



FOR IMMEDIATE RELEASE

Bally's Corporation Unveils Vision for Bally's Las Vegas: A World-Class Integrated Resort on the Las Vegas Strip



In partnership with JLL, the 35-acre campus will feature an eye-catching two-tower casino resort and a four-level entertainment and retail complex alongside the future home of the Las Vegas Athletics

Renderings available [here](#), courtesy of Marnell Companies

LAS VEGAS – Sept. 29, 2025 – [Bally's Corporation](#) today announced plans for **Bally's Las Vegas**, a transformative new entertainment resort destination set to rise on the iconic Las Vegas Strip at the former site of the Tropicana Las Vegas. The groundbreaking project will share a 35-acre campus with the new Las Vegas Athletics Major League Baseball ballpark, creating one of the most striking developments in the city's modern history. The project is being submitted for entitlements to Clark County and is expected to commence development in the first half of 2026.

Working in collaboration with JLL, Bally's Las Vegas will feature two luxury hotel towers totaling 3,000 rooms, a state-of-the-art entertainment venue with a seating capacity of 2,500, and more than 500,000 square feet of retail, dining, and entertainment offerings. The resort will also include a casino and a VIP experience with direct access to the ballpark, blending the thrill of professional sports with the energy of the Strip. Marnell Architecture is the architect of record.

"Bally's Las Vegas represents a once-in-a-generation opportunity to redefine the heart of the Strip," said Soo Kim, Chairman of the Board of Directors, Bally's Corporation. "With world-class partners like JLL and Marnell, and with the arrival of Major League Baseball, we are not just building an

integrated resort. We are creating a landmark destination that unites sports, entertainment, dining and hospitality on a scale only Las Vegas can deliver.”

Envisioned as a vibrant hub for international travelers and regional baseball fans alike, Bally’s Las Vegas will showcase a curated mix of dining concepts, flagship retail and immersive experiences. The project aims to meet the growing demand for integrated entertainment while positioning Las Vegas as the ultimate stage for professional baseball and large-scale global tourism.

JLL will lead retail and dining sourcing efforts for the project, ensuring a mix of global brands and local favorites that reflect the city’s unique character. Michael Hirschfeld, Vice Chairman of JLL, is leading the global leasing team within JLL.

“Las Vegas is one of the most important markets for food and beverage, entertainment and retail in the US,” said Hirschfeld. “The extended hours of operation in the market yield some of the highest sales per unit in the country.

More information about Bally’s Corporation and its portfolio is available at www.ballys.com.

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About Bally’s Corporation

[Bally’s Corporation](http://www.ballys.com) (NYSE: BALY) is a global casino-entertainment company with a growing omni-channel presence. Bally’s owns and operates 19 casinos across 11 states, along with a golf course in New York and a horse racetrack in Colorado, and holds OSB licenses in 13 jurisdictions in North America. The acquisition of Aspers Casino in Newcastle, UK, expands its international reach. It also owns Bally Bet, a first-in-class sports betting platform, Bally Casino, a growing iCasino platform, Bally’s Interactive International division (formerly Gamesys Group), a leading global interactive gaming operator, and a significant economic stake in Intralot S.A. (ATSE: INLOT), a global lottery management and services business. With 11,500 employees, its casino operations include approximately 900 slot machines, 630 table games, and 3,950 hotel rooms. Bally’s also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas.

About JLL

For over 200 years, JLL (NYSE: [JLL](http://www.jll.com)), a leading global commercial real estate and investment management company, has helped clients buy, build, occupy, manage and invest in a variety of commercial, industrial, hotel, residential and retail properties. A Fortune 500® company with annual revenue of \$23.4 billion and operations in over 80 countries around the world, our more than 112,000 employees bring the power of a global platform combined with local expertise. Driven by our purpose to shape the future of real estate for a better world, we help our clients, people and communities SEE A BRIGHTER WAYSM. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](http://www.jll.com).

About Marnell Companies

Founded in 1974, Marnell Companies, LLC is a diversified design, development, and management organization headquartered in Las Vegas, Nevada. With a legacy spanning more than five decades, Marnell has been responsible for designing and delivering some of the most iconic projects on the Las Vegas Strip and beyond, including Mirage, Bellagio, Borgata, Caesars, Wynn Las Vegas, Park MGM, and M Resort among many others. The company’s portfolio also extends to major hospitality, entertainment, and commercial developments worldwide.

Marnell Companies' expertise spans Architecture, Design, Construction, Properties, Gaming & Management services, making it a recognized leader in integrated project delivery.

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