

Suite 7400: Caesars' new nightlife pool experience debuts Friday

By SCOTT CRONICK Atlantic City Insiders | Posted: Wednesday, May 23, 2012 1:50 pm

While The Pool at Harrah's gets most of the attention in the city as far as a nightlife pool experience, Harrah's sister property, Caesars Atlantic City, is banking on providing its own pool experience this summer.

Although the outside pool deck at Caesars has had sporadic activity over the years, Caesars is now naming it Suite 7400 and adding more action to draw bigger crowds.

"We never had anything really consistent out there," says Howard Weiss, regional director of nightlife, operations, strategy and development for Caesars Entertainment's Eastern Division. "The challenge of that space is people finding it. So we named it the same as the floor that it is on so people can start identifying where it is."

Suite 7400 will remain a pool for hotel guests during the day. At night, the rooftop experience will include DJs, bottle service, celebrity sightings and even some video presentations.

To make sure partiers get to Suite 7400, hostesses will be at the base of the elevator to lead people to the party. Plus, more signage is currently being installed.

"It will definitely be a more intimate experience as opposed to The Pool After Dark," Weiss said. "We hope we can get 400 to 600 people a night out there."

Suite 7400 will feature new furniture, upgraded cabanas and a new bottle service menu that will be priced in line with other area clubs.

"We are going to make sure the place is filled with the right people so when people do check it out, they want to do bottle service and hang out," Weiss said. "The music will be Top 40 mash-up. There won't be any hard electronic stuff up there. It won't be blasting. We're going after a rooftop party vibe similar to what you would find in Miami or New York in the summer. It will be upscale and laid back."

Although most of the action will take place on the lower level, Suite 7400 will take advantage of the second floor, as well, and will also offer a video DJ occasionally using the screens on The Pier Shops at Caesars as a backdrop.

"I think it will attract different customers than The Pool and Dusk," Weiss says.

“But I am sure there will be some crossover. And we are going to do whatever it takes to bring attention Suite 7400. If someone like Kendra Wilkinson is scheduled to make an appearance at The Pool, she might also stop into Suite 7400 for 30 minutes.”

Suite 7400 opens this weekend and will be open 10 p.m. Fridays and Saturdays, as well as holiday Sundays, including this weekend. The cover starts at \$10.