



HOBBITON™

• MOVIE SET •

PRODUCT MANUAL • TRADE RATES 2023 – 2025

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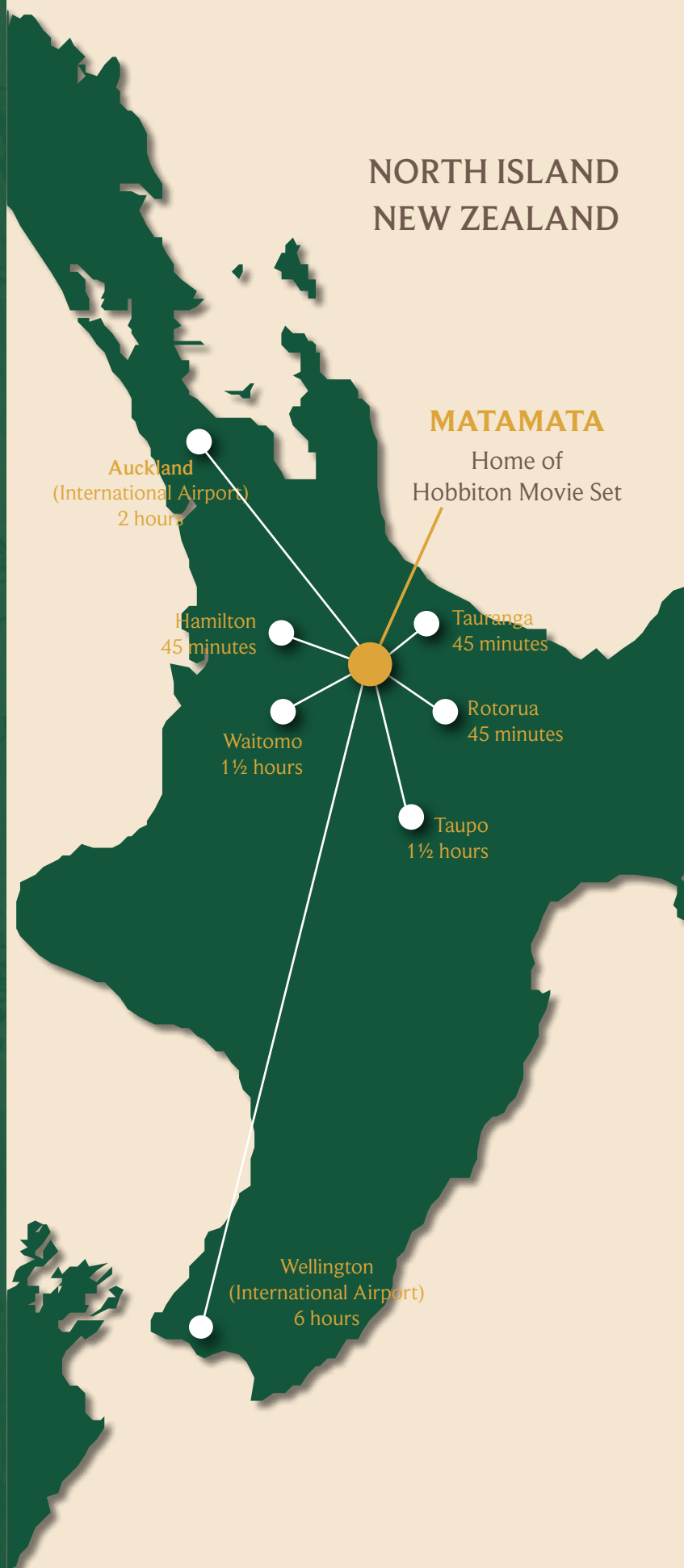
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Trade rates: Valid until 31 March 2025
Open every day (excluding Christmas day)

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.





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.

You will be taken around the 12 acre set; past Hobbit Holes, the Mill and into the world-famous Green Dragon™ Inn, where you can sample our exclusive, specially brewed beverages to conclude your own Middle-earth adventure.

Hobbiton Movie Set visitors will soon be able to venture beyond the door and into an authentic Hobbit Hole interior. Major development plans in 2023 will see the fit out of a fully themed Hobbit Hole interior that will become a part of the Hobbiton Movie Set tourism experience from December this year. See page 6 for further details.





Venture beyond the door

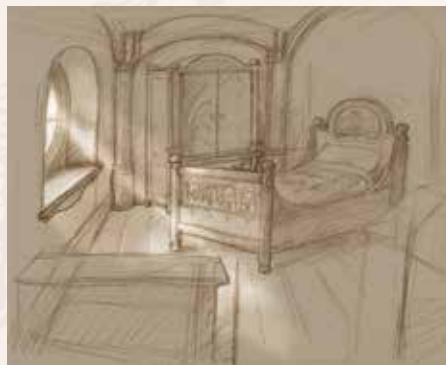
Hobbiton Movie Set visitors will soon be able to venture beyond the door and into an authentic Hobbit Hole interior.

Major development plans underway will see the fit out of a fully themed Hobbit Hole interior that will become a part of all tour experiences from 1 December 2023.

The project will see the hillside of the current Bagshot Row shared by three existing Hobbit Hole facades excavated and transformed into a series of themed rooms, cosy enough for a family of Hobbits. The concept designs feature two almost identical hobbit hole interior experiences built side by side so visitors will be led through one of two entry and exit doors to allow for a more intimate experience. Each interior will feature an entry hall, two bedrooms, a bathroom, a kitchen and dining area, an equipped pantry and a parlour complete with a crackling fireplace to provide guests with a fully immersive experience.

A project of this scale will have some effect on tours through the movie set while the construction is underway. The development is expected to be completed by the end of 2023 and tours will continue as normal throughout this period but will take an alternate route around the construction zone, while being able to get a special glimpse of the project as it unfolds.

The completion of the Bagshot Row project will see all tour experiences increase by 30 minutes in duration, allowing ample time to explore the intricate and detailed interiors of a Hobbit Hole, and some additional time to relax at The Green Dragon Inn.





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 Hobbit Holes, the Mill and into the world-famous Green Dragon Inn, where you will be presented with a complimentary, exclusive Hobbit Southfarthing beverage to conclude your own Middle-earth adventure.

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

Retail rates per person

Valid until 30 November 2023 - GST inclusive

Adult (17yrs +)	\$89.00
Youth (9-16yrs)	\$44.00
Child/Infant (0-8yrs) *with fully paying adult	FOC*

Valid From 1 December 2023 - 31 March 2025
- GST inclusive

Adult (18yrs +)	\$120.00
Youth (11-17 yrsyrs)	\$60.00
Child/Infant (0-10yrs) *with fully paying adult	FOC*
Family Pass (2xAdults & 2xYouth)	\$306.00*
NZ Gold Card Holder	\$110.00

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 hours until 30 November 2023
From 1 December 2023 this tour will be 2.5
hours in duration

Maximum group size: 41 pax

Departing: Matamata i-SITE,
45 Broadway, Matamata

Times: Daily at 11.00am

Duration: 3 hours until 30 November 2023.
From 1 December 2023 this experience will be
3.5 hours in duration.



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 Hobbit Holes, the Mill and into the world-famous Green Dragon Inn, where you will be presented with a complimentary, exclusive Hobbit Southfarthing beverage.

You will then be welcomed to the Party Marquee for your lunch experience.

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 From 1 April to 30 November 2023 - GST inclusive

Adult (17yrs +)	\$127.00
Youth (9-16yrs)	\$82.00
Child/Infant (0-8yrs) *with fully paying adult	FOC*

Valid from 1 December 2023 - 31 March 2025
- GST inclusive

Adult (18yrs +)	\$158.00
Youth (11-17yrs)	\$98.00
Child/Infant (0-10yrs) *with fully paying adult	FOC*

Tours operate daily

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

Times: Daily departures at 10.10am and 11.40am

Duration: 2.5 hours until 30 November 2023.
From 1 December 2023 this experience will be 3 hours in duration.



Evening Banquet Tour

Experience The Shire as you have never seen it before; your evening will begin with a fully guided tour of the Hobbiton Movie Set, with countless fascinating stories and anecdotes about the trilogies.

Your tour concludes at the extraordinary Green Dragon Inn, where you will be provided with one of our exclusive Southfarthing beverages, before being whisked away into the dining room, to enjoy a banquet feast fit for a Hobbit.

After dinner, your guide will take you back out to stroll the wandering paths of Hobbiton, illuminating your way will be hand-held lanterns and path lighting as you see the village breathtakingly lit up, with the opportunity to see a truly unique perspective of The Shire.

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 special interest with a maximum of 48 people per night event.

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 2023 - GST inclusive

Adult (17yrs +)	\$199.00
Youth (9-16yrs)	\$162.00
Child (5-8yrs)	\$104.00
Infant (0-4yrs) *with fully paying adult	FOC*

Valid from 1 December 2023 - 31 March 2025
- GST inclusive

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

Tour times

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

Duration: 4 hours until 30 November 2023. From 1 December 2023 this experience will be 4.5 hours in duration.



Second Breakfast Tour

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

Make the first footsteps on the Movie Set as part of our first tour of the day. After your tour and a visit to The Green Dragon Inn, 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 2023 - GST inclusive

Adult (17yrs +)	\$149.00
Youth (9-16yrs)	\$99.00
Child (5-8yrs)	\$49.00
Infant (0-4yrs) <i>*with fully paying adult</i>	FOC*

Valid from 1 December 2023 - 31 March 2025
- GST inclusive

Adult (18yrs +)	\$180.00
Youth (11-17yrs)	\$114.00
Child (5-10yrs)	\$97.00
Infant (0-4yrs) <i>*with fully paying adult</i>	FOC*

Tour times

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

Times: Tours depart on selected Sunday mornings at 9.00am.

Duration: 3 hours until 30 November 2023. From 1 December 2023 this experience will be 3.5 hours in duration.

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 group's allocated guide will adhere to your time restrictions, and we will do our best to ensure your preallocated tour time fits in with your itinerary. Your tour time will be confirmed in advance by our reservations team.

For foreign language speaking groups, you will require your own translator or interpreter. We do have Hobbiton tour notes printed in ten languages.

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

GST inclusive Valid until 30 November 2023

Adult (17yrs +)	\$89.00
Youth (9-16yrs)	\$44.00
Child (0-8yrs)	FOC*

*with fully paying adult | Minimum 25 people

Valid from 1 December 2023 - 31 March 2025

Minimum Spend	\$4,000.00
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From 1 December 2023 all Private Group Tour departures will be subject to a minimum spend. If groups do not meet this minimum spend, the tour departure will default to a shared tour service. Once minimum spend has been met, remaining pax will be charged at retail tour rates.

Times: To suit. Must be prearranged

Duration: Two hours approximately from The *Shire's Rest*

Lunch retail rates per person

GST inclusive Valid from 1 April 23 - 31 March 23

Adult (17yrs +)	\$36.00
Youth (9-16yrs)	\$36.00
Child (0-8yrs)	FOC*

GST inclusive Valid from 1 April 23 - 31 March 24

Adult (17yrs +)	\$38.00
Youth (9-16yrs)	\$38.00
Child (0-8yrs)	FOC*

*with fully paying adult



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/en/terms-and-conditions

Enquiries and bookings

Phone (64) 7 888 1505

Email office@hobbitontours.com

www.hobbitontours.com



Where the Hobbit Holes™ are hiding



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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