Crown Casino. Credit: Supplied/Alexander - stock.adobe.com

Crown Perth: New bars and restaurants give casino complex first new venues in decades

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21 July 2025, 1:56pm

Crown Perth has committed to its biggest investment in a decade, launching a long-awaited development program that will add a dozen new bars and eateries to the State's biggest entertainment complex.

The rolling, multi million-dollar upgrade by its US owners is kicking off with what Crown is pitching as an upmarket food hall at the Burswood property over a 2000sqm site facing Bolton Avenue and adjacent to the Merrywell pub.

The new Urban Food District - construction is already underway - is aimed at offering more choice to visitors who want better and more quick-service family dining before or after a show or events at Optus Stadium.

It will comprise dozen food outlets and bars, including a beer garden, and is expected to open by the end of March next year.

Crown, which is celebrating its 40th anniversary, also disclosed plans for a new luxury wine bar in the Crown Towers' arcade that will be predominantly focused on WA wines but include "a curated selection of globally renowned wines" that will be available by the glass.

Artist impressions of the new Urban Food District at Crown. Credit: Unknown/Crown

The new food district is the first phase in planned multi-stage upgrade over the next 2-3 years that aims to pull more people into Crown - Perth's biggest single-site employer with more than 5000 workers - and increase takings by refreshing its hospitality and entertainment options.

Crown Perth chief executive Brian Pereira said the group was talking to local and international "cult" food outlets about taking space in the food precinct and hinted at potentially bigger investments elsewhere over the riverside property as plans were finalised.

The new venues will be the complex's first in 10 years.

Crown Perth has committed to its biggest investment in a decade. Credit: Unknown/Crown

Unlike its sister business in Melbourne, Crown Perth has barely missed a beat since the pandemic. Last year, it again defied weak consumer spending elsewhere in the nation to rack up record revenue of $850m, helped by a buoyant WA economy supported by a resilient resources sector.

Confirmation of the upgrade program comes just two weeks after the WA Government delivered control of Crown back to its owner, global private equity giant Blackstone, by deeming it suitable to hold a casino licence.

The business had been supervised by a Government-appointed independent monitor, former WA police officer Paul Steel, for more than two years after a Royal Commission found Crown Perth facilitated money laundering and welcomed overseas gaming junkets with criminal links.

The rolling, multi million-dollar upgrade by its US owners is kicking off with what Crown says will be an upmarket food hall. Credit: Unknown/Crown

Blackstone had foreshadowed major refurbishments at both Crown's Perth and Melbourne complexes after buying the James Packer-controlled Crown Resorts for $8.9 billion three years ago.

However, the plans were pushed back as Blackstone came to grips with the scale of the repair job and absorbed $800 million in fines over Crown's behavior under its previous management. It had also been reluctant to commit to any new spending until the uncertainty over its casino licences had been resolved.

As well as the initiatives disclosed on Friday, Mr Pereira said Crown was looking to partner in new restaurants and bars to take up long vacant space across the complex, including in the luxury Crown Towers' first floor.