



# For Lease

## Retail opportunities at Harrah's Cherokee Casino Resort

- The Shops at Harrah's Cherokee is a new 233,000 square foot retail, dining and entertainment opportunity at **Harrah's Cherokee Casino Resort**, nestled amongst the majestic Smoky Mountains, about 45 minutes west of Asheville, North Carolina. The project sits at the main entrance of the resort and is adjacent to their new 720 room hotel and convention center featuring 100,000 square feet of meeting space.
- The Shops at Harrah's Cherokee will offer a diverse mix of retail, dining and entertainment experiences that create a regional draw from up to 3 hours away. Unique experiences, exceptional customer service, convenience and a blend of regional and national tenants will combine to make this one of the Southeast's most exciting retail destinations.
- Join Sugar Factory, Wicked Weed, Haywood Smokehouse, Ruth's Chris Steak House, and Brio.
- Ground breaking September 2020, opening Q2 2022.

## — THE — SHOPS AT HARRAH'S CHEROKEE

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Harrah's Cherokee  
Casino Resort:  
**4.5 MILLION**  
Visitors Annually

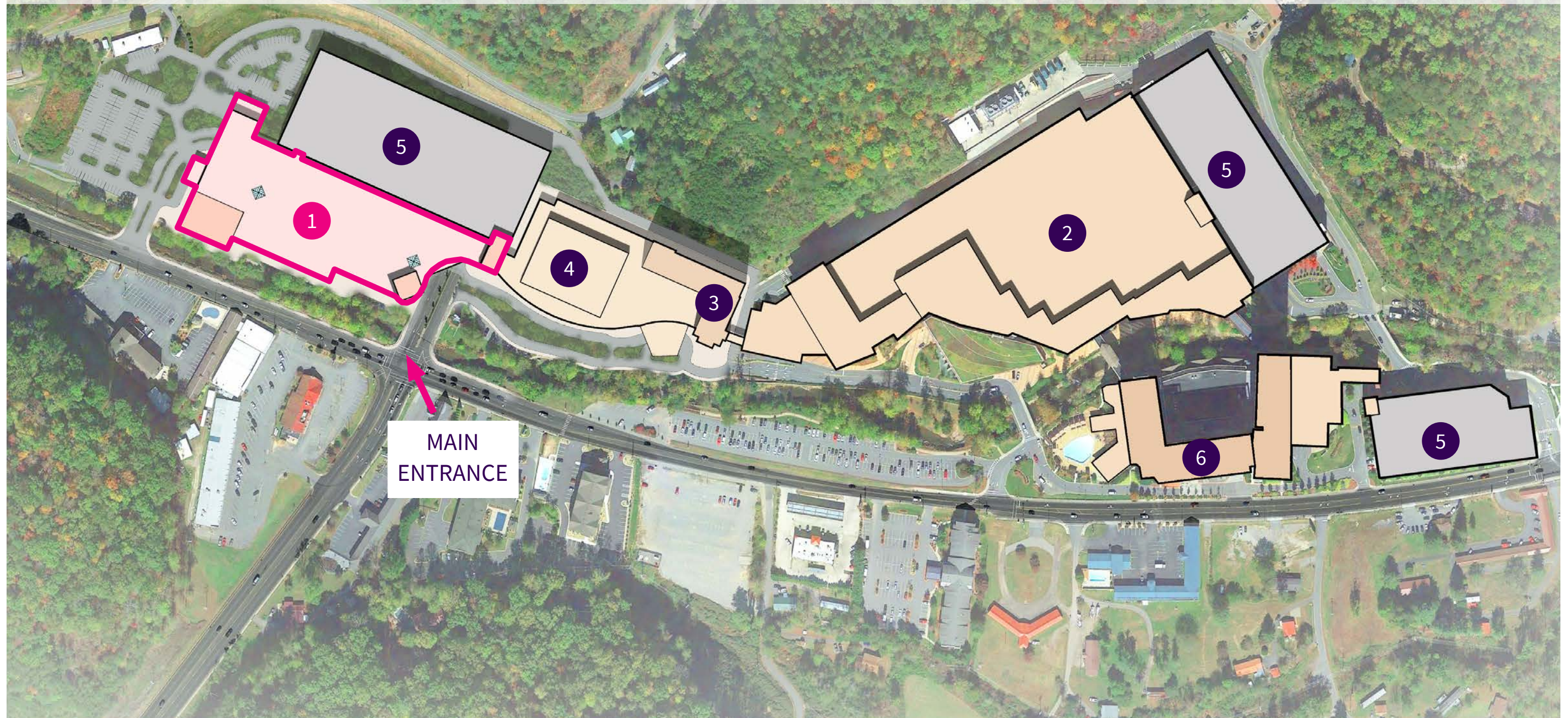
Great Smoky Mountains  
National Park:  
**11+ MILLION**  
Visitors Annually

Population within 3 hours:  
**8.0 MILLION**  
with an average  
household  
income of **\$90,000**



## HARRAH'S CHEROKEE CASINO RESORT HOTEL & CASINO EXPANSION MASTERPLAN

- 1 SHOPS AT HARRAH'S CHEROKEE**  
GLA 158,000 SF
- 2 CASINO**  
140,000 SF
- 3 NEW HOTEL TOWER**  
720 ROOMS
- 4 CONFERENCE**  
100,000 SF
- 5 PARKING DECK**  
7,500 SPACES
- 6 CURRENT HOTEL**  
1,108 ROOMS





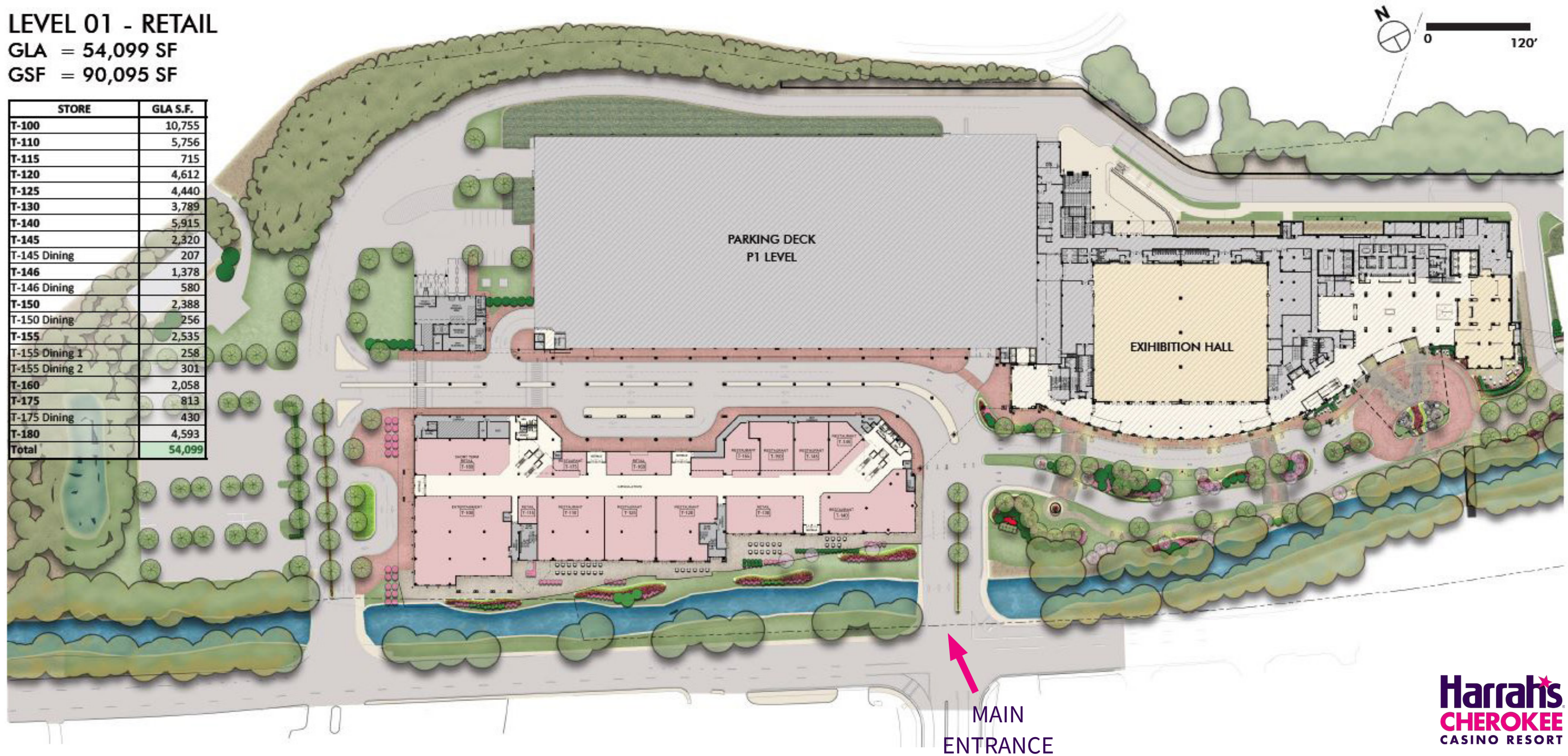
## Floor Plan - Level 1

### LEVEL 01 - RETAIL

GLA = 54,099 SF

GSF = 90,095 SF

STORE	GLA S.F.
T-100	10,755
T-110	5,756
T-115	715
T-120	4,612
T-125	4,440
T-130	3,789
T-140	5,915
T-145	2,320
T-145 Dining	207
T-146	1,378
T-146 Dining	580
T-150	2,388
T-150 Dining	256
T-155	2,535
T-155 Dining 1	258
T-155 Dining 2	301
T-160	2,058
T-175	813
T-175 Dining	430
T-180	4,593
<b>Total</b>	<b>54,099</b>

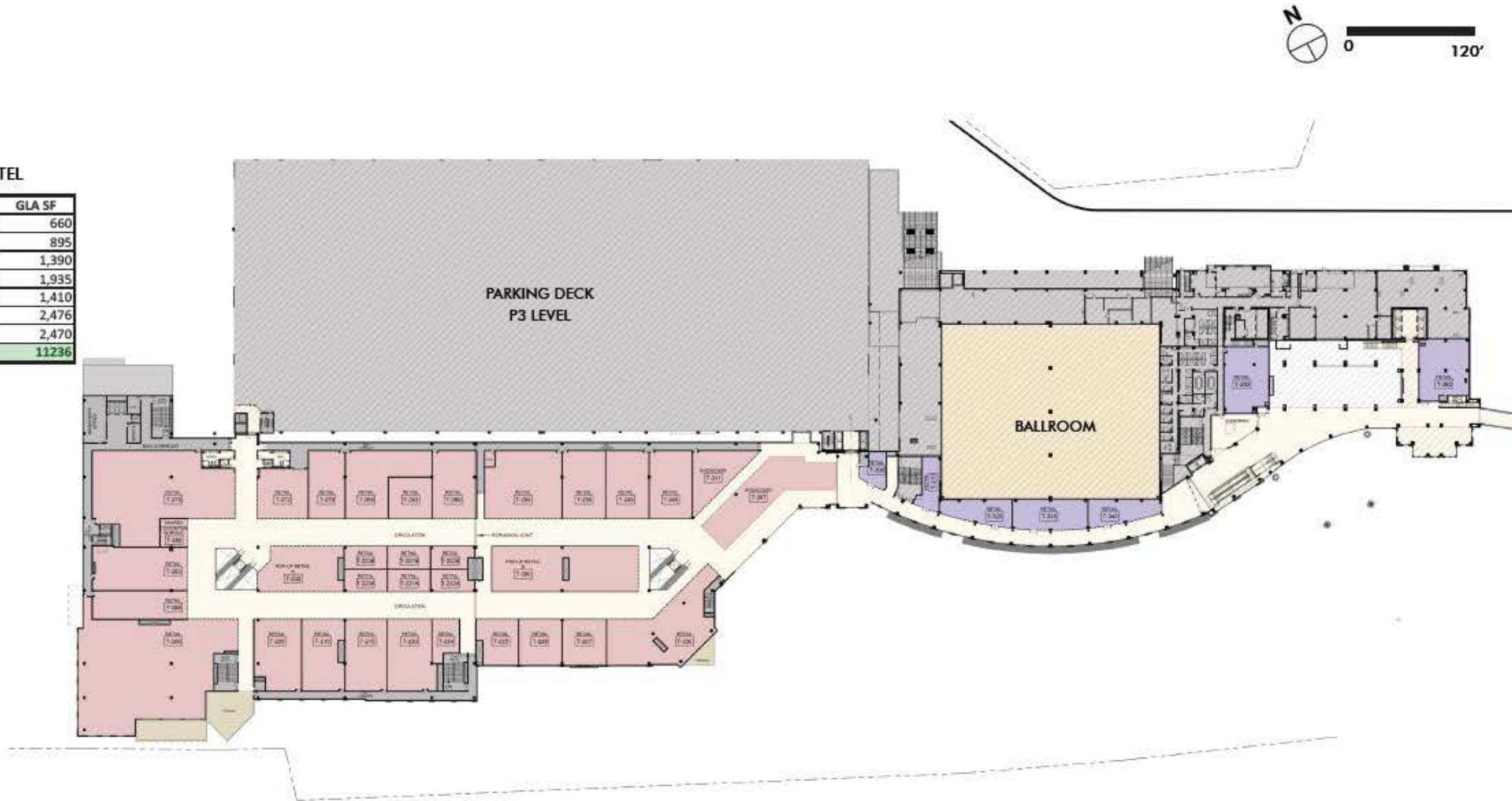




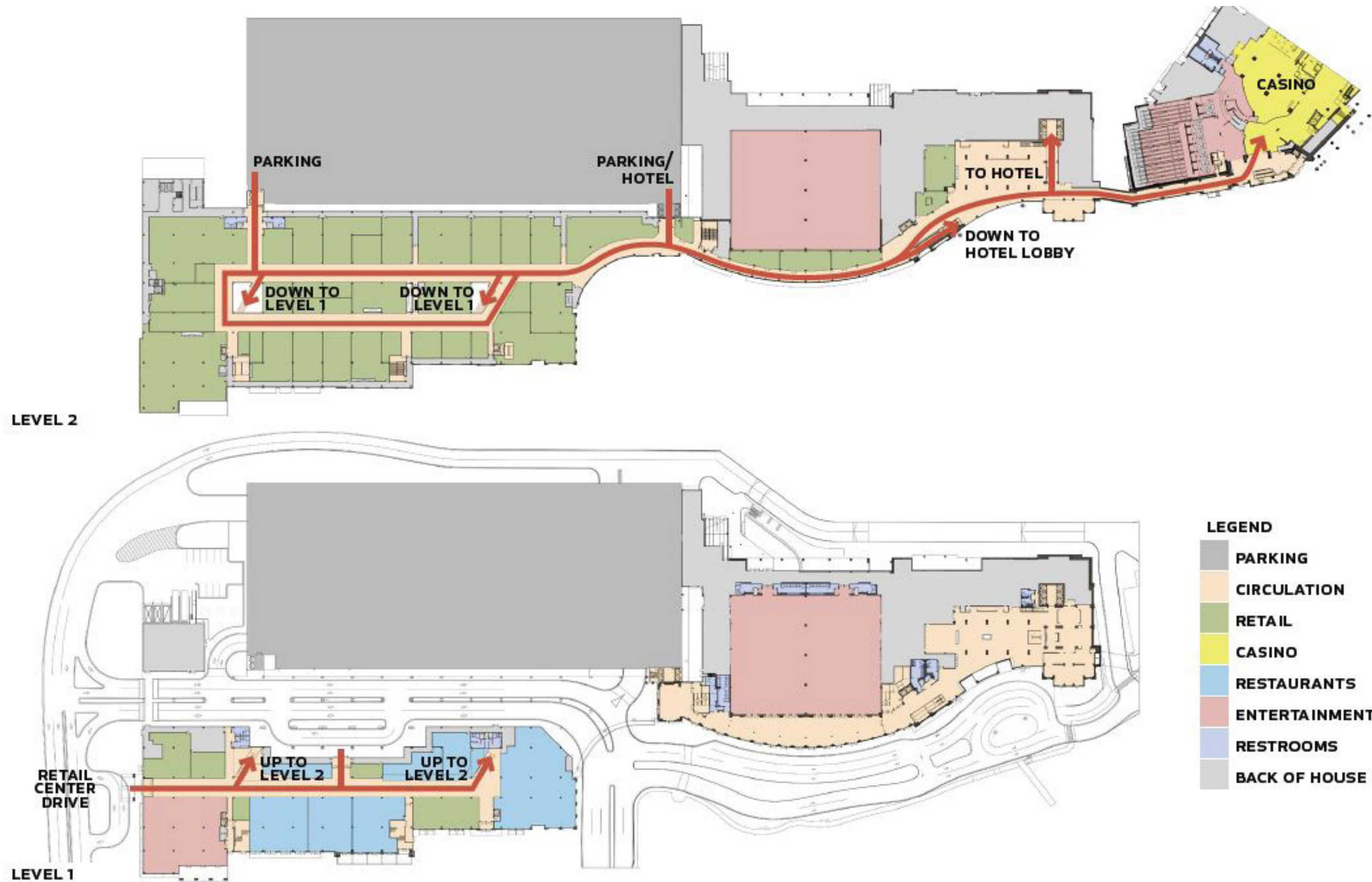
Floor Plan - Level 2

LEVEL 02 - RETAIL  
GLA= 93,509 SF  
GSF= 147,170 SF  
RETAIL IN HOTEL: 11,236 SF

RETAIL AREA		RETAIL AREA IN HOTEL	
STORE	GLA SF	STORE	GLA SF
T-200	12,774	T-300	660
T-205	2,764	T-310	895
T-210	2,520	T-320	1,390
T-215	2,565	T-330	1,935
T-220	2,854	T-340	1,410
T-221A	832	T-350	2,476
T-221B	832	T-360	2,470
T-222A	794	Total	11,236
T-222B	794		
T-223A	838		
T-223B	838		
T-224	907		
T-225	1,535		
T-226	1,700		
T-227	1,740		
T-230	5,433		
T-232	3,020		
T-240	2,509		
T-241	1,991		
T-245	2,509		
T-250	2,509		
T-255	4,343		
T-260	2,582		
T-263	1,545		
T-265	3,480		
T-270	2,128		
T-272	2,175		
T-275	8,835		
T-280 / Shared Conclerge	671		
T-283	3,502		
T-286	2,298		
T-287	4,140		
T-290	5,552		
Total	93,509		
Terraces Total	1,880		



## Wayfinding Plan

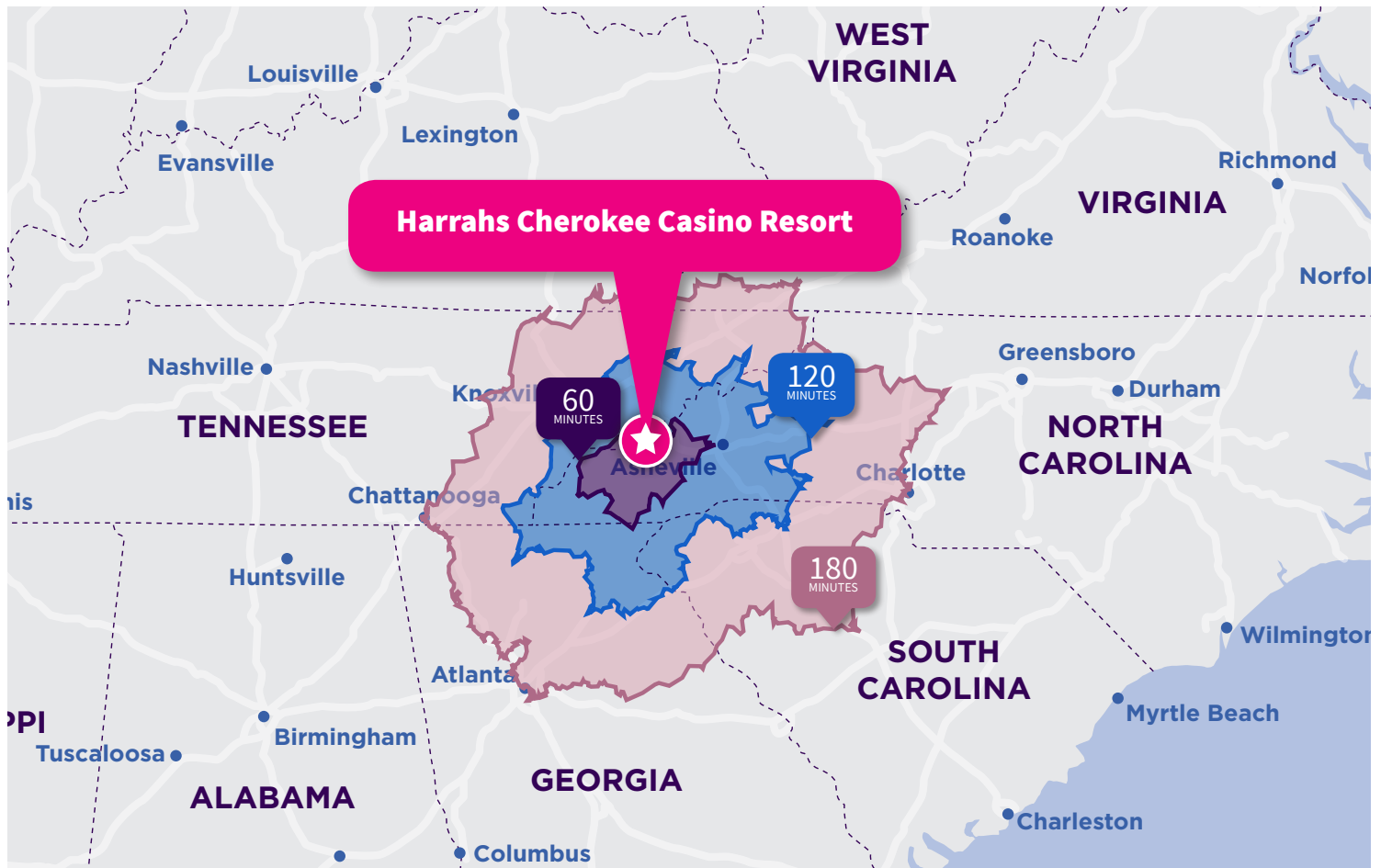




## Renderings







**Harrah's**  
**CHEROKEE**  
CASINO RESORT

## A TRULY INTEGRATED RESORT:

### PROPERTY:

- 5.2 million square feet
- 2 miles from the main entrance to Smoky Mountain National Park
- 2 parking garages with 5,000 spaces
- Surface parking of 10,000 spaces
- Soon to be added parking garage of 2,500 spaces

### CONVENTION:

- 16,000 square feet of indoor
- 10 flexible meeting rooms
- 2 executive board rooms
- Fully equipped business center
- A 100,000 square foot expansion will open in 2020

### CASINO:

- 140,000 square feet
- Vegas style gaming including 3,500 slot machines and 160 table games
- Sports book to be added in 2019

### HOTEL:

- 1,108 hotel rooms and suites in three towers
- An additional 720 rooms to be added by 2020

### F&B:

- 10 dining options

### RETAIL:

- Non-branded local shops comprising approximately 15,000 square feet

### ENTERTAINMENT:

- Multi-purpose event center capable of seating 3,000 guests
- Easily convertible to convention center space of 40,000 square feet

### SPA:

- 18,000 square feet

### OTHER AMENITIES:

- 1 pool
- 1 outdoor pool with cabanas
- Health club/gym
- Outdoor event space along the river
- Outdoor trail walk along the river