

At Harrah's Gulf Coast, my team of colleagues and I view ourselves as professional memory makers. For guests visiting from both near and far, we seek to help create meaningful experiences through superior service and by building unique one-on-one relationships. I am proud to share that our hard work and heartfelt approach was recently recognized for the second year in a row, with two coveted awards in the gaming and hospitality industry. Neither of which could be obtained without you – or loyal guests – voting us as worthy.

Our first honor was receiving the TripAdvisor Certificate of Excellence award; an award that is bestowed on approximately 10% of total businesses on TripAdvisor. To receive, a business must prove their commitment to delivering a quality guest experience by earning and maintaining an overall TripAdvisor rating of at least 4 out of 5, as well as consistently receiving positive reviews from travelers. As our President and CEO Mark Frissora remarked, "*The TripAdvisor Certificate of Excellence achievement is a testament to the hard work of our talented team members and their commitment to creating memorable experiences.*" I couldn't agree more.

The second accolade received is even more specific to our industry, the *Southern Gaming and Destinations* 2018 Readers' Choice Awards! These annual awards honor and recognize the Top Casinos in every category from rooms and suites to entertainment and eats. With more than 40,000 votes from gaming enthusiasts just like you throughout our region, I am thrilled that you helped us snag top rank in five different categories, including earning the #1 spot for Best Players Club with our Total Rewards program!

We could not come to work every day with the goal of exceeding your expectations if it wasn't for valuable guests such as yourself. So I would like to extend a heartfelt thank you. We are proud to have earned your trust, your vote, and hopefully, your patronage for many more years to come.

My award-winning team of memory makers and I look forward to welcoming you back to our resort and casino this October. We promise to continue to fulfill our commitment to showing you the true meaning of Southern hospitality every time, every day.

Sincerely,
Kennedy Smith
Vice President of Marketing and Hospitality
Harrah's Gulf Coast