

**The 2025 NCACP Annual Conference is almost here !!! The Conference is being held in the Cherokee Hotel and Convention Center, which is located at 777 Casino Drive, Cherokee, NC.**

**Most Driving Direction Apps will instruct drivers to take US 19 through Maggie Valley and in to Cherokee. *While this is the shortest route in miles, US 19 is a very windy road over mountainous terrain.***

**The following route is much easier driving and allows you to drive on divided highway the entire trip.**

***Starting on Interstate 40 Westbound from Asheville:***

I-40 W toward Canton/Knoxville 18.2 mi

Take exit 27 for US-74 toward US-19/US-23/Clyde/Waynesville/Maggie Valley/Franklin/Murphy/Atlanta 0.5 mi

Continue onto US-74 W/Great Smoky Mountains Expy 33.3 mi

Take the US-441 ramp to Great Smoky Mts National Park/Cherokee

Continue onto US-441 N 3.6 mi

**Harrah's Cherokee Casino Resort, 777 Casino Dr, Cherokee is straight ahead of you at the Traffic light. *Continue through the traffic light onto Harrah's property. You will see the driveway on your Right which takes you directly to the Check-In area of the new Cherokee Tower. You can then Valet Park your vehicle or self-park in the Parking Deck adjacent to the Hotel and new Convention Center/Exhibit Hall. You do not check in at the previous location from past Conferences.***

***FOR VENDORS WITH ITEMS TO BE TAKEN TO EXHIBIT HALL - When entering Harrah's property, continue driving straight through traffic signal and continue into Cherokee Tower Parking Deck. Loading Ramp into Exhibit Hall is on your right after entering the Parking Deck. We will have volunteers directing you once you have entered the Parking Deck. For additional instructions, please refer to the Exhibitor Packet below.***

**We look forward to seeing everyone at the Conference.**

**Please Drive Safe**