# Genting UK plans historic revival of London Trocadero with casino and leisure complex



Genting UK has announced plans to breathe new life into the historic London Trocadero by transforming approximately 37,000 square feet of currently vacant space within the Grade II-listed building on Coventry Street into a casino and entertainment complex. Targeting an opening in October 2026, this ambitious redevelopment aims not only to restore the iconic landmark but also to establish a vibrant leisure destination in the heart of London’s West End.

The Trocadero, first opened in 1896 as a restaurant by J. Lyons & Co., quickly became a symbol of high-quality catering and a favoured venue for London’s elite, hosting annual shareholder meetings and attracting discerning clientele from across Britain and abroad. While the restaurant closed its doors in 1965, the site has since seen numerous incarnations including a cinema, shopping arcade, and amusement centre. The 1990s era is particularly notable for SegaWorld, a large indoor theme park and arcade that brought significant footfall to the venue, followed by family-oriented attractions like Funland and Cineworld cinemas. Despite these various phases, much of the Trocadero has remained underutilised in recent years.

In its current proposal, Genting plans a sensitive and sustainable retrofit that honours the building’s architectural heritage while adapting interiors for modern use. The company emphasizes that the project, delivered in partnership with Criterion Capital, will support the local economy by creating up to 350 new jobs across hospitality and gaming sectors, including training opportunities particularly aimed at younger adults. The redevelopment is framed as a multi-million-pound investment with the potential to contribute meaningfully to the wider regeneration of Coventry Street, an area that, according to Genting, currently suffers from a prevalence of lower-grade retail outlets and souvenir shops.

Central to the redevelopment will be a new casino covering sections of the ground and first floors as well as parts of the basement, with a gaming floor potentially extending to 16,000 square feet. The venue will operate with a proposed 24-hour licence, aligning the Trocadero with other well-established Leicester Square casinos like The Hippodrome and Empire Casino. Genting refers to this initiative as part of the creation of a “London Strip,” aiming to boost round-the-clock tourism and nightlife appeal.

Complementing the gaming facilities will be an array of dining options, including a street-facing restaurant on the ground floor and a more formal dining venue upstairs. Additional food and beverage services will be directly available to casino customers in the basement area, with a design focus on creating both independent operations and casino-linked experiences.

Security and community integration are highlighted as priority aspects of the scheme, with plans for 24/7 CCTV coverage, dedicated door staff, and a comprehensive casino management plan to ensure a safe and inclusive environment. The target demographic is adults aged 25 and older, and Genting emphasises efforts to cultivate a diverse patronage.

This project builds on Genting’s substantial presence in the UK casino market, where it operates over 30 venues including locations in central London’s Chinatown, Kensington, and Mayfair. The company’s experience managing venues ranging from upscale to mainstream positions it well to reestablish the Trocadero as a key player in London’s leisure scene.

Looking ahead, Genting has committed to ongoing community consultation as part of the planning process, inviting public feedback before submitting a formal application to Westminster City Council. While the redevelopment requires listed building consents and appropriate licensing approvals, Genting’s vision positions the Trocadero not merely as a commercial venture but as a cultural revival—restoring a site with more than a century of entertainment history to the frontline of London’s dynamic West End.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768), [[2]](https://g3newswire.com/genting-uk-to-transform-trocadero-into-london-casino-venue/), [[5]](https://en.wikipedia.org/wiki/London_Trocadero), [[6]](https://www.arthurlloyd.co.uk/TrocaderoLeicesterSquareLondon.htm)
* Paragraph 2 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768), [[3]](https://www.kzwp.com/lyons1/troc.htm)
* Paragraph 3 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768), [[2]](https://g3newswire.com/genting-uk-to-transform-trocadero-into-london-casino-venue/), [[7]](https://www.visitlondon.com/things-to-do/sightseeing/london-attraction---test/london-trocadero)
* Paragraph 4 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768), [[2]](https://g3newswire.com/genting-uk-to-transform-trocadero-into-london-casino-venue/)
* Paragraph 5 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768)
* Paragraph 6 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768)
* Paragraph 7 – [[1]](https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768), [[2]](https://g3newswire.com/genting-uk-to-transform-trocadero-into-london-casino-venue/), [[5]](https://en.wikipedia.org/wiki/London_Trocadero)

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## Bibliography

1. <https://news.worldcasinodirectory.com/genting-to-revive-london-trocadero-with-casino-and-leisure-hub-119768> - Please view link - unable to able to access data
2. <https://g3newswire.com/genting-uk-to-transform-trocadero-into-london-casino-venue/> - Genting UK plans to redevelop a portion of the historic London Trocadero into a new entertainment and leisure venue, featuring a casino, restaurants, and bars. This development aims to revitalise approximately 37,000 square feet of currently vacant space within the Grade II-listed building on Coventry Street. The Trocadero has a rich history as an entertainment hub in London’s West End, having undergone various transformations since its opening in 1896. The Genting Trocadero is due to open in October 2026, with plans to operate 24 hours a day, creating a 'London Strip' of casinos. The development is projected to generate up to 350 jobs in hospitality, including opportunities for training and advancement, especially for young adults. The project is presented as a multi-million-pound investment into the West End, with potential to aid wider regeneration of this portion of Coventry Street.
3. <https://www.kzwp.com/lyons1/troc.htm> - The Trocadero Restaurant, opened in 1896 by J. Lyons & Co., was a renowned establishment in London, setting new standards in catering and attracting the city's Victorian and Edwardian elite. It became a popular topic of conversation for London's glitterati and attracted the most discerning customers from home and abroad. The Trocadero closed on 13 February 1965. In 1921, an excellent Château Lafite of 1906 vintage cost 14s. 6d. The Château Mouton Rothschild 1905 was marginally cheaper at 14 shillings. The Trocadero restaurant set new standards in catering. It became a popular topic of conversation for London's Victorian and Edwardian glitterati and attracted the most discerning customers from home and abroad. From the very first year the Trocadero made a profit of £200 per week, increasing to £800 by the turn of the century - nearly twice as much as all the teashops put together and a third of Lyons' profits but by the 1930s its revenues declined. Uniquely placed, at what many believed to be the hub of the British Empire, it was used from 1896 to 1962 as the venue for the shareholders' Annual General Meetings, during which they were frequently reminded by the Chairman to use its facilities for their own business or private entertaining needs. The Trocadero closed on 13 February 1965. Postscript November 2007 Property developer Asif Aziz was refused, for the second time, a plan for a 503-bedroom hotel on the Trocadero site. Despite months of redesign and securing approval from planning officers for the £100m overhaul of the site on Shaftesbury Avenue, the project was derided by councillors. During a planning meeting on 1 November 2007, councillors described the new glass façade, lit with different colours, as hideous. Those opposing the plan included English Heritage, Shaftesbury plc and the Westminster Society. This was the second rejection of Aziz's plan which was refused in 2006. © Peter Bird 2002 Courtesy Mike Conway of the Glen Nevis Restaurant, Scotland, where the picture hangs. ([kzwp.com](https://www.kzwp.com/lyons1/troc.htm?utm_source=openai))
4. <https://en.wikipedia.org/wiki/SegaWorld_London> - SegaWorld London was a large indoor theme park and arcade located in the Trocadero Centre in London's West End. Opened in 1996, it was one of the largest amusement facilities developed under Sega at that time. The venue featured a variety of Sega-themed attractions and games, drawing large crowds during its operation. However, SegaWorld faced challenges and was eventually replaced by Funland, a family entertainment centre, in the early 2000s. Despite its closure, SegaWorld London remains a nostalgic memory for many visitors and has been the subject of reflective articles and discussions.
5. <https://en.wikipedia.org/wiki/London_Trocadero> - The London Trocadero is a historic entertainment complex located on Coventry Street in London's West End. Originally opened in 1896 as a restaurant, it has undergone various transformations over the years, including serving as a cinema, shopping arcade, and amusement centre. Notably, it housed SegaWorld in the 1990s, a large indoor theme park and arcade that was a significant attraction during that era. The Trocadero has a rich history and has been a central part of London's entertainment scene for over a century.
6. <https://www.arthurlloyd.co.uk/TrocaderoLeicesterSquareLondon.htm> - The Trocadero Centre in Leicester Square, London, has a rich history as an entertainment hub. Originally opened in 1896 as a restaurant, it has undergone various transformations over the years, including serving as a cinema, shopping arcade, and amusement centre. Notably, it housed SegaWorld in the 1990s, a large indoor theme park and arcade that was a significant attraction during that era. The Trocadero has been a central part of London's entertainment scene for over a century, hosting various attractions and events.
7. <https://www.visitlondon.com/things-to-do/sightseeing/london-attraction---test/london-trocadero> - The London Trocadero was an entertainment centre near Piccadilly Circus that hosted a cinema, shops, and amusement arcades from the 1980s onwards. It is now home to the Crystal Maze LIVE Experience, where visitors can participate in the hit 90s gameshow. The cinema, arcades, and bowling alley at the Trocadero are closed, but there are three cinemas nearby in Leicester Square. The Trocadero is located close to Piccadilly Circus, where visitors can see the famous lights billboard and the statue of Eros. If you're in London's West End, you're close to some of the best shopping destinations in London, including Oxford Street, Regent Street, and Carnaby.