

Harrah's Cherokee Casino Resort Goes Bowling with Brunswick

As the gaming industry matures and becomes increasingly competitive, casinos are looking for expansion plans that complement existing programs and diversify offerings. It's more important than ever for resorts to increase the length of stay, attract new demographics, and create revenue streams outside of gaming. At the same time, many tribes are looking to offer more amenities to the tribal community.

To achieve those goals, Harrah's Cherokee Casino Resort in Cherokee, NC, recently broke ground on a \$13 million bowling entertainment center. The project is being financed by a partnership between the resort and the Eastern Band of Cherokee Indians.

"The goal for our bowling family entertainment center is to serve both gaming customers and the local community," said Brooks Robinson, Harrah's Cherokee regional vice president of resort operations. "We expect it to serve our existing customer base and attract new gaming and non-gaming customers across a wide demographic."

[Brunswick Bowling Products](#) has offered support every step of the way, according to Robinson. "Our partners at Brunswick have provided valuable assistance in the facility design and project planning," said Robinson. "They will be involved throughout the construction process assisting with project management."

"We expect the bowling center to attract new gaming and non-gaming customers."

"Brunswick began meeting with the Eastern Band of Cherokee Indians community almost ten years ago," said Eric Lindfors, new business director at Brunswick. "Members of the community were interested in creating a bowling venue for the community's youth, families, and seniors (many of whom bowl in the Cherokee County Senior Olympics). However, the business model was difficult to justify given the limited

local population. That's when the idea was born to explore a cooperative effort with the community and Harrah's Cherokee Casino.

"Over the past year, our [Build-to-Bowl program](#) used input from the Cherokee team to develop the concept, floor layouts, initial renderings and preliminary budgets. Since then we've worked closely with the customer, architect, and general contractor to finalize the budget and establish timelines for the project, and the Brunswick team will stay onboard to see it through to completion."

The 50,000 sq ft upscale bowling entertainment center will offer a ground floor equipped with 16 Brunswick lanes, a bar, restaurant, and a redemption arcade area. A second floor with an additional 8 Brunswick lanes provides a unique indoor/outdoor bar that includes a covered patio with mountain views.

At the groundbreaking ceremony in July, Patrick Lambert, principal chief of the Eastern Band of Cherokee Indians, spoke about his commitment to economic diversification and bringing the best entertainment to the area. He described the family entertainment center as making good business sense, respecting the Cherokee culture, creating new job opportunities, and providing family-friendly attractions that will entice more people to visit and stay longer. Vice chief Richard G. Sneed concurred, noting that the bowling center will increase the resort's economic diversity and profitability while providing jobs and entertainment value for both the community and its visitors.

Brunswick Bowling has completed many casino bowling center projects, providing a full range of services from feasibility studies and project planning to facility design, construction management, installation and training.

Learn more by visiting www.brunswickbowling.com/casino/.