



The Keerray Woorroong Visitor Centre



GREAT OCEAN ROAD
TWELVE APOSTLES

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A new world-class gateway to the
Twelve Apostles and Great Ocean Road

A \$126 million transformation. A new gateway for the Great Ocean Road.

Opening in mid-October 2026, the \$126 million Twelve Apostles precinct redevelopment will transform how visitors arrive at, experience and understand one of the world's great natural landmarks.

Anchored by the new 3,300m² Twelve Apostles Visitor Centre, it will turn one of Australia's most photographed places from a brief stop into a rare, memorable experience worth planning and booking. This is a powerful new anchor for longer journeys across the Great Ocean Road.



More than a new building

- ✓ World-class architecture and landscape design
- ✓ Eastern Maar culture, knowledge and perspectives
- ✓ Immersive exhibitions and digital experiences
- ✓ The Great Ocean Lookout rooftop garden and observation area
- ✓ Visitor Ambassadors, talks and guided experiences
- ✓ Café, retail and regional visitor information
- ✓ Inclusive family, accessible and sensory facilities
- ✓ Extensive native landscaping and improved visitor movement

Expanded parking, dedicated coach access and upgraded infrastructure will support safer, better-managed arrivals for all visitors while guaranteeing a reserved spot and plenty of time to enjoy everything the precinct has to offer.



Explore the
**Twelve Apostles
Precinct website**
twelveapostles.org.au

Grounded in Eastern Maar custodianship

Eastern Maar are the Traditional Owners and enduring custodians of this Country, with continuing responsibilities for Country and coast. Eastern Maar knowledge and values have helped shape how the precinct is designed, named, interpreted, regenerated and cared for. Curated experiences will reveal the Twelve Apostles as more than a view, but a living Country to understand, respect and care for.

A major opportunity for tourism

This positions the Twelve Apostles alongside the world's most significant landmarks and sets the ambition to lead globally in regenerative tourism.

For tourism businesses, this creates:

1.

A **premium, must-book** experience worthy of the landmark

2.

A **richer product** to promote and include in itineraries

3.

Greater **confidence** when planning visitor and group arrivals

4.

More **reasons** for visitors to spend time at the precinct

5.

A **high-profile platform** for connecting visitors with more of the region

6.

Opportunity to encourage **longer stays, overnight visitation** and travel beyond the precinct

All revenue raised by GORCAPA on the land it manages is reinvested into the care, conservation and long-term resilience of the Great Ocean Road coast and parks.



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A rare experience worth planning for

Access to the main Twelve Apostles visitor precinct will move to a **pre-booked arrival model**, with the booking system planned to open in early October. This is one of the world's great natural landmarks. Booking ahead protects the quality of the experience and helps care for the place that makes it possible.

Trade accounts will be available to approved tour operators. Group booking processes, arrival windows, amendments, cancellations and support arrangements will be explained through operator information sessions and official industry updates.

Plan now

Tourism operators and regional partners should:

- ✓ Build booking and realistic arrival windows into itineraries.
- ✓ Allow more time for the Visitor Centre, interpretation and longer walk to the viewing area.
- ✓ Position the Twelve Apostles as a premium highlight, not simply a roadside photo stop.
- ✓ Prepare visitors for the significance of Eastern Maar Country.
- ✓ Connect the precinct with nearby experiences, towns and accommodation.
- ✓ Build sunrise, sunset, quieter periods and overnight stays into itineraries where operationally available.
- ✓ Update product descriptions once approved copy and inclusions are released.
- ✓ Use the precinct as an anchor for multi-day Great Ocean Road journeys.
- ✓ Share the booking [toolkit](#) assets across their channels.

At a glance

Booking system:

Planned to open in early October

Visitor Centre opening:

Mid-October 2026

Parking: Almost 600 formalised car spaces and 100 coach and coaster spaces

Building hours: 8am–8pm during daylight saving; 9am–5pm during standard time

Open: 365 days a year

Other locations: Access to Loch Ard Gorge and Gibson Steps remains unchanged

FAQS

The timing of entry fees and transition arrangements is being finalised by the Victorian Government and will be communicated separately.

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