



FACT SHEET

OVERVIEW:

The LINQ Promenade is an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, known as the High Roller. Located at the heart of the world-famous Las Vegas Strip and surrounded by approximately 10,000 hotel rooms, The LINQ Promenade is situated between The LINQ Hotel & Casino and Flamingo Las Vegas, directly facing Caesars Palace. An estimated 20.4 million visitors pass by this coveted space each year.

FACTS:

- A first for The Strip, The LINQ Promenade is a pedestrian-friendly district with a true neighborhood vibe. Common area programming, live entertainment and al fresco dining offer energy unlike any other location in Las Vegas.
- The LINQ Promenade spans more than 300,000 square feet and features more than 30 unique retail, dining, nightlife and entertainment venues (70 percent restaurants and bars, 30 percent retail and entertainment). The LINQ Promenade measures 1,340 square feet (one quarter of a mile) from the Las Vegas Boulevard steps to underneath the High Roller.
- The Strip-facing entrance of The LINQ Promenade is marked by The Vortex, a visually stunning architectural element created by Hetzel Design. The curvature of The Vortex canopy and the dancing colors of its intricately embedded LED-lights are meant to complement the development's crown jewel, the 550-foot High Roller observation wheel located at the rear of the property.
- Construction on the fully funded project began in November 2011; the first phase of The LINQ Promenade opened in December 2013. The first High Roller ticketed passengers were welcomed on March 31, 2014.

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FACTS (Continued):

- Shortly after the opening of The LINQ Promenade, The LINQ Hotel & Casino opened its doors to the public. The property features 2,253 rooms including 244 suites with two unique penthouses along with 25 cabana suites. The LINQ Hotel features unique elements such as advanced online check-in, touchscreen directories and way finding systems and electric vehicle charging stations.
- Expected to open in 2018, Fly LINQ is set to be the first and only zipline on the Las Vegas Strip. Developed by the team behind the High Roller, the world's tallest observation wheel, Fly LINQ will feature 10 side-by-side zip lines. Riders will begin their experience by taking an elevator to the top of the 122-foot-tall launch tower. From the launch tower, the ride continues eastward, traveling 1,080 feet above The LINQ Promenade. Riders will disembark near the base of the High Roller.

ONLINE PRESS KIT:

[Click here for Caesars Entertainment's online press kit.](#)

SOCIAL MEDIA HANDLES:

Facebook, Twitter, Instagram:
@HighRollerVegas
@LINQPromenade

HASHTAGS:

#LINQLife
#RevolveVegas
#HighRollerVegas

WEBSITE:

www.Caesars.com/LINQ

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