



fiveight

39 High Street, Fremantle

Food & Beverage Opportunity



The Opportunity

Heritage Meets Hospitality

Situated in Fremantle's vibrant West End, the Orient Hotel has stood as a landmark of connection and community since its construction in 1902-1903. Crowning the prominent corner of High and Henry Streets, this three-storey heritage building is ready to transform its ground floor into an exceptional food and beverage destination.

Fiveight, renowned for revitalising iconic properties, seeks an experienced operator to collaborate on a unique concept that reflects the site's rich history and Fremantle's dynamic culture. This location benefits from high footfall, surrounded by bustling cafés, bars, and retail spaces along High Street—a vibrant artery of social interaction. Meanwhile, Henry Street's art galleries and educational spaces provide a creative and cultured backdrop. Together, let's craft an offering that embodies the spirit of Fremantle and brings new energy to this historic venue.



About Fremantle

A Vibrant Port City

Fremantle, a vibrant port town located in the southwest of Perth, is celebrated for its rich history, diverse culture, and dynamic tourism economy. Renowned attractions such as Fremantle Markets, the Maritime Museum, and its proximity to Rottnest Island make it a must-visit destination for domestic and international travellers alike. Its vibrant culinary scene, paired with a strong hospitality industry, reflects the city's enduring appeal.

The city's population comprises affluent families, professionals, and creative entrepreneurs who value its coastal lifestyle and rich cultural heritage. With a median income above the state average, Fremantle's residents and visitors alike seek high-quality food, beverage, and lifestyle experiences, creating a thriving hub for premium offerings.



\$751M

Total hospitality and tourism sales (2022/23)

61,749

International visitors annually

1M+

Nights spent by international visitors (2023/24)

879,825

Day trips from domestic visitors annually

Statistics from economy.id.com.au/fremantle/tourism-value

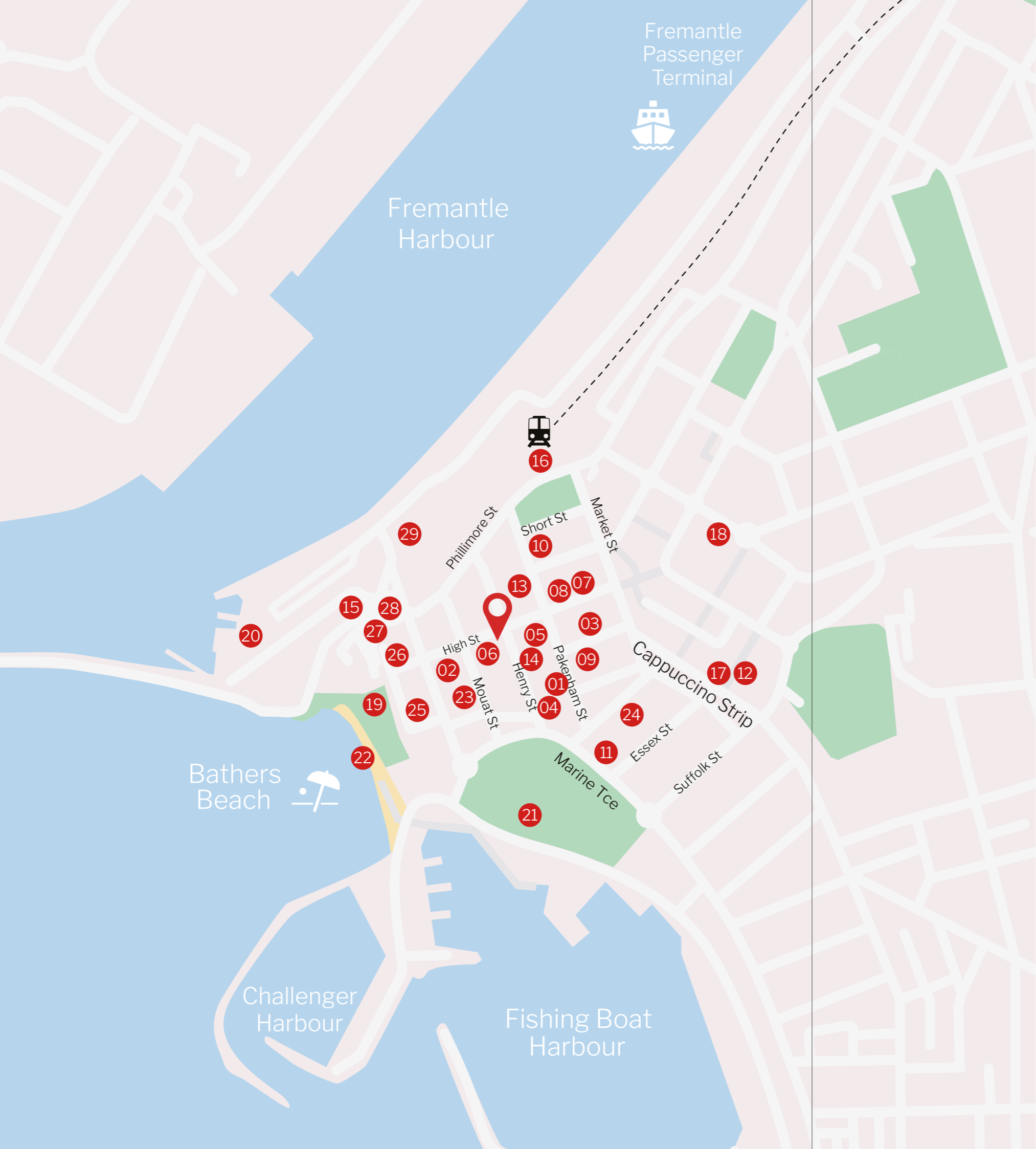
Customer Profile

Eclectic and Dynamic

Fremantle's residents encompass a vibrant mix of upwardly mobile families, empty nesters, and professionals who appreciate the quirky coastal charm, walkability, and rich cultural experiences that the area offers. Residents actively seek out high-quality, bespoke experiences that align with their lifestyle, with a unique mix of demographics making way for a cultural melting pot and ensuring for a consistent demand for premium food, beverage, and lifestyle options.

Tourists and day-trippers also play a pivotal role in Fremantle's local economy. Over 1.2 million visitors annually, including international tourists from the UK, Europe, and Asia, fuel the demand for specialty and premium offerings. The city's events calendar attracts Perth residents seeking engaging dining and artistic experiences, while the University of Notre Dame contributes a steady flow of socially active students. Combined with a growing professional workforce, Fremantle is a destination that thrives by day and night.





The Location

Fremantle's Vibrant Heart

Situated in the heart of Fremantle, 39 High Street is a stone's throw away from tourism hotspots and renowned hospitality venues, meaning you'll be in good company.

F&B

- 1. Bread in Common
- 2. Vin Populi
- 3. Lions & Tigers
- 4. Moore & Moore
- 5. Jungle Bird
- 6. Ode to Sirens
- 7. The Palace Arcade
- 8. The National Hotel

Accommodation

- 9. Hougoumont Hotel
- 10. Quest Apartments
- 11. Esplanade Hotel
- 12. Warders Hotel
- 13. The Fremantle Hostel Backpackers
- 14. Fremantle Archway Apartments

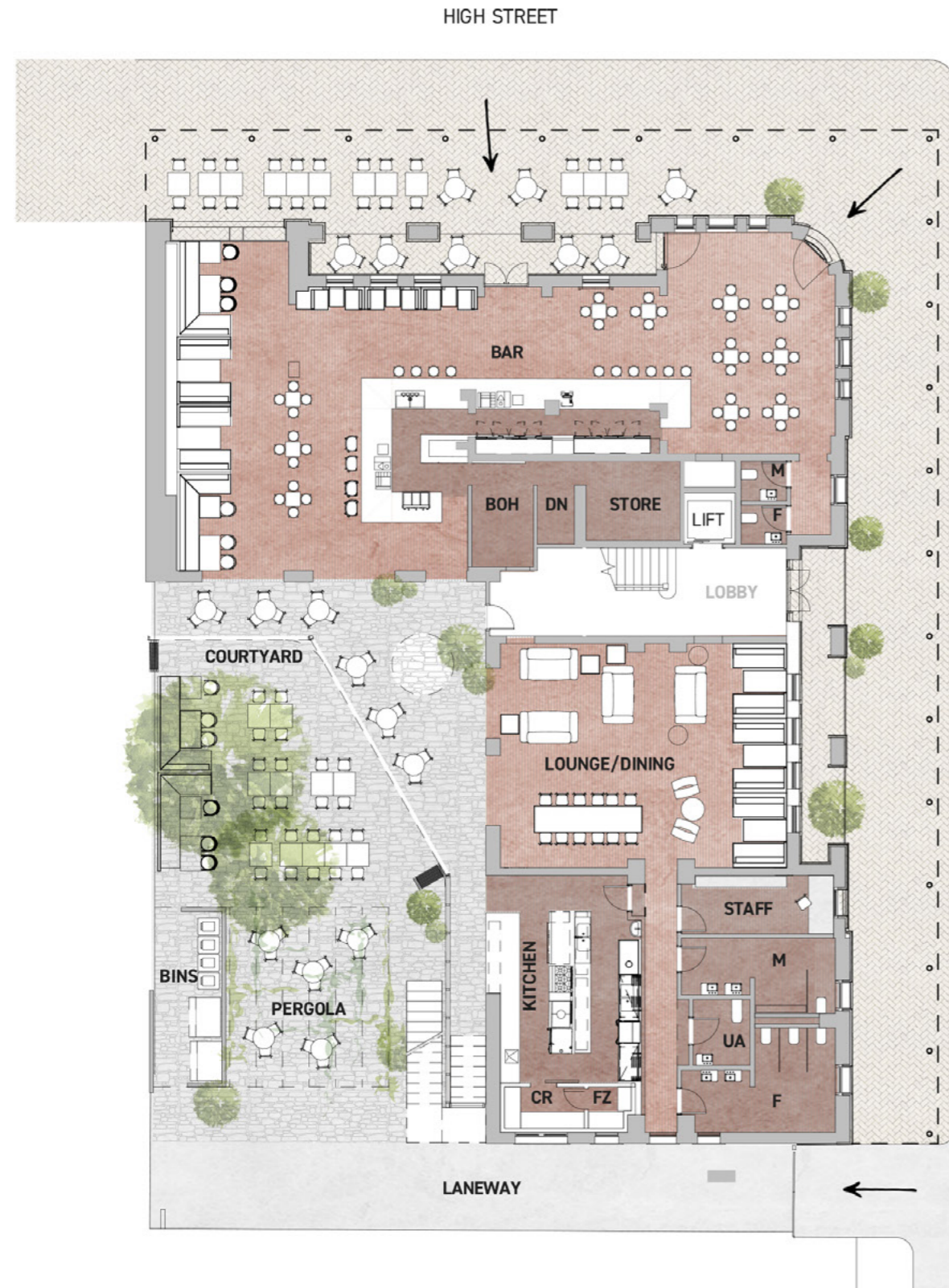
Tourism, Connectivity & Others

- 15. Victoria Quay Ferry Terminal
- 16. Fremantle Train Station
- 17. Fremantle Markets
- 18. Fremantle Visitor Centre
- 19. The Roundhouse
- 20. WA Maritime Museum
- 21. Esplanade Park
- 22. Bathers Beach
- 23. University of Notre Dame
- 24. Secure Parking – Collie St
- 25. Little High Street Parking
- 26. Round House Carpark
- 27. City of Fremantle Arthur Head Reserve Carpark
- 28. Cliff St Carpark
- 29. Wilson Parking Victoria Quay

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Floorplan

Indicative test fit designed by Building Head Architect, Space Agency.



Interiors

Indicative interior style reference moodboard.



The Team



Fiveight

Fiveight are property revitalists with a passion for place. We are developers of landmarks, custodians of places and curators of experiences that celebrate the best of Australia.

Our places are built on principle. We strategically invest with a long term horizon, inspired by delivering design

excellence and selecting partnerships with like-minded groups who have an unapologetic focus to create positive sustainable impact and meaningful places.



Metier

Metier provides boutique specialist retail and hospitality property leasing services.

Established in 2002, we have a detailed understanding of the intricacies of the retail sector and approach the market with a specialised knowledge, critical insight and expertise.

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