



WEST NEW ZEALAND
COAST[®]
UNTAMED NATURAL WILDERNESS

Untamed
Natural
Wilderness.

**100% PURE
NEW ZEALAND**

Overview

Te Tai o Poutini West Coast boasts spectacular scenery, a rich history, and is a place where you can connect with New Zealand's untouched wilderness. Wherever you go, you are immersed in nature.

This vast region is home to five National Parks, a UNESCO World Heritage Area, and magnificent geological wonders. This is the Untamed, Natural, Wilderness.

Only 70km at its widest, the West Coast is sandwiched between the Tasman Sea and New Zealand's majestic Southern Alps. Here, Nature carved dramatic glacial valleys to form two of the world's most unique and accessible glaciers – great rivers of ice that terminate within sight of the ocean.

Born of an abundance of resources, the West Coast's history and heritage was forged out of resilience. The Coast abounds with natural resources such as gold and pounamu (New Zealand jade) which connects it to New Zealand's history and every region in Aotearoa.

Discovering the treasures of the West Coast takes a while; slow down, explore further and get to know the friendly locals.

Adventure and discovery abound in Te Tai o Poutini, the West Coast, but it's also a place to unwind, immerse, disconnect and recharge.

Top 10 Key Experiences

1. Glacier Country **N**

Franz Josef Glacier and Fox Glacier, towering peaks, picture-perfect lakes, lagoons, rainforests and beaches – all within Westland Tai Poutini National Park.

2. Ōkārito **N**

Between New Zealand's largest wetland and the Tasman Sea sits Ōkārito. Majestic alpine views, a lush lagoon environment, magnificent birdlife.

3. Two Great Walks **N**

Paparoa Track – New Zealand's newest Great Walk – is purpose built for walkers and mountain bikers. The Heaphy Track is popular with walkers and mountain bikers (winter only) connecting the Coast to the Abel Tasman.

4. Great Rides **N**

Follow the West Coast Wilderness Trail from coast to rainforest and wetlands via glacial rivers and languid lakes. Take the family out on the Kawatiri Coastal Trail, a new grade 2 trail connecting Westport to Charleston. Relive the gold-rush days by following the Old Ghost Road trail.

5. Haast World Heritage Area **N**

Acclaimed by UNESCO, the Haast World Heritage Area is treasured for its unique landscapes, rare fauna and flora. It is recognised as the best remaining example of ancient Gondwanaland.

6. Epic Roadtrips **N**

Aotearoa's supreme road trip destination with epic landscapes and views everywhere. The Great Coast Road (Westport to Greymouth) is among Lonely Planet's Top 10 Coastal Drives in the World but that's only the beginning of the great road trips.

7. Pancake Rocks & Blow Holes **N**

Time and nature's powerful forces combine to create a mesmerising spectacle as the ocean forces its way through the fascinating pancaked rock formations.

8. Hokitika Gorge **W**

Let nature inspire and renew you on an easy walk through lush native bush to a suspension bridge over a rocky limestone gorge flowing with startingly blue turquoise waters.

9. Ōpārara Basin Arches **N**

A lost world sculpted by nature. Once home to the giant moa, this network of natural limestone tunnels formed by the Ōpārara River includes the largest limestone formation in the southern hemisphere.

10. Lake Brunner **W**

The largest lake on the West Coast, Lake Brunner is a beautiful recreational paradise for swimming, boating, paddle boarding and fishing for trophy-sized brown trout.



Key information

Please refer to our region as the following, in all marketing elements: Te Tai o Poutini West Coast

Visit: westcoast.co.nz

Local Airport: HKK (Hokitika)

Driving time from closest International Airport: Christchurch International Airport (CHC) 147km / Queenstown International Airport (ZQN) 209km

Main city / town of region: Greymouth

Key contacts

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Hero Images



1.



4.



2.



5.



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6.

- N** 1. Opārara Arches, Moria Gate
Credit: Stewart Nimmo
- N** 2. Pancake Rocks & Blowholes, Punakaiki
- N** 3. Lake Brunner, Moana
Credit: Stewart Nimmo
- N** 4. Hokitika Gorge
Credit: Stewart Nimmo
- N** 5. Fox Glacier
Credit: RodyNZ
- N** 6. Haast, The Hanging Lakes, UNESCO World Heritage Area
Credit: Stewart Nimmo

Key Events

Kumara Races **A**

January

An old-fashioned country horse race meeting, with a real gold nugget as a prize.

Driftwood & Sand Beach Sculpture Festival, Hokitika **A**

January

A summer celebration where driftwood becomes art on Hokitika beach.

Gold Trail Mountain Bike Ride **N**

February

Gold Trail is an amazing ride through the history of the West Coast and the Gold Trails.

Kathmandu Coast to Coast **N**

February

International multisport athletes traverse the South Island from the West Coast to the east.

Buller Gorge Marathon **N**

February (est. 20 intl. visitors)

New Zealand's most scenic marathon, the Buller Gorge Marathon finishes at Westport.

The Old Ghost Road Ultra **N**

February (est. 80 intl. visitors)

The ultimate test in backcountry running.

Wildfoods Festival, Hokitika **F**

March

Explore every realm of wild foods, from edible delicacies to the unappealing, plus great entertainment.

Gorsebusters, Ōkārito **N**

March / April

Volunteer ecowarriors unite to combat noxious gorse around Ōkārito Lagoon.

Agfest West Coast, Greymouth **N**

April (est. 20 intl. visitors)

Local farming and agricultural event to give people in the rural sector the opportunity to showcase their business.

Around Brunner Cycle **N**

May

Two events, starting and finishing at Moana on the shores of scenic Lake Brunner.

South Island Ultra Marathon **N**

May (est. 60 intl. visitors)

Held on the celebrated West Coast Wilderness Trail.

True West **N**

December (est. 25 intl. visitors)

An adventure challenge in some of New Zealand's most remote and wild terrain.

One Base Photography **A**

August/September

Photographers compete to produce the best photo of the West Coast region.

Westport Whitebait Festival **F**

October

Legendary hospitality, whitebait fileted and served as you've never seen it before.

Greymouth Motorcycle Street Race **N**

October (est. 82 intl. visitors)

All the excitement of 100-plus riders on their machines battling it out to be first across the line.

Junk2Funk **A**

October

A wearable art exhibition where 75% of the entry must be made from recycled materials.

Visual Library URL: <https://platform.crowdriff.com/m/west-coast-new-zealand>

Trade Brochure URL: <https://westcoast.co.nz/tourism-trade/>

Region cheat sheet, aligned to DMP

Note your Top 3 Destination Management priorities in relation to TNZ markets and activity.

1. *Diversification of the visitor aspirations when travelling to the coast – achieving greater regional dispersal in all of the region's three districts – Buller/Grey/Westland*
2. *Greater focus on participating in regenerative tourism experiences / community engagements and social benefits / cultural engagement*
3. *Support the development of world-class tourism experiences that enhance the region's economic benefits and align with local values*

Priority markets and mindsets:

1. *Australia - Experience Connectors, Vibrant Adventurers, Fun Loving Trail Blazers*
2. *USA/NA - Organised Joy Seekers, Cautious Escapists, Vibrant Adventurers*
3. *UK/Europe - Vibrant Adventurers, Organised Joy Seekers, Experienced Connectors*

What new experience, products or initiatives are due to open/take effect in the next 12months? Limit to Top 10

1. *Pounamu Pathway Cultural Experience to open in Mawhera (Greymouth) and Kawatiri (Westport) - December 2023*
2. *Heaphy Track to reopen in November 2023*
3. *Dolomite Point / Punakaiki Visitor and interpretation centre to open in December 2023*
4. *Te Kopikopiko o te Waka opened early 2023 – a new visitor point that embodies the Ngāi Tahu creation story of the Southern Alps and Te Waka o Aoraki.*
5. *In The Ōpārara Basin, located north of Karamea lies one of Aotearoa's most precious treasures, a 35-million-year-old limestone cave-system and basin, hidden in a dense rainforest. Access to this site has been upgraded, and after two years of interruptions, visitors will finally be able to access one of New Zealand's most sought-after cave system, world famous for their collection of Mōa bones and other extinct bird species. The road will reopen on December 1, 2023*
6. *The Kawatiri Coastal Trail, the country's newest walking and cycling trail, final section will be completed mid 2024. Tracing gold and pounamu trading routes, this Grade 2, family friendly cycling and walking heritage trail and will connect the Buller District towns of Westport and Charleston.*
7. *Franz Josef Glacier Guides launched a new product, the Franz Josef Glacier Adventure is perfect for those seeking a unique and bespoke glacier experience, with a longer scenic flight.*
8. *The Two Tales - new mountain cabin accommodation in Fox Glacier, New Zealand. For slow-travelling lovers, adventurers, and creatives seeking unique stays in the wilderness. The Two Tales is a whimsical accommodation experience built upon a foundation of storytelling.*

Note your top 1-3 itineraries

Itinerary One: The Ultimate West Coast Roadie

From ancient forests to gigantic glaciers, explore the wild West Coast in all its awe-inspiring grandeur – stopping at the regions most famous natural wonders as you go.

Itinerary Two: Epic Views and Natural Wonders

Take your time, explore the West Coast – a region full of hidden gems and natural wonders, each one more breathtaking than the last.

Itinerary Three: Must-Do Outdoor Adventures

Get off the beaten track and into the outdoors on this trip from the north to the south, starting in subtropical Karamea and ending in the untouched beauty of a UNESCO World Heritage Area.

Marketing Pillars



<p>1. Tread Lightly Explore the Coast, leave no trace behind, take only incredible memories. Join local operators to preserve our taonga (treasure) for future generations.</p>	<p>2. Explore Further Step off the beaten path and venture into the majestic beauty of Te Tai o Poutini and our precious landscapes.</p>	<p>3. Most accessible ice experience on Earth Best ice experience in the world! From the highest peaks of Aotearoa, rivers of ice, thousands of years in the making, plunge down into rainforests close to the sea.</p>	<p>4. Heritage and Culture History was written on the Coast. Māori travelled ancient trading routes in search of treasured pounamu long before early Europeans came hunting gold.</p>
<p>Experience Ōkārito Boat Tours okaritoaboattours.co.nz Beneath snowy mountain peaks, cruise rainforest waterways on New Zealand's largest unmodified wetlands.</p>	<p>Oparara Experience oparara.co.nz A secret world of unique natural landforms, diverse ecosystems and spectacular caves and arches, formed over a million years.</p>	<p>Glacier Helicopters glacierhelicopters.co.nz See New Zealand's amazing glaciers from above. Departures for varied scenic adventures from Fox or Franz Josef townships.</p>	<p>Shantytown Heritage Park shantytown.co.nz Pioneers by nature, ideal family experiences, award-winning attractions including panning for your own gold.</p>
<p>Franz Josef Wilderness Tours franzjoseftours.co.nz Paddle, cruise, quad bike or fish on Lake Mapourika – a stunning wilderness lake inside a kiwi conservation project.</p>	<p>TranzAlpine Train greatjourneys.com Travel into the Southern Alps aboard the TranzAlpine train – one of the world's great train journeys, a 5-hour, 223km / 139 miles, one-way experience</p>	<p>Fox Glacier Guiding / Heliservices.NZ foxguides.co.nz / heliservices.nz Travel back in time as you fly to and walk on the world-famous Fox Glacier/Te Moeka o Tūawe with New Zealand's most experienced and oldest glacier guiding company.</p>	<p>Hokitika Fire Station Boutique Accommodation hokitikafirestation.co.nz Steeped in local history, this iconic listed building has been lovingly restored and converted into five beautifully styled holiday apartments.</p>
<p>Ōkārito Kayaks okarito.co.nz Paddle out to explore the waterways of Ōkārito Lagoon – a precious wetland haven for a multitude of bird species.</p>	<p>Explore West Coast explorewestcoast.co.nz We show you the highlights and hidden gems of this untamed region where weather and landscape combine with dramatic effect.</p>	<p>Precision Helicopters precisionhelitours.com Tours to New Zealand's most beautiful remote glaciers and hidden gems; off the beaten path, away from the crowds.</p>	<p>Westland Greenstone westlandgreenstone.co.nz Pounamu, or greenstone, is a traditional taonga (treasure) for Māori. Te Tai o Poutini is the unique home of pounamu.</p>
<p>Glacier Valley Eco Tours glaciervalley.co.nz A range of small-group, guided nature walks for all ages and abilities in South Westland, with half and full day adventures.</p>	<p>West Coast Surf wcsurf.co.nz Surf Tauranga Bay – a safe and invigorating environment for first-timers to learn in along with world-class waves for the more experienced. Lessons for new surfers, coaching for more advanced levels.</p>	<p>Glacier Country Helicopters glaciercountryhelicopters.co.nz We want you to experience the real West Coast and would love for you to join us to see the rainforests, glaciers and mountains that form our incredible backyard. Our small team are passionate about what we do, to us it's more than just a scenic flight.</p>	<p>Pounamu Pathway https://tearapounamu.co.nz/ Captivating, emotive visitor experiences, bringing radical storytelling to life. Four immersive visitor experience centres now in development on the West Coast from Haast to Westport</p>
<p>Awatuna Sunset Lodge awatunasunsetlodge.nz Rest, relax, rejuvenate and be natured by the wild West Coast at this adults only retreat. With a penguin breeding colony in the sand dunes of this property, sustainability is paramount.</p>	<p>Hokitika Scenic Tours hokitikascenic tours.nz We offer, specialized, informative, sightseeing tours and transport to any destination or attraction you would like to visit here on the West Coast.</p>	<p>Franz Josef Glacier Guides / The Helicopter Line franzjosefglacier.com / helicopter.co.nz Take a journey of discovery as you fly on to one of the most pristine places on Earth. Leave with a true appreciation for Kā Roimata o Hine Hukatere (Franz Josef Glacier).</p>	<p>Goldfield Suites goldfieldsuites.co.nz A tranquil oasis that is nestled within two hectares of bush, only 10 minutes from Greymouth. Enjoy the birdsong and tranquility that can only be experienced in the countryside.</p>

Marketing Pillars



<p>5. Taste the Coast The untamed natural wilderness is best explored on a full stomach. Much more than hearty meals and brews, the Coast is full of culinary delights and tastebud surprises.</p>	<p>6. Indulge in West Coast Hospitality Away from the crowds, immersed in nature as time slows down ... there's no better place to disconnect and recharge than Te Tai o Poutini.</p>	<p>7. Wilderness Adventures So much more than sightseeing and indulgence, the Coast is about getting into and experiencing the thrills of this natural playground.</p>	<p>8. Wildlife Encounters Close up encounters with our rare and endangered wildlife is the best way to appreciate and understand the fragile ecosystem in which they live.</p>
<p>Hotel Lake Brunner hotellakebrunner.co.nz West Coast hospitality and lakefront accommodation with easy access to great walks, world-class fishing, water-based activities and stunning landscapes.</p>	<p>Maruia Hot Springs maruiahotspots.co.nz Feel connected to the mountainous landscape whilst you relax in natural geothermal mineral pools, nourish your soul, and relax your body & mind in the daily wellness classes.</p>	<p>Waiho Hot Tubs waihohottubs.co.nz Treat your senses. Relax, unwind, listen to birdsong, the rustle in the trees in private wood-fired hot tubs, in lush rainforest. Unforgettable.</p>	<p>Wilderness Lodge Lake Moeraki wildernesslodge.co.nz Since 1989 Wilderness Lodge Lake Moeraki has taken guests on tawaki penguin encounters – a once-in-a-lifetime experience with expert guides.</p>
<p>Ribbonwood Retreat ribbonwood.net.nz Your accommodation includes a fully cooked breakfast fresh from the garden. Here you will experience high-quality, hosted accommodation while enjoying uninterrupted views of glaciers, sheer mountain peaks, forests and farmland.</p>	<p>Rainforest Retreat rainforest.nz Nestled in a forest in the Southern Alps, close to Franz Josef Glacier, tranquil Rainforest Retreat is the perfect base to explore the wonders of Glacier Country and the wild West Coast.</p>	<p>West Coast Cycle & Tours westcoastcycletours.com A locally-owned and operated, family business offering bike hire, transport services and accommodation for the West Coast Wilderness Trail adventures.</p>	<p>White Heron Sanctuary Tours whiteherontours.co.nz Join the Arnold family on a visit to the White Heron Sanctuary, near Whataroa, to observe and learn about the majestic kōtuku in their natural nesting environment.</p>
<p>Monteiths Brewery Monteiths.co.nz Monteiths Brewery's Greymouth establishment is the original home of craft brewing. Tours, tastings, convivial hospitality and dining on tap.</p>	<p>Scenic Hotel Te Waonui scenichotelgroup.co.nz A 5-star retreat offering sustainable accommodation and a day spa in the heart of Glacier Country. Immersed in dense native rainforest, discreet and private.</p>	<p>Waiatoto River Safari riversafaris.co.nz Jet boat up the rugged Waiatoto River from the Tasman Sea into the Southern Alps and the pristine South Westland World Heritage Area – our final frontier.</p>	<p>West Coast Wildlife Centre wildkiwi.co.nz Close-up encounter with rare rowi kiwi at the West Coast Wildlife Centre in Franz Josef. This kiwi hatchery plays a key role in saving New Zealand's rarest kiwi.</p>
<p>Matheson Cafe lakematheson.com Breakfast, lunch and dinner, just a stones-throw from NZ's famous mirror lakes. Showcasing a selection of contemporary and Kiwiana gifts, with sweeping views of the Alps and glaciers.</p>	<p>Rimu Lodge rimulodge.co.nz Soak up peace and tranquil beauty in this 5-star lodge set in a pristine forest overlooking the Southern Alps. A welcome awaits.</p>	<p>West Coast Treetop Walk & Zipline treetopsnz.com A thrilling treetop adventure among temperate rainforest giants. Easy access for all on a 450m long steel platform 20m above ground including a zipline adventure.</p>	<p>National Kiwi Centre Thenationalkiwicentre.co.nz See and learn from our keeper about New Zealand's fascinating flightless birds. Feed longfin eels, see tuatara, catch koura (crayfish) and view a shoal of whitebait.</p>
<p>Woodstock Hotel woodstockhotel.co.nz Accommodation, freedom camping, a brewery and restaurant, this historic hotel has it all. Only a 10-minute drive from the township of Hokitika with scenic views over the river.</p>	<p>Breakers Boutique Accommodation breakers.co.nz Absolute beachfront boutique bed and breakfast overlooking the Tasman Sea – a retreat from the world, where you can relax, revive and indulge in sheer tranquility with a touch of luxury.</p>	<p>Skydive Franz Josef and Fox Glacier Skydive.co.nz 30-minute scenic flight, New Zealand's highest skydive thrill – 18,000ft altitude, 85-sec freefall, 7-min descent with stunning views. Redbull's Top 9 Places to Skydive.</p>	<p>Underworld Adventures Cavercrafting.com Discover a secret subterranean world – a pristine, untamed wilderness hidden between mountains and ocean – and experience one of the world's greatest glowworm displays.</p>