



HOBBITON™

• MOVIE SET •

PRODUCT MANUAL • TRADE RATES 2024 - 2026

Contents

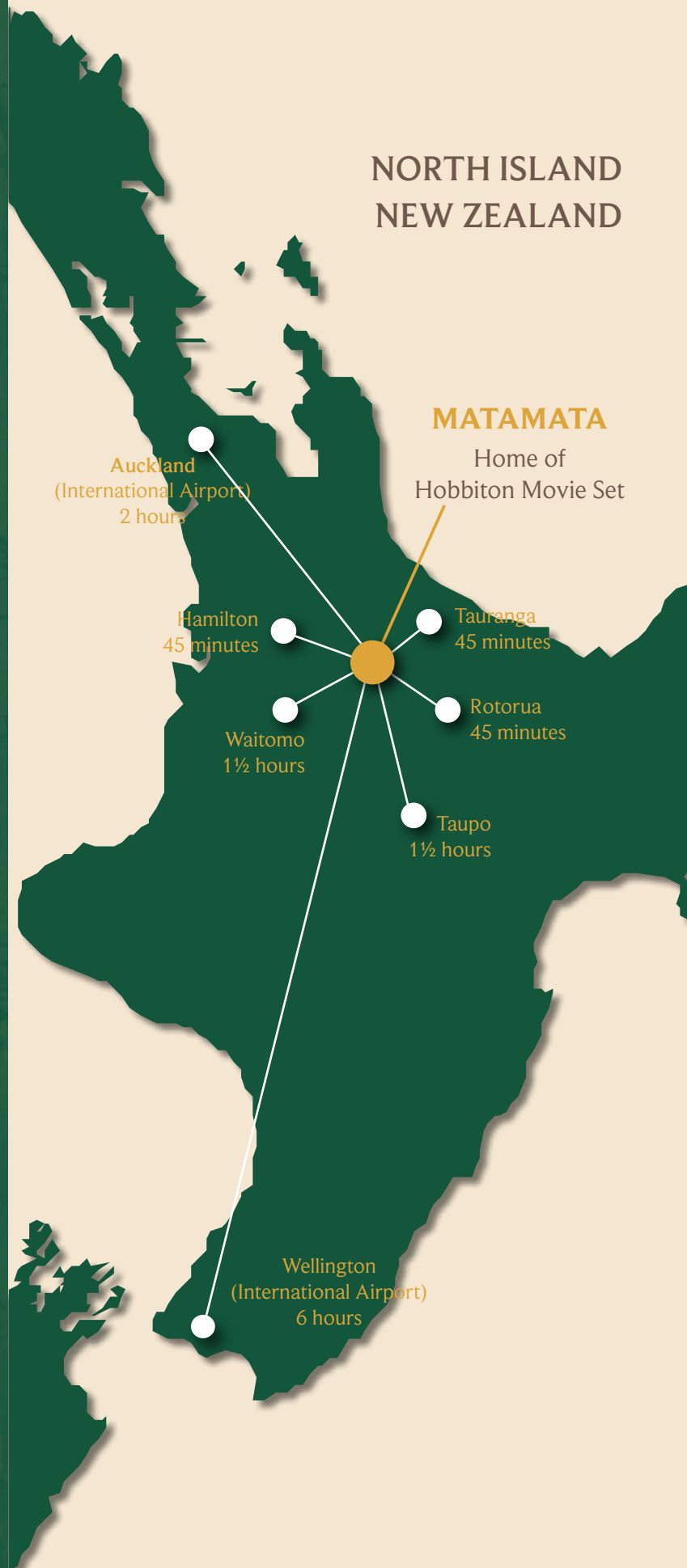
- 3 Introduction
- 4 The story of Hobbiton Movie Set
- 5 A tour of Hobbiton Movie Set
- 6 Venture Beyond the Door
- 7 Hobbiton Movie Set Tour
- 8 Tour and Lunch Combo
- 9 Evening Banquet Tour
- 10 Second Breakfast Tour
- 11 Groups
- 12 Events and Incentives
- 13 The Shire's Rest™
- 15 The NZ Trilogy
- 18 Terms, Conditions and Cancellation Policies

Trade rates: Valid until 31 March 2026
Open every day (excluding Christmas day)

All pricing is GST inclusive.
Tour information subject to change.
All information correct at time of printing.

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NORTH ISLAND NEW ZEALAND





Introduction

If The Shire™ is at the heart of *The Lord of the Rings*, then the Hamilton and Waikato region is at the heart of The Shire.

When scouting around for settings for his epic three movie adaptation of *The Lord of the Rings* Trilogy, Kiwi Director Sir Peter Jackson found just what he was looking for in the green paddocks of the Waikato just outside Matamata.

The bucolic setting for The Shire, home of the Hobbits, including Bag End, was right there, and just waiting for his magical director's touch.

Whilst the cast and crew have gone, the visitor today can easily imagine Hobbits going about their business, as well as being a tribute to the Kiwi film-makers and artists who created it.

Visiting Matamata and the Hobbiton Movie Set is not just all about Hobbits though. Hobbiton Movie Set is located on a working farm and allows visitors not only to 'walk in the footsteps of Hobbits' but to also discover the true rural diversity of the area.

This manual offers a true taste of New Zealand with tours developed by New Zealanders for visitors from around the world.



The story of Hobbiton Movie Set

In 1998, Sir Peter Jackson's team of location scouts were searching for the iconic rolling hills and lush green pastures of Hobbiton™. An aerial search led them to the Alexander farm, a stunning 1,250 acre sheep farm in the heart of the Waikato.

They noted the area's striking similarity to The Shire™, as described by JRR Tolkien, and quickly realised that the Hobbits had found a home.

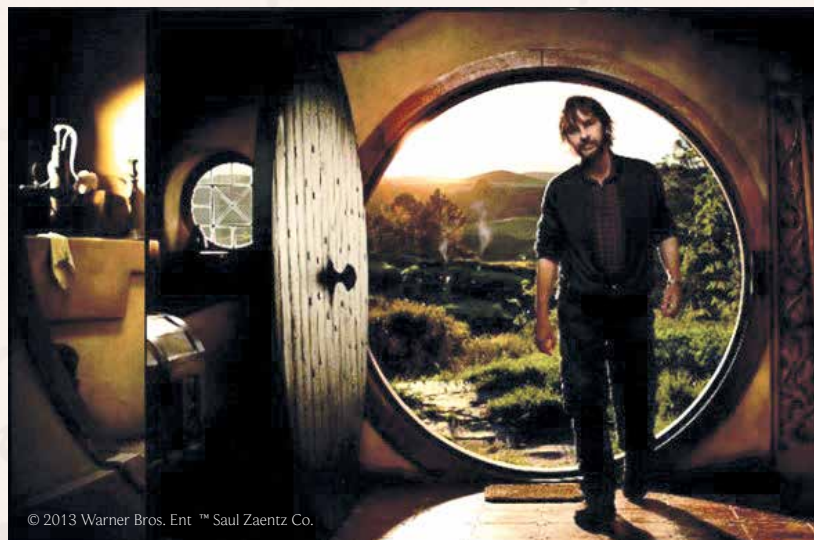
In one particular part of the farm, a magnificent pine tree towered over a nearby lake, adjacent to a rising hill. Bag End now sits atop that hill, overlooking the Party Tree, as that pine would later be known. The surrounding areas were untouched; no power lines, no buildings and no roads in sight. This meant that Sir Peter Jackson could leave the 20th century behind, and fully submerge himself in the fantasy world of Middle-earth™.

In March 1999 the crew began the nine month quest to bring the ideas for Hobbiton to fruition; help was provided by the New Zealand Army, and soon 39 temporary Hobbit Holes™ were scattered across the 12 acre plot used for the set. Secrecy was key, and strict security measures were put in place by the production company throughout construction and filming. Filming commenced in December 1999, and it took around three months to get a wrap on The Shire.

After an initial attempt at demolition, 17 bare plywood facades remained. These shells would serve as the catalyst that propelled Hobbiton forward into the public eye, with tours commencing in 2002.

In 2009, Sir Peter Jackson returned to film *The Hobbit* Trilogy, and he left behind the beautiful movie set you'll see today; 44 permanently reconstructed Hobbit Holes, in the same fantastic detail seen in the movies.

There's an abundance of movie magic nestled inside the fully operational farm.



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A tour of Hobbiton Movie Set

Hobbiton Movie Set is an experience to tantalise the senses of visitors from all across the globe, as guests find themselves engulfed in the sights, smells, sounds and tastes of The Shire, at the home of the Hobbits, as featured in *The Lord of the Rings* and *The Hobbit* Trilogies.

The extraordinary following that the movies have amassed has led to our tours becoming a 'must see' while travellers are in New Zealand. The Hobbiton Movie Set is the only set that remains intact from the trilogies, and that allows our visitors to fully immerse themselves in the wonders of The Shire.

Visitors are given the once in a lifetime opportunity to see an iconic movie set in its full glory; from wandering the rambling paths of The Shire, to seeing the submerged Hobbit Holes that litter the rolling hillsides.

Fall in love with the Alexander family sheep farm, just as acclaimed director Sir Peter Jackson did, as you journey through the unequivocal beauty of the land, with the mighty Kaimai Ranges towering in the distance. Your guide will then escort you around the set, showing you the intricate detailing, pointing out the most famous locations and explaining how the movie magic was made.

Journey past the colourful Hobbit Hole doors that scatter the hillsides, including the iconic Bag End, home of Bilbo and Frodo Baggins, before arriving at Bagshot Row for a glimpse of the interior of a humble Hobbit's home.

Designed and crafted by the renowned creative teams behind the film trilogies, Bagshot Row offers an authentic glimpse into the charming dwellings of Hobbits going about daily life in the Shire. Your guide will lead you through one of two Hobbit Holes offering time to explore the detailed interiors, with each home designed to create an identical experience.

Continue along the pathways past The Millhouse, across the double-arch stone bridge and into the world-famous Green Dragon™ Inn, where you will enjoy a complimentary, exclusive beverage to conclude your own Middle-earth adventure.





Venture beyond the door

The door has opened on a new adventure and we invite you to step inside and explore the humble home of a typical Hobbit family on Bagshot Row.

All tours of Hobbiton Movie Set now include an interior Hobbit Hole™ experience, designed and crafted by the renowned creative teams behind The Lord of the Rings and The Hobbit film trilogies. Located on Bagshot Row, these Hobbit Holes offer an authentic glimpse into the charming dwellings of Hobbits going about their daily lives in the Shire.

Mind your head as you wander and weave through the maze of rooms and hallways, all constructed with a Hobbit's stature in mind. Intricate hand-painted details and carvings adorn the walls, complemented with a plethora of colourful hand-stitched linens and decorative flourishes throughout.

Hints of the inhabitants' family lineage is seeded throughout, with heirlooms and trinkets from generations of Hobbits from yesteryear, a well-stocked pantry with all the fixings to cater for their seven daily meals, and a cracking hearth all give a peek into the lives these halflings lead.





Hobbiton Movie Set Tour

From *The Shire's Rest*[™] and
Matamata i-SITE

The Hobbiton Movie Set Tour is an essential stop on the itinerary for all visitors travelling through New Zealand, offering an interesting and entertaining experience incorporating the famous film set and an insight into rural life.

Your tour starts with a short bus ride through a picturesque 1,250 acre working sheep farm (there are 13,000 sheep and 300 beef cattle on the property) with spectacular views across to the Kaimai Ranges.

Your guide will escort you on a shared walking tour through the 12 acre set; past the colourful Hobbit Hole doors that scatter the hillsides, including the iconic Bag End, home of Bilbo and Frodo Baggins, before arriving at Bagshot Row for a glimpse of the interior of a humble Hobbit's home.

Continue along the pathways past The Millhouse, across the double-arch stone bridge and into the world-famous Green Dragon Inn, where you will enjoy a complimentary, exclusive beverage to conclude your own Middle-earth adventure.

After your tour of the film set your guide will then return you to The *Shire's Rest* with the opportunity to visit the Shire Store.

Retail rates per person

Valid until 31 March 2026

Adult (18yrs +)	\$120.00
Youth (11-17yrs)	\$60.00
Child/Infant (0-10yrs) *with fully paying adultFOC*	

Tours operate daily

Departing: The *Shire's Rest*,
501 Buckland Road, Hinuera, Matamata

Times: Tours depart 7 days a week
Additional tours operate between
1 September - 30 April

Duration: 2.5 hours

Maximum group size: 41 pax

Departing: Matamata i-SITE,
45 Broadway, Matamata

Times: Daily at 11.00am

Duration: 3.5 hours

Maximum group size: 41 pax



Tour and Lunch Combo

From The *Shire's Rest*

Experience the taste of the Shire with a delicious buffet lunch served in the Party Marquee.

Your tour starts with a short bus ride through a picturesque 1,250 acre working sheep farm (there are 13,000 sheep and 300 beef cattle on the property) with spectacular views across to the Kaimai Ranges.

Your guide will escort you on a shared walking tour through the 12 acre set; past the colourful Hobbit Hole doors that scatter the hillsides, including the iconic Bag End, home of Bilbo and Frodo Baggins, before arriving at Bagshot Row for a glimpse of the interior of a humble Hobbit's home.

Continue along the pathways past The Millhouse, across the double-arch stone bridge and into the world-famous Green Dragon Inn, where you will be presented with a complimentary, exclusive beverage from our Hobbit™ Southfarthing™ range before following your guide up to The Party Marquee.

The painted canvas exterior, vibrant bunting and colourful lanterns means visitors are immersed in the festive magic of the movies. The Party Marquee is adjacent to The Green Dragon Inn, with the garden bar seating overlooking the Hobbiton Movie Set, providing an exquisite view for all our guests.

Your meal is served buffet style from a themed table bursting with Hobbit fare. Seating is family style to dine with other members of the tour group.

Tour and Lunch Combo Retail rates per person

Valid until 31 March 2025

Adult (18yrs +)	\$158.00
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Youth (11-17yrs)	\$98.00
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Child/Infant (0-10yrs) *with fully paying adult	FOC*
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Valid from 1 April 2025 - 31 March 2026

Adult (18yrs +)	\$160.00
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Youth (11-17yrs)	\$100.00
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Child/Infant (0-10yrs) *with fully paying adult	FOC*
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Tours operate daily

Departing: The *Shire's Rest*, 501 Buckland Road, Hinuera,

Times: Daily departures at 10.10am, 11.10am and 11.40am

Duration: 3 hours

Maximum group size: 40 pax



Evening Banquet Tour

See the Shire by day and night with a shared tour of Hobbiton Movie Set followed by a banquet feast fit for a Hobbit served inside The Green Dragon Inn.

Experience Hobbiton Movie Set as you have never seen it before with a guided tour through The Shire at dusk. Making the most of the remaining daylight, your tour guide will escort you through the 12 acre site, recounting fascinating stories and anecdotes about the trilogies, including a visit to Bagshot Row for a glimpse of the interiors of a humble Hobbit's home.

Continue along the pathways past The Millhouse, across the double-arch stone bridge and into the world-famous Green Dragon Inn for a complimentary beverage from our exclusive Hobbit Southfarthing range. The guests will then be moved through into The Green Dragon dining room and treated to a banquet feast fit for a Hobbit. The tables will be heaving with traditional Hobbit fare and, as is the tradition in the Shire, second helpings are encouraged.

To conclude this premium Hobbiton Movie Set experience, after dessert the guests will re-join their guide to make their way back through the wandering paths of The Shire. The trails will be illuminated by path lighting and handheld lanterns will be provided amongst the guests to help light the way. This stunning journey under moonlight will travel through the village which is breathtakingly lit up, with Hobbit Hole chimneys smoking and lanterns glowing in the darkness.

Tours depart *The Shire's Rest* four times weekly, generally on Sunday, Monday, Tuesday and Wednesday evenings for FIT travellers and any other night of the week for groups or private events with a maximum of 48 people per night.

Bookings are essential and must be confirmed by the Hobbiton reservations team before a voucher is issued.

Evening Banquet Tour Retail rates per person

Valid until 31 March 2026

Adult (18yrs +)	\$230.00
Youth (11-17yrs)	\$177.00
Child (5-10yrs)	\$119.00
Infant (0-4yrs) <i>*with fully paying adult</i>	FOC*

Tour times

Departing: *The Shire's Rest*, 501 Buckland Rd, Hinuera.

Times: Tour departure times vary by time of the year. Please check our website for departure times for your preferred dates.

Duration: 4.5 hours

Maximum Group Size: 48 pax



Second Breakfast Tour

You've already had breakfast, but what about second breakfast? Be among the first on the Movie Set and enjoy a hearty breakfast spread served inside The Millhouse.

As one of our first tours of the day, you will make the first footsteps in the morning dew as you journey past the colourful Hobbit Hole doors that scatter the hillsides, including the iconic Bag End, home of Bilbo and Frodo Baggins, before arriving at Bagshot Row for a glimpse of the interior of a humble Hobbit's home.

Continue along the pathways past The Millhouse, across the double-arch stone bridge and into the world-famous Green Dragon™ Inn where you will be offered a complimentary beverage from our exclusive Hobbit™ Southfarthing™ range. Explore the intricately detailed Inn and relax in front of the crackling fireplace while we prepare your second breakfast feast.

Follow your guide back over the double arch stone bridge to The Millhouse, where you will be treated to a breakfast spread fit for a Hobbit. The breakfast table will be heaped with seasonal fresh fruit, breads, pastries, preserves and cold meats, plus a hot breakfast selection featuring an assortment of a Hobbit's favourite breakfast staples including fluffy scrambled eggs, streaky bacon, potatoes, grilled sausages and rosemary mushrooms.

Coffee and tea will be available throughout, as you enjoy the rustic, intimate interiors of the Old Mill. After you've had your fill, it's time to make your way back through the wandering paths of The Shire and return to The Shire's Rest, after all, this is only the second of a Hobbit's seven daily meals!

Second Breakfast Tour Retail rates per person

Valid until 31 March 2025

Adult (18yrs +)	\$180.00
Youth (11-17yrs)	\$114.00
Child (5-10yrs)	\$64.00
Infant (0-4yrs) <i>*with fully paying adult</i>	FOC*

Valid from 31 March 2025 - 31 March 2026

Adult (18yrs +)	\$190.00
Youth (11-17yrs)	\$119.00
Child (5-10yrs)	\$69.00
Infant (0-4yrs) <i>*with fully paying adult</i>	FOC*

Tour times

Departing: The Shire's Rest, 501 Buckland Rd, Hinuera.

Times: Selected weekly departures. Please check our website for departures for your preferred dates.

Duration: 3.5 hours

Maximum Group Size: 30 pax



Groups

Enjoy a tour of Hobbiton Movie Set built around the needs of your individual group.

Conveniently situated between Auckland and prime tourism hotspots, like Rotorua and Waitomo, Hobbiton Movie Set is an excellent stopover, where you can break the journey and enjoy the idyllic beauty of The Shire.

Your tour time will be confirmed in advance by our reservations team during the booking stage.

For foreign language speaking groups, you will require your own translator or interpreter. Our new companion app can be downloaded in advance and features translated tour notes with the following languages currently available - Arabic, Bahasa, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Simplified Chinese, Spanish, Thai, Traditional Chinese, Vietnamese, Russian and English.

Marquee Festive Feast Lunch

Available in conjunction with selected *Shire's Rest* group departures.

Experience the taste of the Shire with a delicious buffet lunch served in the Party Marquee. Lunch is served buffet style with shared table seating. The Marquee Festive Feast is available from 11am until 3pm and must be booked at time of your tour reservation.

Group rates per person

Valid until 31 March 2026

Minimum Spend	\$4,000.00
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All Private Group Tour departures are subject to a minimum spend. If groups do not meet this minimum spend, the tour departure will default to a shared tour service and be made bookable by the public. Once minimum spend has been met, remaining pax will be charged at retail tour rates.

Times: Subject to availability. Must be prearranged.

Duration: 2.5 hours *The Shire's Rest*

Lunch retail rates per person

Valid until 31 March 2025

Adult (18yrs +)	\$38.00
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Youth (11-17yrs)	\$38.00
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Child (0-10yrs)	FOC
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Valid from 1 April 2025 - 31 March 2026

Adult (18yrs +)	\$40.00
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Youth (11-17yrs)	\$40.00
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Child (0-10yrs)	FOC*
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Events and Incentives

The Hobbiton Movie Set provides ambience and the setting for incentive and corporate occasions with a range of venue options.

The Party Marquee is a fully themed, spacious location for large groups. The painted canvas exterior, vibrant bunting and colourful lanterns will ensure your group is immersed in the festive magic of the movies.

The Hobbiton gardens are a private and peaceful location in the heart of Hobbiton, surrounded by the rambling beauty of our gardens. A sensational choice for a unique networking space.

Celebrate in true Middle-earth style on Yard Flat, our purpose built area for large incentive groups. With a stunning view overlooking the set towards the iconic Party Tree, Yard Flat can be altered to suit your group's needs.

At the Marketplace, guests are invited to taste a piece of Middle-earth from individually themed stalls bursting with traditional Hobbit fare. Stalls are catered to guests' requirements with roaming entertainment.

The Green Dragon Inn provides the perfect ambience for a partner or delegate themed dinner. Exclusive use of this venue is available after the last tour of the day departs from the Inn.

All the resources required to successfully facilitate any event have all been implemented. We can cater for groups up to 1000 people at any one time.

Prices on enquiry

We can cater to your individual needs/budget and would be happy to design a package to suit your requirements.

Functions

We cater for Christmas functions, private/special occasions and weddings.

Conferences

We can cater for conferences and seminars.



The Shire's Rest™

Start your trip in true kiwi fashion at The *Shire's Rest*. The converted woolshed is located in the heart of the Waikato countryside, with a tranquil country setting overlooking the rolling green hills.

The *Shire's Rest* is surrounded by stunning landscapes and far-reaching views of Mount Te Aroha and the Kaimai Ranges.

The *Shire's Rest* is home to our popular Café, Ice Cream Kiosk and Garden Bar, serving a wide range of delicious meals, snacks, craft beers and drinks in authentic New Zealand surroundings.

Our Ticketing Centre where guests check in, and popular retail store stocking an extensive selection of souvenirs are also located in the complex, making it a hub for visitors before or after a Hobbiton Movie Set experience.

The *Shire's Rest* is a hub for visitors before or after a Hobbiton Movie Set experience.

Location

The *Shire's Rest* Cafe, 501 Buckland Road, Hinuera, Matamata

Cafe

Open seven days.
Blackboard menu available until 2.00pm.
Cabinet food available until close.

Garden Bar

Open seven days in summer months, 11 am until last tour departure.

The Shire™ Store items available:

Weta Collectible figures
Stansborough Fabrics woollen products and capes
Postcards
Keyrings
Tolkien books
Film Location Guidebooks
Shirts/polo shirts/tee shirts
Fridge magnets
Fine art prints
Exclusive Southfarthing beverages
LOTR and The Hobbit merchandise
A range of other Hobbiton Movie Set souvenirs



The New Zealand Trilogy

Hobbiton Movie Set, Waitomo Glowworm Caves and Te Puia.

Experience the Trilogy: three of the best attractions that the North Island or New Zealand has to offer – visit the glowworms of the Waitomo Caves, walk amongst the bubbling geysers of Rotorua and travel to Hobbiton Movie Set™ on this iconic tour package.

Please visit www.hobbitontours.com for availability and retail pricing.

Suggested itinerary

Two day tour from Auckland:

Travel Waitomo – Rotorua (night in Rotorua) – Hobbiton

Tour from Auckland to Wellington:

Hobbiton – Waitomo – Rotorua – Wellington

Farmstay (in partnership with Rural Tours)

A number of unique farmstays are available around the beautiful rural Matamata and Waikato district, offering great country style accommodation. Staying on a farm allows you to have a true taste of the rural community. Rate includes dinner, bed and breakfast in true kiwi style.

Hobbiton Movie Set is proud to offer our farmstay packages in partnership with Rural Tours Ltd. Based in Cambridge, Rural Tours Ltd is New Zealand's largest farmstay and specialised accommodation provider with an extensive range of hosts throughout the North and South Islands of New Zealand.

Our package includes a three course dinner featuring fresh New Zealand produce, complementary beer or wine, accommodation with a continental or cooked breakfast.

(Please note the hour of Hobbiton Movie Set is not included)

Retail rates

Rates available from Rural Tours, visit www.ruraltours.co.nz

Includes

Three course dinner featuring fresh NZ produce

Complimentary beer/wine

Bed and breakfast (continental or cooked)

Farmstay return transfers from *The Shire's Rest* or Matamata i-SITE incur an additional cost

Bookings essential

For more information or to make a booking please contact: enquiries@ruraltours.co.nz







Terms, Conditions and Cancellation Policies

Terms and conditions

- The only way to access Hobbiton Movie Set is on a guided tour. The movie set is located on private property and is operated as a working farm.
- All prices are retail and in New Zealand Dollars.
- All prices are GST inclusive.
- Tours and activities operate in all weather conditions with umbrellas provided in the event of rain. In the event of extreme weather conditions we reserve the right to make alternative tour arrangements.
- Hobbiton Movie Set is open every day excluding Christmas day. Please refer to the Hobbiton Movie Set website to view tour availability for preferred travel dates.
- Photos and video recordings taken at Hobbiton Movie Set are for personal use only and are not to be sold, distributed or used for commercial gain due to our contracts with the film companies.
- Any booking requests confirmed by Hobbiton Movie Set reservations team are treated as confirmed bookings unless an amendment or cancellation is requested by the agent or otherwise stipulated by Hobbiton Movie Set reservations team.

Cancellation policies

Hobbiton Movie Set Tour:

- No refund if cancelled within 24 hours of tour departure - 100% refund
- 100% refund if cancelled more than 24 hours before tour departure - No refund

Evening Banquet Tours, Second Breakfast Tours, Tour + Lunch Combo, optional meal inclusions and Private Group Tours:

- No refund if cancelled within 72 hours of tour departure - 100% refund
- 100% refund if cancelled more than 72 hours before tour departure - No refund

Reservations may solely be changed or cancelled by contacting our reservations team via email office@hobbitontours.com or phone 07 888 1505.

Once you have contacted us, our reservations team will be able to assist you with your cancellation and follow this up with an email for both your and our records.

For full booking terms and conditions please see www.hobbitontours.com/terms-and-conditions

Enquiries and bookings

Phone (64) 7 888 1505

Email office@hobbitontours.com

www.hobbitontours.com



Where the Hobbit Holes are hiding



501 Buckland Rd, Hinuera, Matamata 3472, New Zealand

Phone: (64) 7 888 1505 | Freephone: 0508 4 HOBBITON | Email: office@hobbitontours.com

www.hobbitontours.com



/hobbitontours



HOBBITON MOVIE SET TOURS IS INDEPENDENTLY OWNED AND OPERATED