. Pairing sleek, modern furnishings with pops of bright colors, this Vegas suite features one bedroom and feels more like an upscale apartment in a big city. Mirror decals, dartboards and in-room board games like Tetris, Jenga and glow-in-the-dark chess keep you busy for hours. Other amenities include Bose speakers, a spacious rain shower and a kitchenette with a swanky bar.



THE GALLERY SUITE KING

The 1,411-square-foot Gallery Suite at The Cromwell offers a perfect setting for entertaining. It features one king bed, a huge living room with sectional seating, a dining space and separate wet bar area with a full-sized fridge with food for purchase. This spacious modern suite offers luxurious comforts including plush bedding and a relaxing shower.



THE PALAZZO VILLAS 1-6 BEDROOMS

One look at the regal Palazzo Villas at Rio All-Suite Hotel and you'll see why they are a celebrity favorite. Ranging from 3,900 to 13,950 square feet, the Palazzo Villas combine tropical paradise with the utmost in luxury, with exclusive access to a private pool complete with cabanas. Each bedroom has its own whirlpool tub on the balcony. Luxuriate in fine furnishings, including a salon, fireplace and living and dining space. Each guest can enjoy 24-hour butler service. Complimentary round-trip airport limousine service is included in your reservation.



THE FOREVER FAB SUITE KING

This modern Forever Fab suite at Flamingo Las Vegas measures 1,200 to 1,600 square feet and features pink accents and crystal touches. The spacious suite comes with a wet bar and an impressive dining area. Other amenities include a refrigerator, 55-inch flat-screen TV, a vanity and a coffee maker. The upgraded bathroom comes with lavish white stone finishing, a tub and shower.