



**Welcome [Event name...]  
to Invercargill, Southland**

**MONTH YEAR**

*This booklet  
was prepared by  
Business Events  
Southland*



*Nau mai, haere mai*

# Welcome to Southland

[Your welcome message and logo here.....  
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“The history of Southland is rich and varied and each part of the region has their own unique past.”

Māori first occupied the region about a thousand years ago, followed by European sealers, whalers and traders from the 1820's. You will find history and culture intertwined throughout the region with multiple museums and heritage trails which tell the stories of the province's history and those who lived there.

Southern hospitality is alive here in *Murihiku* Southland and we are known for our warm welcome, but there's much more than meets the eye. *Waihōpai* Invercargill is the gateway to the region and boasts grand architecture, a thriving coffee scene and a CBD rebuild which is revitalising the city. From the majestic wilderness of Western Southland and the rugged coastline of The Catlins, to the rural charm of *Maruawai* Gore, you will be

captivated with every destination.

A visit to *Murihiku* Southland wouldn't be complete without sampling the local cuisine. Some of the world's best fare is produced within the region and Southland serves up an eclectic mix of dining experiences; succulent kai moana including world famous Bluff oysters, Stewart Island salmon, mussels, pāua and blue cod to name a few. Farm-fresh vegetables and prime cuts of meat are nearly always found on the menu along with the Southland staple - the renowned cheese roll!

We're a welcoming, generous and genuine lot. Down to earth and unapologetically proud. You'll find our way of life a bit more relaxed so slow down for a while and enjoy *Murihiku* Southland.

# Explore and experience the region

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**Explore what Southland has to offer during your event. With a vast array of experiences available in the South, there's sure to be something to suit your interests.**

## EXPERIENCE PADDOCK TO PLATE DINING

Surrounded by ocean and pasture, *Murihiku* Southland is the ultimate Surf'n'Turf destination - a produce paradise. Enjoy the freshest seafood, including world-famous Bluff oysters, Stewart Island salmon, mussels, pāua, and succulent blue cod. Take your pick of exceptional tasting, grass-fed lamb, prime pasture-fed beef, and the finest venison, alongside the crispness and crunch of farm-fresh veges. And let's not forget that Southland delicacy – the famous cheese roll - the perfect companion for a fabulous, locally-roasted coffee.

## DISCOVER LOCAL CULTURE AND HERITAGE

*Murihiku* Southland has rich and varied natural and cultural heritage, with distinctive areas of the region embracing their unique stories. From tales of early Māori voyages to remote lighthouses and whalers' sites, moonshine distilleries, Victorian hotels, farming and mining history, and a 180-million-year-old petrified forest, *Murihiku* Southland is a treasure trove of astonishing experiences. The region's living history is wonderfully showcased through interactive modern museums, and unforgettable outdoor experiences.

## ENCOUNTER UNTAMED WILDERNESS AND WILDLIFE

*Murihiku* Southland is the place to find everything from rare native birds to dolphins, seals and sharks. On Stewart Island, kiwi outnumber humans 50 to 1 and the southern sanctuary offers a unique kiwi spotting experience as the birds are practically on your doorstep. Discover the Catlins and observe hoiho yellow-eyed penguins as they come ashore on the 180-million-year-old petrified forest at Curio Bay. There are many options for tours and cruises around the region that will let you experience the wildlife without having to find where they hide yourself. Tours allow you to sit back, photograph and relax, and enjoy a true southern experience without hassle.

## ENJOY UNFORGETTABLE STARGAZING

An International Dark Sky Sanctuary, *Rakiura* Stewart Island combines stunning scenery with an almost primeval landscape, for an incredible night sky experience. The Island's remote location, free from light pollution, makes for exceptional stargazing. *Ata Whenua* Fiordland is equally amazing for stargazing, you can admire the Milky Way from the Marakura Wharf in Te Anau, or the epic, starry night vistas above Mitre Peak in *Piopiotahi* Milford Sound. Fiordland National Park is set to become the first National Park in New Zealand to be awarded International Dark Sky Park status.

**Discover more at [www.southlandnz.com](http://www.southlandnz.com)**

# Invercargill & Bluff

*Waihōpai* Invercargill is Southland's main commercial hub and New Zealand's southernmost city. Dubbed the "City of Water and Light" due to the city's position beside a river estuary and the long summer daylight hours, Invercargill has a laid-back atmosphere - except when it comes to celebrating Southland's obsession with classic motoring! *Motupōhue* Bluff lies thirty kilometres south of *Waihōpai* Invercargill and is the southernmost settlement on mainland New Zealand. The most-photographed spot in Bluff, the signpost at Stirling Point, is a highlight for any visitor.



## BILL RICHARDSON TRANSPORT WORLD

The largest private automotive museum of its type in the world. With more than 300 vehicle displays, a growing wearable arts collection and more.



## QUEENS PARK

Explore this magnificent 80-hectare park in the heart of Invercargill - featuring wildlife habitats, gardens, a cafe, a golf course and disc golf!



## CLASSIC MOTORCYCLE MECCA

New Zealand's most diverse motorcycle display, home to more than 300 bikes and sidecars from over 60 manufacturers, ranging from 1902 - 2007.



## DIG THIS INVERCARGILL

New Zealand's first heavy equipment playground is an experience unlike any other. Push and pull your way to a whole new level of excitement!



## STIRLING POINT

Located at the beginning (or end) of State Highway 1, Stirling Point's famous signpost depicts directions and distances to major cities around the world.



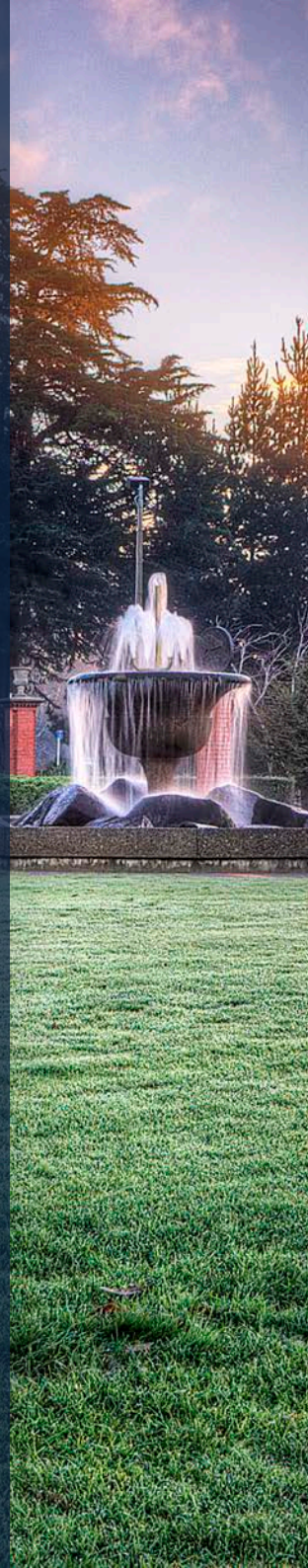
## HE WAKA TUIA ART + MUSEUM

Southland's together space; the collaboration between the Invercargill Public Art Gallery and the Southland Museum and Art Gallery.



## ORETI BEACH

A coastal playground just minutes from Invercargill that you're able to drive right onto! This beach is famous for being Burt Munro's testing ground.





# Fiordland

Encompassing New Zealand's biggest national park, the remote *Ata Whenua* Fiordland is awe-inspiringly beautiful, with high-sided valleys, fiords, and lakes carved by ancient glaciers. The only fiord accessible by road, *Piopirotahi* Milford Sound has been attracting international visitors for more than 100 years. A boat cruise on a lake or sound is one of the best ways to take in this world-class sightseeing destination. However, tackling one of the three Great Walks - the Milford, Routeburn, or Kepler Track - is another fantastic way to discover this beautiful part of *Murihiku* Southland.



## ATA WHENUA FILM

This locally produced film takes you on an extraordinary aerial journey across one of the most awe-inspiring places on the planet - Fiordland.



## TE ANAU GLOWWORM CAVES

Experience a mysterious underground network of limestone passages, drifting in darkness beneath the luminous shimmer of glowworms.



## FIORDLAND HISTORIC CRUISES

Explore the Fiordland National Park while tasting incredible local cuisine and wines - all while sailing across Lake Te Anau on board a 1930's sailing ship!



## FIORDLAND FROM THE SKY

The glacier-carved cliffs with flowing waterfalls, towering peaks and dense rainforest of Fiordland are best seen by air - from plane or helicopter.



## FIORDLAND JET

Enjoy the breathtaking scenery of Te Wahipounamu, a UNESCO World Heritage Site, as you jet boat down the Waiau River to Lake Manapouri.



## PIOPIOTAHU MILFORD SOUND

Often described as the "eighth wonder of the world". Extraordinary waterfalls and wildlife can be viewed from a cruise or kayak trip.



## PATEA DOUBTFUL SOUND

With twisting, hidden inlets, this fiord is ten times bigger than Milford Sound. Enjoy an overnight cruise to really immerse yourself in the national park.

# Stewart Island

*Rakiura* Stewart Island is the southernmost and smallest island of the three main islands of New Zealand. The island's clear turquoise sea and white sand beaches make it look like a tropical paradise and it is a haven for many rare native birds, such as friendly kaka, beautiful kakariki and elusive brown kiwi. Roughly 85% of *Rakiura* Stewart Island forms the wild Rakiura National Park. One of the best ways to experience the park is by tramping the Rakiura Track, one of New Zealand's Great Walks, which explores a range of epic scenery from rainforests, wetlands and vast sand dunes.



## RAKIURA MUSEUM TE PUKA O TE WAKA

Displays about early Māori settlements, mutton-birding, whaling, fishing, timber milling, mining and boat building, delving into Stewart Island's past.



## RAKIURA DARK SKY SANCTUARY

The remote location of Stewart Island means it is virtually free of light pollution, making the views of the night sky exceptional!



## GUIDED TOURS OF STEWART ISLAND

The best way to explore, guided tours of Oban and surrounds or Ulva Island provide insight into the history, environment and wildlife of Stewart Island.



## WILD KIWI EXPERIENCE

Stewart Island is one of the few places where you can see a wild kiwi. Travel through the native forest by torchlight to spot the southern brown kiwi.



## TE WHARAWHARA ULVA ISLAND

An absolute must-do, this predator-free sanctuary gives an unspoiled glimpse into the lives of some of New Zealand's most endangered birds.



## BUNKHOUSE THEATRE

Home of 'A Local's Tail', a delightfully quirky film that reveals the struggles and triumphs of this pioneering community - all guided by local dog Lola.



## STEWART ISLAND E-BIKES

Explore picturesque Stewart Island in style on eco-friendly electric bikes. Stop at your leisure and have the time to reach more remote destinations.



# The Catlins

A spectacular coastal stretch between *Waihōpai* Invercargill and Balclutha in the Clutha District, the Catlins possesses a rugged beauty and untouched quality that is magnetic; with vast native forests fringed by high cliffs, deserted sandy beaches, and sparkling bays. This area is possibly the most stunning part of the Southern Scenic Route which is rated as one of the world's top 10 drives. Tucked away at the end of various walks in the Catlins are several magnificent waterfalls, including the photograph-worthy McLean Falls and the popular triple-tiered Pūrākaunui Falls.



## SLOPE POINT

The southernmost point on the South Island of New Zealand. The views of the surrounding ocean from the point's steep rugged cliffs are spectacular!



## WAIAPAPA POINT & LIGHTHOUSE

Home to a historic lighthouse, this often-photographed point is one of the best spots to see sea lions resting on land.



## CURIO BAY

This unique bay is of international significance for its fossilised forest which dates back to the Jurassic period 160 million years ago.



## TUMU TOKA CURIOSCAPE

A world-class, interactive interpretive centre especially designed to share the stories and history of this amazing place on the edge of the world.



## MCLEAN FALLS

Watch the water pour over the highest waterfall in the Catlins with the early morning light shining through the rainforest.



## CATHEDRAL CAVES

Feel dwarfed by the sheer size of these magnificent caves! Only accessible around low tide after a short walk through native bush and along a beach.



## THE LOST GYPSY

Explore all the quirky automata, wind-up and water-driven gadgets and gizmos cleverly made from found objects - shells, toys, coins, wood, wire.



# Gore & More

*Maruawai* Gore is Southland's second largest town and lies on the banks of the Mataura River. With nearly 150km of easily accessible waters that are internationally renowned for brown trout fly-fishing, it's no wonder Gore is now known as the "Brown Trout Capital of the World"! Alongside fantastic fishing, culture and heritage draw a crowd to the rural town. *Maruawai* Gore is famous for its country music, illicit whisky making and is also a growing hub for the arts. For those who want to get more off the beaten track, *Murihiku* Southland has a wide range of activities to explore.



## EASTERN SOUTHLAND GALLERY

Home of the internationally renowned John Money Collection and Ralph Hotere Gallery - also featuring a diverse program of temporary exhibitions.



## HOKONUI MOONSHINE MUSEUM

The Gore District's colourful history of whisky making and consumption is celebrated in this unique museum in Gore's heritage precinct.



## GORE STREET'S ART TRAIL

Eight bold murals have been painted across town by various street artists as part of the Streets Alive programme that form an art walking trail.



## FLY FISHING

The Mataura River is a trout fishing paradise, it has the highest population and catch rate of any river in New Zealand.



## CROYDON AVIATION HERITAGE CENTRE

Preserving and celebrating New Zealand's civil aviation heritage, both the stories of pioneer aviators and their equally colourful machines.



## SWITZERS MUSEUM

This museum's displays include material relative to high country farming and the area's gold mining past and associated Chinese settlement.



## AROUND THE MOUNTAINS CYCLE TRAIL

This 186km trail winds from the shores of Lake Wakatipu, through rolling farmland, to high country stations and the beautiful Mavora Lakes.

# Tour the neighbouring regions

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**Southland is bordered by some of New Zealand's most popular destinations, giving you many touring options pre and post event.**

## QUEENSTOWN

Queenstown is the adventure capital of New Zealand. Located on the shores of Lake Wakatipu and nestled underneath the Remarkables mountain range, this is a sophisticated four-season holiday resort. There are plenty of amazing attractions and sightseeing options for all ages.

**Visit [www.queenstownnz.co.nz](http://www.queenstownnz.co.nz)**

## CENTRAL OTAGO

Central Otago has a unique climate, being the hottest, driest and coldest place in New Zealand. Because of this, grapes and fruit grow exceptionally well there. The Otago Central Rail Trail, New Zealand's original great ride, winds through the region.

**Visit [www.centralotagonz.com](http://www.centralotagonz.com)**

## CLUTHA

Take a journey off the beaten track to this area which celebrates nature and history. The northern Catlins has an array of spectacular waterfalls and wonderful wildlife, while Lawrence is home to the rich heritage of one of the world's largest gold rushes - explore it on the Clutha Gold Trail, one of New Zealand's Great Rides.

**Visit [www.cluthanz.com](http://www.cluthanz.com)**

## DUNEDIN

Stretching around the picturesque harbour, sheltered by the Otago Peninsula, Dunedin is home to colonies of rare penguins, Royal Albatross, and Hooker's sea lions. A city steeped in heritage – there are many notable historic buildings, museums, and art galleries which are made for exploration.

**Visit [www.dunedinnz.com](http://www.dunedinnz.com)**





# Did you know...

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Early European settlement in *Murihiku* Southland was dominated by Scots and the softly rolled 'r's of local residents - New Zealand's only regional accent - are a reminder of that heritage.

At around 120 years old, Henry the Tuatara is *Waihōpai* Invercargill's oldest living resident and one of its most famous. He can be viewed alongside other Tuatara at the Tuatarium in Queens Park.

Despite perceptions, *Waihōpai* Invercargill receives less rain than either Auckland or Wellington!

In 2019, *Rakiura* Stewart Island was officially recognised as the world's fifth International Dark Sky Sanctuary, due to its exceptional quality of starry night views and lack of light pollution.

The Tākitimu Mountains represent the upturned hull of the waka commanded by Chief Tamatea that was wrecked at Te Waewae Bay.

Not only is *Murihiku* Southland known for its lush farmlands, it is also home to New Zealand's first dairy factory, which was established at Edendale in 1882.

David Strang, based in *Waihōpai* Invercargill, invented what is thought to be the very first instant coffee product in the world.

Browne Falls in *Patea* Doubtful Sound is New Zealand's highest waterfall, Lake Hauriko is New Zealand's deepest lake and Lake Te Anau has the largest volume of fresh water of any lake in Australasia.

# Try local delicacies

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**Southland is home to some of the best produce, seafood and wildfood in New Zealand. With crafty locals also trying their hand at other creations, such as cider, chocolate, honey, and sheep's milk cheese, there is temptation at every turn! Make sure to try some southern fare while you're here.**

## CHEESE ROLLS

The humble cheese roll - or "southern sushi" - is more than just bread and cheese, it is an embodiment of Southland and a must-try for any visitor. Although there are many different recipes used throughout the region, your experience is always guaranteed to be YUM!

## SWEDES

Synonymous with *Murihiku* Southland, swedes are grown all over the region to feed stock in the winter. However, when boiled, mashed, roasted, or made into a soup they also take pride of place on the dinner table. Locals think swede is pretty "swede as" - have you tasted it yet?

## BLUFF OYSTERS

Considered a national treasure, Bluff oysters are reputed to be the best in the world. Originating in the pristine waters of Foveaux Strait, these oysters have a unique flavour that keeps people coming back for more. Be sure to try some during oyster season (March - August)!

## Make your own Southland Cheese Rolls!

### INGREDIENTS

1kg Grated cheese    1x Onion soup mix sachet    2x Loaves of bread    A splash or two of boiling water

### METHOD

- ▶ Combine the cheese and soup mix together in a bowl and add boiling water as needed until a paste is created
- ▶ Spread a generous amount of the mixture onto a slice of bread and then roll it up, repeating this step until all pieces of bread from the loaves are covered in the mix and rolled
- ▶ Cook the assembled cheese rolls in a sandwich press or in the oven on grill until they are golden brown and serve hot with lashings of butter



# Discover unmissable southern events

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## BURT MUNRO CHALLENGE FEBRUARY

One of New Zealand's major motorsport events, honouring the motorbike racing legend Burt Munro and his love of speed. An action-packed five day event with a number of racing disciplines on display.

## BLUFF OYSTER & FOOD FESTIVAL MAY

The delicious Bluff oyster, Southland's most famous export, is celebrated in style at this annual food festival in the seaside township of *Motupōhue* Bluff. There is no better place to enjoy the unique flavours of the South.

## TUSSOCK COUNTRY MUSIC FESTIVAL MAY

The closest thing to Nashville you'll find on these shores is right here in *Maruawai* Gore, renowned as the home of country music in New Zealand. This nine-day festival showcases the best Kiwi country talent!

## MLT HOKONUI FASHION DESIGN AWARDS JULY

The event that turns the eyes of the fashion world South, bringing together prestigious judges and talented designers from all over New Zealand.

## SBS BANK TOUR OF SOUTHLAND NOVEMBER

Who needs the Tour de France when the largest, toughest and most prestigious cycling event in New Zealand is right on your back doorstep. This multi-stage cycling race traverses 800km across *Murihiku* Southland.

## DISTINCTION HOTELS TE ANAU TENNIS INVITATIONAL DECEMBER

A premier New Zealand tennis fixture, served with a side of world class Fiordland scenery and sporting talent to match. As the hard-court action heats up, there's no shushing the crowd!



# Have you ticked off these adventures...

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- ☐ Walk one of New Zealand's **Great Walks**
- ☐ Eat fresh **Bluff oysters**
- ☐ Visit **Stewart Island**
- ☐ See a **kiwi** in the wild
- ☐ Drive on a **beach**
- ☐ Bike a multi-day **cycle trail**
- ☐ See the **Aurora Australis** (Southern Lights)
- ☐ Visit the **Bluff signpost**
- ☐ Take a photo next to a **waterfall**
- ☐ Camp in the **wilderness**
- ☐ Catch a **trout**
- ☐ Experience **Milford Sound**





**Southland**   
*New Zealand*

Explore more extraordinary activities and discover places  
to eat and stay in the South at **[www.southlandnz.com](http://www.southlandnz.com)**