



THE PALMS AT CROWN MELBOURNE TO TRANSFORM INTO A WORLD-CLASS THEATRE AS PART OF REIMAGINED ENTERTAINMENT VISION

26 February 2025: Crown Melbourne (Crown) is set to transform its renowned entertainment venue, The Palms, into a world-class 1,200-seat theatre as part of a major redevelopment announced today.

The upgrade, which will commence at the beginning of 2026, is an important component of Crown's strategy to elevate our entertainment offering and become Australia's ultimate entertainment destination.

The announcement follows recent investments into Crown properties, including the launch of Marmont on Crown Melbourne's riverwalk, Kolkata Cricket Club as a new and exciting dining experience, and the upcoming Urban Food District at Crown Perth.

In addition to providing guests with new and exciting entertainment options at Crown, the redevelopment of The Palms aims to enhance Melbourne's tourism industry and provide an economic boost to the entertainment sector.

Crown Melbourne CEO, Mike Volkert, said: "The redevelopment of The Palms will allow us to attract the premier international and domestic performers and shows that we know our guests want to see at Crown.

"This project is the first of many as part of our strategic vision to continue investing in Crown Melbourne to transform Crown into Melbourne's ultimate entertainment destination and significantly contribute to Melbourne's cultural economy as we work to revitalise our city's nightlife, entertainment and dining experiences."

Having first opened its doors in 1997, The Palms has since grown to host over 150 shows per year and has attracted a raft of local and international talent throughout its history.

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Notes to Editor:

The Palms' capacity is currently 870 patrons and hosts over 150 shows a year. Following the redevelopment, the new capacity will be 1,200.

Construction of The Palms redevelopment is expected to commence in early 2026 and be completed by late 2026.

In addition to the increased capacity, the redevelopment will deliver a refreshed foyer and box office facilities.

Crown Melbourne welcomes 26 million visitors each year, with these guests spending \$300 million across other businesses in Victoria.

ABOUT CROWN MELBOURNE

The stunning property, originally completed in 1997, is exquisitely designed and located alongside the banks of the Yarra River, in the vibrant Southbank precinct.

Crown Melbourne has cemented itself as one of the most visited tourist destinations in Australia. With dynamic and diverse facilities, including one of the largest indoor swimming pools in Victoria, luxury accommodation across Crown Towers, Crown Metropol and Crown Promenade, award-winning dining, conferencing and premium shopping, Crown is Melbourne's premier integrated resort and entertainment destination.