



Harrah's Gulf Coast to launch an extensive multi-million dollar hotel renovation; Project to begin next month

The transformation will debut a contemporary remodel of the hotel tower that boasts updated bathrooms, modern furniture, flooring and fixtures, along with new technology enhancements for a brand new hotel experience

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Biloxi, Miss. (October 26, 2015) – Exciting changes are coming to [Harrah's Gulf Coast's](#) hotel tower this November when the resort embarks on a comprehensive, \$14 million dollar hotel renovation project. Guests will have plush, modern accommodations to enjoy during their visit to the resort, which underwent a casino renovation and rebranding in May 2014. The transformation of the hotel is scheduled to be complete by mid-spring and will complement the casino's additional capital improvements made in the last two years, which included the renovation and addition of new dining amenities and an entertainment venue.

Once renovations are complete, guests will experience a complete renovation and redesign of all 494 hotel rooms, including upgraded bathrooms, new plumbing and lighting fixtures, custom bedding and furniture, textiles and flooring. All rooms will be equipped with state of the art tech accessories, including a new 49" wall-mounted high-definition TV that provides guests with an advanced in-room entertainment and interactive technology system. Design features will celebrate the casino's beautiful Gulf Coast region with the hallways and hotel rooms displaying artwork and photography that incorporates regional features, including the Biloxi-Ocean Springs Bridge and Biloxi Lighthouse. The scope of the project extends beyond hotel rooms with additional enhancements to include renovations to the hotel corridors, elevators and hotel lobby.



The new design of the resort's hotel tower was conceptualized by Marnell Companies based in Las Vegas, and it pulls inspiration from the Harrah's brand – a core brand within Caesars Entertainment. Marrying the brand's vibrant purple character with modern, neutral accents is a concept that Harrah's is confident will appeal to a variety of visitors who will stay at the resort.

"All over our region we're seeing revitalization, and the health of our tourism and gaming market continues to be strong," said Jonathan Jones, general manager of Harrah's Gulf Coast. "These two factors have illustrated an importance to make additional capital investments in our hotel; and we look forward to building upon the great foundation of amenities we have here at Harrah's with an additional opportunity to entice more visitors to our resort and region."

As Harrah's Gulf Coast prepares for the \$14 million dollar renovation project, individual hotel floors will begin construction in phases in order to maintain the service and hotel experience that guests have come to expect at the resort. The remodeling of the hotel tower will be spearheaded by [Yates Construction](#); a local general construction firm that previously oversaw the development of The Great Lawn – Harrah's Gulf Coast's 10.5 acre event venue. As identified floors are completed, they will be made available to hotel guests, with all rooms completed and available this spring.

"At our core, we have a desire to consistently improve," said Jones. "We're energized and excited to unveil this newest enhancement to all of our guests, and continue to deliver the best entertainment and hospitality service in the region."

Additional details surrounding the renovation will be announced in the coming months. For more information, please visit www.harrahsgulfcoast.com.

About Harrah's Gulf Coast

Harrah's Gulf Coast is a Caesars Entertainment property. Located on the beaches of Biloxi, Mississippi, the 33,000-square-foot casino boasts 800 of the newest and hottest slot machines, 35 action-packed table games, an Asian gaming room and four dining amenities: Magnolia House, a fine-dining restaurant by Celebrity Chef Kelly English, the 24-hour restaurant, Steak 'n Shake, Flavors Buffet and an upscale sports bar and lounge, Mix & Mingle that connects to an outdoor pool oasis. The restaurants complement Harrah's Gulf Coast's other award-winning amenities, including Grand Bear – a Jack Nicklaus Signature Golf Course - the 16,000-square-foot relaxation retreat Bellissimo Salon & Spa, complete with a fitness center and The Great Lawn, a 10.5 acre event venue that overlooks the Gulf of Mexico. Featuring Total Rewards®, the most inclusive loyalty program in the country, guests have access to exclusive benefits across the country with the ability to redeem offers and reward credits at any of the 40 destinations within the network. For more information, please visit www.HarrahsGulfCoast.com.

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CONTACT

Shay Smith
Marketing Supervisor
Harrah's Gulf Coast
Ssmith1@harrahs.com
228.436.2740