



## FACT SHEET

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### OVERVIEW:

The LINQ Promenade is an open-air retail, entertainment, experience and dining district, anchored by the tallest observation wheel in North America, 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 + Experience 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, experiences, 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 The 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.

**FACTS (Continued):**

- Shortly after the opening of The LINQ Promenade, The LINQ Hotel + Experience 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 + Experience features unique elements such as advanced online check-in, touchscreen directories and way finding systems and electric vehicle charging stations.
- Fly LINQ is the first and only zipline on the Las Vegas Strip. Developed by the team behind The High Roller, the tallest observation wheel in North America, Fly LINQ launches riders from the 12-story tower and soars them 1,121 feet from Las Vegas Blvd, down The LINQ Promenade finishing at The High Roller. Fly LINQ offers a seated forward ride, with 10 side-by-side lines.

**ONLINE PRESS KIT:**

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

**SOCIAL MEDIA HANDLES:**

Facebook, Twitter and Instagram:  
@HighRollerVegas

Twitter and Instagram:  
@LINQPromenade

**HASHTAGS:**

#LINQLife  
#RevolveVegas  
#HighRollerVegas

**WEBSITE:**

[www.Caesars.com/LINQ](http://www.Caesars.com/LINQ)

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