

# Alcatraz - an interactive cocktail experience arrives in Gold Coast

Step into a fictional world behind bars inspired by Hollywood's greatest prison stories this winter



**Gold Coast | May 21 2026** – Gold Coast is next in line to enter the world of Alcatraz, a globally renowned immersive prison-themed cocktail bar and theatrical experience. Created by the renowned UK immersive hospitality group Inventive Productions in partnership with live-entertainment platform Fever, Alcatraz is more than just a bar – it's a theatre set you can drink inside. Set to open on Cavill Avenue in Surfer's Paradise on June 26, 2026, tickets are on sale now at [alcatraz.com/gold-coast](https://alcatraz.com/gold-coast).

At Alcatraz, guests will be 'processed' on arrival, issued an inmate number and orange jumpsuit to wear and ushered into a speakeasy-style cell block where the plot thickens with every round.

Inside, it's part role-play, part cocktail bar designed to deliver a unique, immersive experience with a cast of guards, inmates and bootlegging accomplices steering the narrative while serving a menu of four cocktails (or mocktails, beer or wine).

The expertly crafted tipples will include the vodka-based Crime of Passion, with passionfruit liqueur, strawberry purée, lime, cranberry and orange - a sweet yet sharp concoction that seduces with every sip and the dangerously smooth Conspiracy - a smoky-sweet combination of premium mezcal, burnt coconut tequila, chocolate butter, pineapple, and a hint of cinnamon for a full-blown flavour heist.

Whether it's a birthday bash, hens or bucks event, corporate celebration or quirky date night, Alcotraz will transport guests to a world previously unseen and throw them into the centre of a theatrical storyline filled with photo opportunities. If you are celebrating a special occasion, there is also the opportunity to become a character such as The Mole or The Janitor and see your friend, colleague or loved one at the centre of the drama that unfolds.

Alcotraz is set to deliver an unforgettable night of thrills, spills and entertainment to Gold Coast's vibrant nightlife scene.

Tickets for Alcotraz are available now at [alcotraz.com/gold-coast](https://alcotraz.com/gold-coast), with ticket prices starting at \$65 for the performance and a pre-set menu of four cocktails or mocktails.

### **Details:**

Where: 29 Cavill Ave, Surfers Paradise, QLD 4217

When: Various sessions from June 26 – tickets on sale now  
Tickets: Via the official website [alcotraz.com/gold-coast](https://alcotraz.com/gold-coast). Prices from \$65. Age: Strictly 18+ only

Assets: Available [HERE](#)

### **ABOUT INVENTIVE PRODUCTIONS**

Inventive Productions is the UK's leading immersive hospitality company, entertaining hundreds of thousands of guests every year. Having originally debuted in London in 2017, Alcotraz generated global headlines, creating controversy, and thrilling audiences

seeking a unique and memorable night out. Much like the other productions by Inventive Productions, including the Wild West-inspired 'Moonshine Saloon' and the out-of-this-world adventure of 'Avora,' Alcotraz brings to life a fictional world. With subtle references to cult American entertainment, such as Prison Break, Orange is the New Black, and Shawshank Redemption, guests have the opportunity to experience a fictitious narrative unfolding around them which they would only normally see on TV or cinema screens. In the UK, Inventive Productions is proud to partner with the Innocence Project London in which proceeds of profits go towards overturning wrongful convictions.

## About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events —from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals— while empowering its partners with data and technology to develop and expand new experiences worldwide.

## Contact details

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