GREAT OCEAN ROAD
TWELVE APOSTLES

Industry Q&A - Tourism Talks Webinar, 8 October 2026. Follow up Q+A

- All information that has been supplied to date is on the industry portal:
    - https://www.greatoceanroadauthority.vic.gov.au/Projects/Keerray-Woorroong-Visitor-Centre-Twelve-Apostles/Industry-Updates

- To register as an agent use this form
    - \https://www.greatoceanroadauthority.vic.gov.au/files/assets/public/v/1/projects/twelve%E2%80%AFapostles%E2%80%AFvisitor-experience-centre/agent-booking-pass-application-form-v02.pdf

- Fees will be introduced in April 2027. GORCAPA is committed to providing industry the fee structure as soon as it is finalised and the exact date well ahead of April 2027.

- Access to Gibson's Step and Loch Ard Gorge will remain unchanged. Gibson's Steps are open. We are awaiting confirmation on when Loch Ard Gorge will reopen, but the project is tracking for completion by the end of October.

- Groups who are visiting the wider precinct (that includes Loch Ard Gorge) will be able to re-enter the carpark within their booking window. If outside the booking window, use the intercom or call the Information Desk, which will assist with re-entry.

- Guests with accessibility requirements? We want every visitor to experience the Twelve Apostles comfortably and safely. Accessible pathways, facilities and support are available across the site. There are eight dedicated accessible parks, please see the location of the parks on the site map HERE. There are wheelchair-accessible trails and viewing platforms. Inside the centre, facilities include accessible restrooms, Changing Places, Family Change Room and rest areas. For the best experience, those with accessibility needs should enter via the Keerray Woorrong Visitor Centre. Contact the Information Desk for assistance, which will assist with arranging buggy transport or wheelchairs.

- While it is suggested guests allow longer at the Visitor Centre to learn more about the significance of the Twelve Apostles it is possible to do a shorter visit of around 45 min, which would include doing the 2km return walk to the lookout and a bathroom break. Visitors can also buy takeaway food or drink (add on 10 min).

- We will be working with GORRT and other tourism bodies to create different itineraries that encourage travel, spend and overnights along the Great Ocean Road (ie Lorne etc and Warrnabool etc). A key focus of marketing communication is to advise visitors that with more time needed to fully experience the Twelve Apostles precinct, it's best to plan an overnight visit. We would love the industry's support with this messaging.

  - These messages and itineraries will be promoted across many touchpoints including Tourism Australia, Great Southern Touring Route, Visit Vic, Great Ocean Road Tourism and GORCAPA channels, influencer visits and PR. As the program develops GORCAPA's next step will be to work with the region to develop specific bundled experiences.
  - Additionally Great Ocean Road dispersal (and overnights) will be promoted as per above but also in the booking confirmation email that is sent to visitors, at the Visitor Centre and via the exit email. We will also develop a strategy to re-engage previous visitors to visit again to experience newly developed products, events or seasons.
  - We encourage operators to also promote how and why they should be incorporated into a Twelve Apostles trip via their own channels - e.g. why my hotel/ restaurant is the perfect end/ base to a Twelve Apostles visit etc.

- How do we ensure the booking system is not filled up with ghost tour bookings? Operator bookings will be monitored against data gathered during the planning phase to ensure operators are not blocking out valuable windows with "ghost" bookings. There will also be spot checks of vehicles and license plates to ensure compliance with licensing requirements.

- Based on careful modeling of Tour Operators currently visiting the site, we believe it is unlikely that enough tour groups will stay long enough to impact the carpark/ centre capacity. We will continue to monitor this situation and implement limits if necessary. Additional staff will be onsite during the launch and busy summer period to ensure smooth operation.

- What about visitors who don't have a booking when they get to the site? Guests will be able to book onsite/arrival - *subject to availability* - but this is to be discouraged as it will impact traffic, the flow of the site and the objective of the development - i.e. responsible tourism, safety and dispersal. Signage with QR codes to the booking website is positioned near the entrance ahead of the boom gates. GORCAPA is delivering a paid behavior change media / digital campaign to promote awareness of the requirement to book.

- Where do I park as a Tour Operator with a vehicle under 6m? You can enter either boomgate - *car boom gate* OR *Tour Operator boom gate* - both will work for Tour Operators. For vehicles under 6m, you can drop off passengers at the coach drop off, then park in car park C or D. For Coaster buses, even if under 6m, the Tour Operator boom gate is recommended and will be easier as there is more room.
  See map HERE

- Looking for the closest pick up/drop off point for the lookouts? Tour Operators under 6m can access carpark B, which is the closest park to the walk to the lookouts. Enter the car boomgate, drop off/pick up passengers at the drop-off bay in front of the new centre and proceed to car park B.

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- Visiting at sunset or sunrise? The carpark and boomgates operate from 6am to 9pm to allow for sunrise and sunset visits (with cars able to exit at any time). The carpark will not be accessible outside of these hours. If you're wishing to visit outside the centre hours, the viewing platforms will be accessible without booking with some limited parks outside the boomgates. Parking is also available at Gibsons Steps.

- Concierges at key hotels have been briefed thanks to GORRT via Clef Dor's Group and Town Hall Vic and also via Visit Vic contacts

- Walking the Great Ocean Walk and want to visit the centre? Great Ocean Walk walkers will still need to book to access the Visitor Centre and Twelve Apostles lookouts. The booking system provides an option for people to leave vehicles for multiple nights while they complete the walk.

- Entry through the boomgates is via your booking, with either a licence plate or QR code. When making a booking, enter a licence plate, however, this is not compulsory. Access through gates can also be via QR code.

- The booking system allows for faster communication of extreme weather events or emergencies as we will have contact details for visitors and operators. This will also be communicated via digital channels and in some cases VMS.

- When booking fees are introduced there will not be cancellation fees, however, if bookings are cancelled within a 24 hour period, refunds will not be offered. We will monitor this decision once fees are introduced and will assess individual cases based on merit.

- Interested in being a local supplier for retail and cafe? Please contact the team at twelveapostles@greatoceanroadauthority.vic.gov.au

- Staff are making recommendations based on the regional training provided by GORRT, this included a wide range of businesses across the region. The visitgreatoceanroad.org.au website is a key referral tool, so it's important for businesses to be listed on it.

- Maximum capacity of vehicles is approx 700 (950 with overflow). The site has been designed to allow for 3000 people onsite.

- The State Government has confirmed local residents and the Eastern Maar community will not be charged an entry fee. The exact geographic boundaries for the local exemption and the method of verification (such as ID or digital residential passes) will be shared once finalised.

- At the time of opening there will be pop up talks from Visitor Experience team members. There are also audio tours available and we encourage visitors to bring headphones (this is communicated in the booking confirmation email). We will be introducing further experiences in the future, and will communicate these to the industry as they are launched.

- Bookings are required to access the official Twelve Apostles viewing platform, even for those who bypass the Visitor Centre. This ensures a safe, responsible tourism experience for all visitors. There will be staff making spot checks to ensure a fair and safe experience for all.

- A sensory room is included in the new centre. It provides a quiet space for visitors who may be looking for a calming space. It can also be used for a prayer space.

- From October 16 2026, a new interactive map offers a number of language translations. Interpretive information panels throughout the centre can be translated using this interactive tool.

- There are 47 toilets (unisex, male, female, family room) that will be regularly monitored and cleaned by staff.

- We have supplied a detailed information pack, industry toolkit, FAQs and several training sessions. If people have missed out we are happy to take questions once they have reviewed the resources. If there is sufficient demand we can run another industry session. The trade program is also being run through Visit Vic, Tourism Australia and other industry bodies.