



CROWN UNVEILS NEW ENTERTAINMENT AND DINING WITH VEGAS-STYLE FLAIR

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7 May 2026: Las Vegas has a new address in Melbourne. Global hospitality disruptor Clique Hospitality is landing at Crown Melbourne with two bold concepts: **Amaya Modern Mexican**, a high energy restaurant built on big flavour and atmosphere, and **Barbershop Cuts & Cocktails**, a hidden cocktail lounge with rock n' roll attitude.

The venues are being unveiled as part of the resort's \$200 million redevelopment, introducing a more layered and immersive entertainment, dining and nightlife experience under the one roof – where guests can move between venues and shape their night as it unfolds.

Designed to capture the spirit of coastal Mexico, Amaya is set for a prime riverside position at Crown's west end on the Riverwalk. The menu will spotlight bold and vibrant flavours and feature fire-roasted meats, fresh seafood and share-style plates. Guests will enjoy curated tequila and mezcal cocktails, with local DJs setting the tone for a great night out.

Barbershop is the twist in the tale: a working barbershop acting as the discreet entrance to a hidden cocktail lounge – a modern speakeasy with a nod to the prohibition era. Live rock n' roll music, moody lighting and rich furnishings set the scene for a contemporary take on the world's great whisky bars. Premium table service sees classic and modern whisky cocktails delivered with flair.

Clique Hospitality CEO and Founder, Andy Masi, said every detail is designed for impact – the kind of places you discover, talk about, and immediately plan to return to.

“The best venues aren't just places you visit, they're places you feel. With Amaya and Barbershop, we're bringing together an ultimate social experience, with great food, cocktails, music and energy to create experiences that shift the mood of a night.”

“What's exciting about Crown is the ability to create different experiences in one place, where guests can move between venues and shape their own night depending on how they feel in the moment,” Mr Masi said.

Crown Melbourne CEO Ed Domingo said Masi is one of the most influential names in global hospitality and nightlife and his new concepts are part of the broader evolution of the precinct.

“This next phase is about giving guests more choice in how they spend their time at Crown. Whether you're meeting friends, celebrating a special occasion with an exceptional meal, or simply looking for fun night out, we're creating a destination where your night can take you anywhere once it starts here.”

Across the precinct, more than 15 new venues will roll out over the next 18 months, each adding to a broader mix of dining, nightlife and entertainment experiences.

From casual and accessible Riverwalk venues, through to vibrant theatrical restaurant experiences, and acclaimed premium fine dining at Mott 32 and Victor Churchill, Crown is bringing together a diverse range of venues and nightlife designed for different occasions and tastes.

Mr Domingo said the development reflects a long-term shift in how future guests will experience the precinct, reinforcing Crown Melbourne's position as Australia's most compelling dining and entertainment destination.

“This is about building something over time, a precinct that continues to evolve and offer new experiences while maintaining the quality and variety our guests expect,” he said.



“Each new concept adds another layer to the overall experience, giving guests more ways to enjoy a great day or night out, all in one destination.”

Amaya Modern Mexican and Barbershop Cuts & Cocktails are expected to open in early 2028.

To find out more, visit: <https://www.crownmelbourne.com.au/whats-coming>

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ABOUT CROWN MELBOURNE

Crown has been an iconic Melbourne landmark since 1994, transforming the Southbank precinct into one of Australia’s most recognised and visited destinations. Nestled along the Yarra River, Crown is Melbourne’s only integrated resort, offering a world class experience that attracts more than 26 million visitors annually.

Crown Melbourne’s waterfront location boasts unrivalled luxury accommodation, with over 1,600 exquisitely appointed rooms across Crown Towers, Crown Metropol and Crown Promenade. Guests enjoy access to Victoria’s best indoor hotel swimming pools, the award-winning Crown Spa and an exclusive retail precinct featuring designer brands and prestigious luxury outlets.

Home to an exceptional array of award-winning restaurants, including Nobu and Rockpool, alongside bars, cafes and clubs, Crown is Melbourne’s ultimate entertainment destination with venues for every occasion. Marmont and Kolkata Cricket Club are new additions to the dining offering, and Victor Churchill is set to open an exquisite new bar and grill restaurant overlooking the Yarra in 2027.

Construction is underway to renovate and expand Crown Live Theatre, featuring additional seating capacity and a new balcony for pre-theatre drinks, scheduled to open later this year.

Crown Palladium Ballroom remains Australia’s premiere major events destination, hosting prestigious awards and celebrations. This compliments a combined 7,350 square metres of versatile space offered by the Crown Conference Centre.

The 24-hour casino at Crown Melbourne features 540 gaming tables and over 2,600 electronic gaming machines, providing guests a wide variety of entertainment options all under the one roof.

Crown Melbourne is the state’s largest single-site private employer and the largest employer of hospitality staff. The resort plays a key role in driving Melbourne’s tourism sector, contributing \$1.9 billion to the local economy each year.