Local restaurants have also benefitted from increased foot traffic generated by Horseshoe Cleveland. Since opening, casino guests have redeemed more than $500,000 in meals

November 14, 2012 (CLEVELAND) — In the six months since Horseshoe Casino Cleveland opened its doors, more than 2.6 million people have visited Ohio's first full-service casino.

“The interest in this urban casino remains very high,” said Horseshoe Cleveland Senior Vice President and General Manager Marcus Glover. “The 1,600-member Horseshoe Cleveland team, which our guests have rated with the highest customer service scores company-wide at a new property, are directly responsible for every first-time and especially repeat visits from our guests,” Glover said. Ninety percent of the casino’s workforce is from the Greater Cleveland area.

“Not only do our team members surprise and delight our guests, but they also have a strong commitment to their community and give of their time through our HERO volunteerism program,” he said. The group recently donated 1,800 pounds of school supplies to Cleveland Metropolitan School District students. Horseshoe Cleveland has also developed strong partnerships with the local sports and entertainment community by committing $2.1 million in sponsorships through the 2012-2013 season, and has contributed more than $50,000 through sponsorships and in-kind donations to support various local non-profits in its first six months.

Glover said that the casino has embraced team member input and customer suggestions, and has made several additions and improvements to its service offerings since opening. Two dozen additional table games will open in the coming days, satiating high demand from novice and table game buffs alike. The casino now hosts 89 table games, and nearly 1,900 slots along with its 30-table World Series of Poker Room. Horseshoe Cleveland also recently began offering daily group tours from surrounding communities, and accepting regional and out-of-state group bus tours. A local shuttle also was added to transport guests between the casino and its Collection Auto Group Centre dedicated parking structure.

Outside the casino, Horseshoe Cleveland continues to play an important role in promoting tourism downtown. Since opening Glover said the casino has booked more than 26,000 room nights at downtown hotels. Many of those stays have been awarded to members of Caesars Entertainment’s loyalty program, Total Rewards, via preferred hotel relationships with The Ritz-Carlton, Cleveland, Renaissance Cleveland Hotel and Marriot at Key Center.

“The casino has proven to be a tremendous opportunity for our local tourism and hospitality industry,” said David Gilbert, president and CEO of Positively Cleveland, the city’s marketing and tourism agency. “From the beginning, developers made a promise to Cleveland that the new casino would incorporate the full range of the city’s offerings to visitors, and they have,” he said. Through September, Gilbert cited downtown hotel occupancy trending more than seven percent higher compared to the same period in 2011.

Local restaurants have also benefitted from increased foot traffic generated by Horseshoe Cleveland. Since opening, casino guests have redeemed more than $500,000 in meals at about a dozen upscale eateries who have partnered with the casino. Horseshoe Cleveland continues to expand its local business relationships and recently added new downtown restaurant partners Osteria di Valerio and Bo Loong.

Glover said the casino is looking forward to the second-half of its first year, which kicks off next week as Horseshoe Cleveland transforms the casino with reminiscent décor and month-long gifts as part of its “Holiday’s at the Higbee” promotion.