

ATLANTIC CITY - MORE TO SEE

The oft-used phrase “bigger and better” certainly applies today to Atlantic City as it continues to rediscover itself. International visitors can easily get to Atlantic City especially through Philadelphia with its new international terminal.

With the opening of the \$1 billion Borgata Hotel, Casino and Spa, the first new development in this part of the world for 13 years, Atlantic City can again appeal to both domestic and international visitors. The Borgata offers 2,002 guest rooms and suites, 10 specialty restaurants, 11 designer retail shops and boutiques, a European style spa, a special events center, plus meeting and banquet facilities, all in addition to the 3,650 slot machines. Classic Italian designs with a contemporary flair are showcased throughout the resort’s 40-story hotel tower and casino. Other properties have added upscale restaurants and retail outlets to keep pace with the new Borgata including the Tropicana, and Bally’s.

Atlantic City is fast becoming a haven for new and exciting developments. The city is transforming itself, undergoing a transformation with new trees, new park benches, new police stations, new side-walks, creating an amenable destination, somewhere more than just a place to gamble. The same development for gambling that took place in the 1970’s is now being repeated but this time for Retailing. From the ‘original’ Boardwalk to the Marina District, new retail and entertainment centers are expected to drastically change the landscape.

Eagerly awaited in the Summer of 2005 is the opening of The Pier at Caesars. This \$80 million total redevelopment of one of the most historic piers in Atlantic City will offer high-end luxury shopping with Burberry, Hermes, Louis Vuitton among many world-famous brand names that will be found at The Pier. At the end of the pier, a three-level water, light and music show free to the public, will be a major attraction visible from the Boardwalk. A sky-bridge will be constructed from Caesars directly into the Bridge Level of the project enabling visitors to move quickly from one attraction to the other.

More information about The Pier at Caesars can be found on www.thepieratcaesars.com

More information about Atlantic City, please contact:
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