

Caesars Entertainment unveils plans for multimillion-dollar renovation

By [Colton Lochhead](#) Las Vegas Review-Journal

July 6, 2021 - 6:31 am

The original front entrance to Caesars Palace will get a multimillion-dollar face-lift this year, bringing a revamped touch to the resort's iconic ancient Roman aesthetic, Caesars Entertainment announced Tuesday.

The resort's original main entrance, main casino and porte-cochère will undergo renovations starting this month that will feature "a dramatic and soaring dome and barreled ceiling over a stunning 15-foot-tall statue of Augustus Caesar," two "state-of-the-art" gaming pits flanking the main entrance and a new lobby bar, the company said in a news release. Most of the renovations are scheduled to be complete by New Year's Eve.

Sean McBurney, Caesars Entertainment regional president, said the project encompasses a "full reimagining of our main entrance."

"Completely rebuilding the front entrance of one of the world's most iconic destinations is no small task, and we're excited to get started and create a stunning new visual welcome for our guests," McBurney said.

Brendan Bussmann, director of government affairs for Las Vegas-based at Global Market Advisors LLC, said that the investment shows the company's commitment to its flagship property.

"Caesars has been and will continue to be one of the iconic properties on the Strip," Bussmann said. "Today's announcement, reinvesting in what is the front door to such an iconic property, shows the long-term belief in Las Vegas as well as a commitment from Caesars to be fresh and updated in attracting new customers to its properties."

Caesars Palace founder Jay Sarno was one of the first hotel developers to emphasize the customer's arrival experience, said Alan Feldman, a distinguished fellow at UNLV's International Gaming Institute. He noted the original fountains and rows of cypress trees that led up to the expansive casino when the resort was built in 1966.

But for as terrific as the concept was more than 50 years ago, the resort needed to be refreshed, Feldman said.

"It's critical for them. Caesars has maintained its position as an important brand in the Las Vegas market, but that doesn't mean that it goes on forever without some love and care," Feldman said.

"What made Caesars exciting in 1966 is obviously not going to be as exciting in 2021," he added. "And yet, it seems to me that Caesars is keeping very faithful to what Jay Sarno effectively had in mind."

While some history buffs might be disappointed by the changes, Feldman said, "even they will understand that you just have to stay up to date in Las Vegas."

Some parts of the resort will be affected by construction from July through December, including:

- The main valet off Las Vegas Boulevard South will accommodate Caesars Rewards Diamond and Seven Star members only.
- The Colosseum valet (ground floor of the Caesars Palace self-parking garage off Frank Sinatra Drive) will accommodate all valet guests.
- Ride-hailing pickup and drop-off will be relocated to the exit doors next to Vanderpump Cocktail Garden.
- Express hotel check-in/checkout kiosks will be placed at all available entrances.

Contact Colton Lochhead

at clochhead@reviewjournal.com. Follow [@ColtonLochhead](https://twitter.com/ColtonLochhead) on Twitter.

Review-Journal staff writer Glenn Puit contributed to this report.