



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

---

**International vs Domestic vs Locals run on Saturday 1st of June 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/05/2019) and the last day of last month (31/05/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 15 / 15 (100%) | International 0 | Domestic 11 / 11 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 358 / 358 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	60%	64%	67%	69%
9	13%	18%	0%	12%
8	13%	9%	33%	11%
7	7%	0%	0%	3%
6	7%	9%	0%	1%
5	0%	0%	0%	1%
4	0%	0%	0%	0%
3	0%	0%	0%	0%
2	0%	0%	0%	1%
1	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	1%
Net Promoter Score© (NPS)	67	73	67	77

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 15 / 15 (100%) | International 0 | Domestic 11 / 11 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 358 / 358 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	1%
2	0%	0%	0%	1%
3	0%	0%	0%	0%
4	0%	0%	0%	0%
5	0%	0%	0%	1%
6	7%	9%	0%	2%
7	7%	0%	33%	3%
8	33%	27%	33%	17%
9	7%	9%	0%	19%
10 (very satisfied)	47%	55%	33%	56%
Average	8.8	9.0	8.3	9.1

## Comments - Most enjoyed about experience

Sample Size: Domestic 10 / 11 (91%)

DOMESTIC
trail has been done very well.
The exceptional scenery from Okaihau down to the Hokianga and the amazing boardwalk which is a truly inspired part of the trail.
great weather, not crowded interesting trail
the climb to the kaikohe aerodrome past an old olive grove & some peacicks also gave spectalar views back over the valley full of deciduous trees
Day 2 for us from cycling from Pahia to the Coast. Coming down the steap hill entering the valley, cycling along the stream for some time then through the forest. It was particualr peaceful as it was a long way off a main road.
seeing sights you wouldnt normaly see by traveling in a car , meeting awesome people
The first 10km from Opuia, riding beside the estuary, amongst the trees.
the scenery was great
beautiful scenery and easy grade tracks
it was a incredible few days.... weather was perfect the local RSA was amazing as we had a group of us and the cook deleverd incredible and delicious food that we returned for a second night. The bakery was also visited mulitple times and snacks for the trip home purchased the only this that was a slight dissapointment was the pub at the end of one of our rides wasnt open on the monday after the ride. Besides that it was a incedible time and would suggest it to others and do again myself. The scenery along the way was beautiful.

## Comments - Most enjoyed about experience

Sample Size: Local 3 / 3 (100%)

LOCAL
The scenery and any historical information
family activity
Great fun along with my grandsons also other times with friends

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 9 / 11 (82%)

DOMESTIC
Nothing, I loved it.
n/a
A clean up of dumped rubbish along the kawakawa - morewa stretch
Ah, the gates! I pesonally felt there were many of them and as they differed in height I was at times able to stay on my bike and ride through them, however there were numerous times I had to get off my bike and lift the back of it to move my bike over. I was carrying bags on the back which made my bike heavier to carry. I think by the end of it I felt a slight neck/shoulder pain on y right side which could be related to the lifting.
more knolledge on where you can eat along the trail
Less riding along beside the road. And farms aren't the best scenery really ... Also, security was an issue for me. I saw several "shady" characters hanging around in a couple of places along the trail. At one point I was riding along what seemed like it might have been a driveway to a farmhouse and there were uncollared dogs running around - fortunately none of them took much interest in my legs. There's also a bit of rubbish and broken glass that needs tidied up in places - as the trail passes Moerewa.
few more toilets along the way .
Using a mountain bike rather than hybrid
for me it was pretty close to perfect. Just need the pub to be open on the end so food and drinks can be brought after a sucessful bike ride before the shuttle picks you up.

## Comments - What might have made the experience more enjoyable

Sample Size: Local 3 / 3 (100%)

LOCAL
A few less barriers going Between Kawakawa and Moerewa.
more signage, pointing out tree names, historical information, more seating and view points. access points made easier for bikes carrying a child seat
All good



# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

**Monthly Report for Trail Managers run on Saturday 1st of June 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/06/2018) and the last day of last month (31/05/2019)

**Twin Coast last 12 months :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/06/2018) and the last day of last month (31/05/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/06/2018) and the last day of last month (31/05/2019)

**Twin Coast last month :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/05/2019) and the last day of last month (31/05/2019)

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/05/2019) and the last day of last month (31/05/2019)

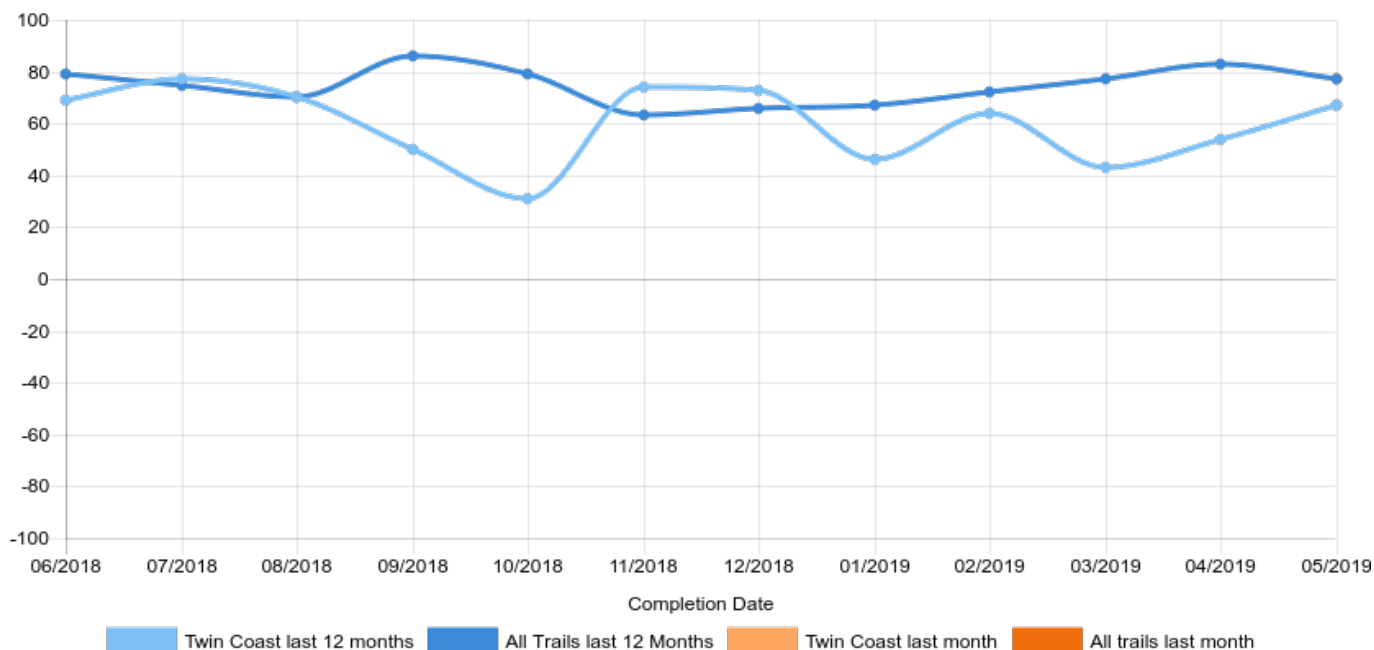
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 240 / 242 (99%) | All Trails last 12 Months 4699 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	59	72	67	77

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 240 / 242 (99%) | All Trails last 12 Months 4699 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)



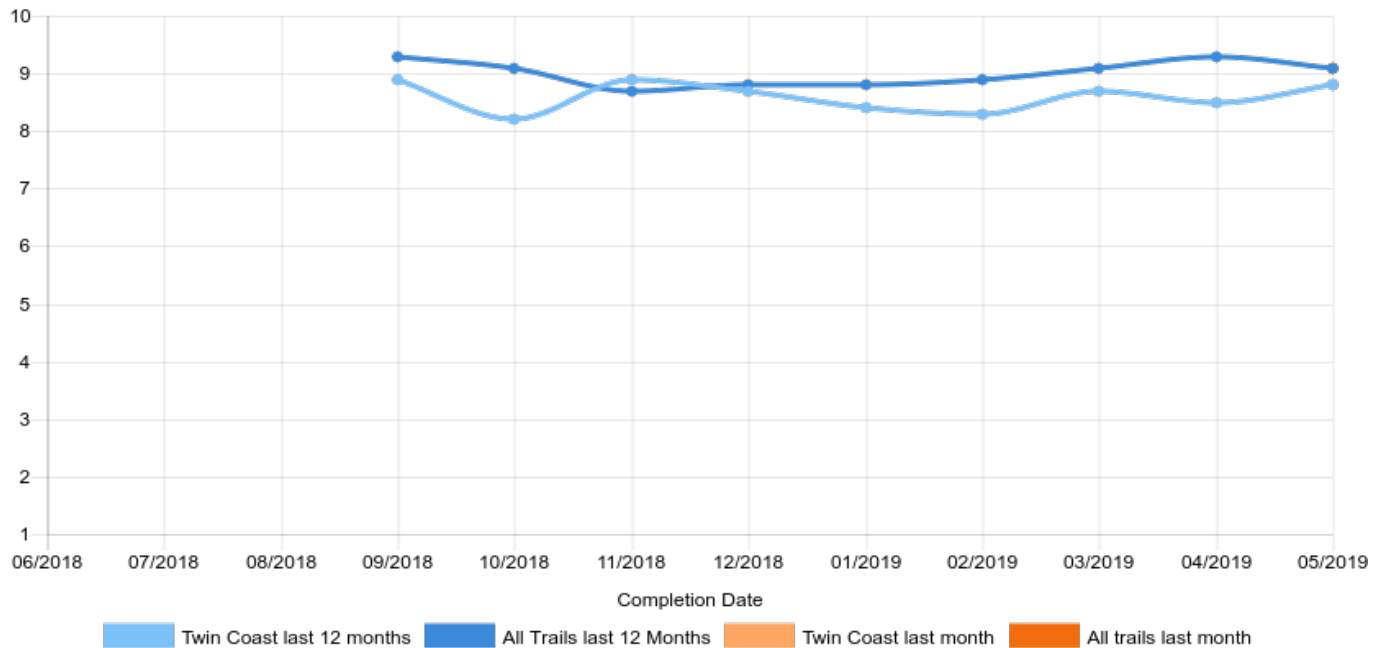
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 200 / 242 (83%) | All Trails last 12 Months 4468 / 4703 (95%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.6	9.0	8.8	9.1

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 200 / 242 (83%) | All Trails last 12 Months 4468 / 4703 (95%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 235 / 242 (97%) | All Trails last 12 Months 4689 / 4703 (100%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	54%	58%	64%	59%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	9%	11%	7%	10%
The AA guide	8%	4%	14%	6%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	0%
Newspaper or magazine	17%	13%	14%	13%
Travel guide/book	9%	8%	7%	5%
Trail brochure/map	10%	14%	14%	13%
Trail website	23%	21%	21%	12%
New Zealand Cycle Trail website	20%	14%	29%	18%
Social media (e.g. Facebook, Twitter, blog)	9%	14%	21%	22%
Other (please specify)	10%	15%	7%	14%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 235 / 242 (97%) | All Trails last 12 Months 4689 / 4703 (100%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	24%	39%	21%	36%
I was visiting the area	76%	61%	79%	64%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 178 / 242 (74%) | All Trails last 12 Months 2842 / 4703 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 229 / 358 (64%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	85%	80%	91%	88%
No - I was already visiting or had planned to visit for other reasons	15%	20%	9%	12%



## Trail use

Sample Size: Twin Coast last 12 months 236 / 242 (98%) | All Trails last 12 Months 4691 / 4703 (100%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	55%	58%	57%	51%
Cycling/walking for relaxation	46%	50%	43%	47%
Commuting to/from school or work	0%	2%	0%	1%
Training for an event	4%	8%	0%	3%
Cycling holiday	14%	13%	43%	42%
Walking holiday	0%	1%	0%	2%
Sightseeing	42%	34%	29%	22%
Spending time/socialising with friends/family	45%	41%	50%	45%
Other (please specify)	6%	8%	7%	6%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 196 / 242 (81%) | All Trails last 12 Months 4447 / 4703 (95%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	14%	11%	14%	24%
Cycling the trail (on a mountain bike)	58%	62%	50%	43%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	7%	13%
Cycling the trail (on a e-mountain bike)	9%	5%	14%	8%
Cycling the trail (on a hybrid bike)	8%	3%	14%	4%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	1%
Walking/hiking	3%	7%	0%	4%
Running/jogging	2%	3%	0%	2%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	0%	1%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 179 / 242 (74%) | All Trails last 12 Months 2845 / 4703 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 230 / 358 (64%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.67	3.29	3.64	3.71

## Extended stay in area

Sample Size: Twin Coast last 12 months 8 / 242 (3%) | All Trails last 12 Months 102 / 4703 (2%) | Twin Coast last month 1 / 15 (7%) | All trails last month 28 / 358 (8%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	13%	22%	0%	18%
No	88%	78%	100%	82%

## Extra nights in area

Sample Size: Twin Coast last 12 months 1 / 242 (0%) | All Trails last 12 Months 22 / 4703 (0%) | Twin Coast last month 0 / 15 (0%) | All trails last month 5 / 358 (1%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2	2.18	1.8

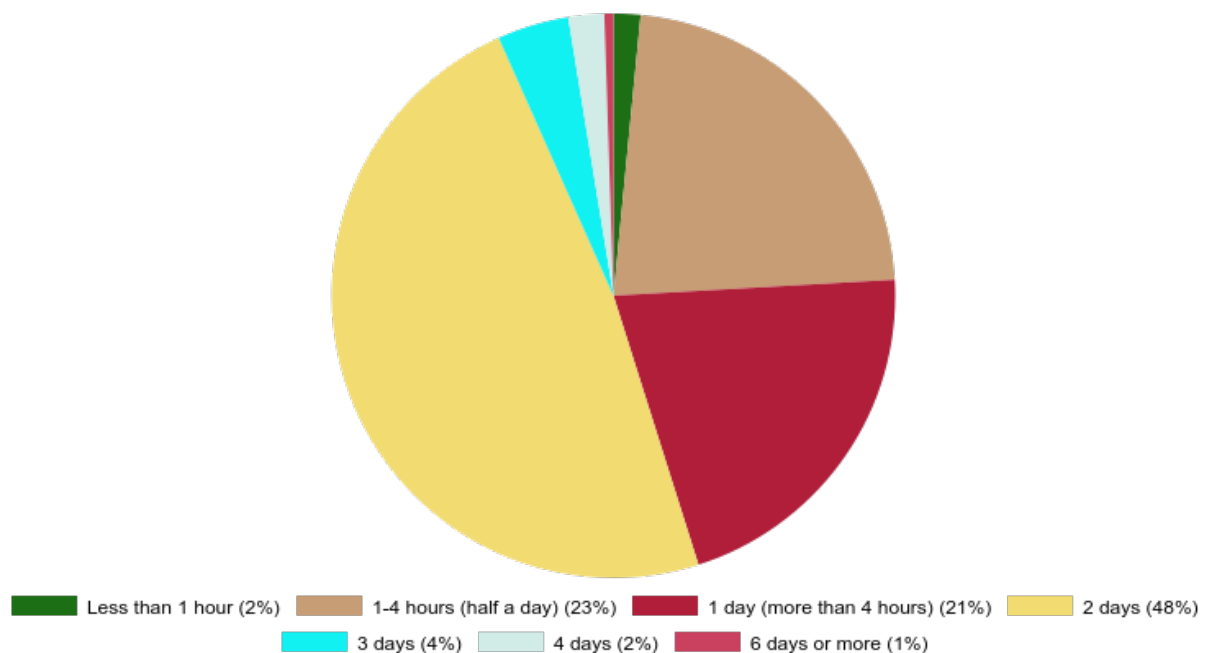
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 236 / 242 (98%) | All Trails last 12 Months 4691 / 4703 (100%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.79	3.67	2.93	3.83
Children, aged 14 years or less:	0.31	0.49	0.43	0.35

## Time spent on the trail

Sample Size: Twin Coast last 12 months 195 / 242 (81%)



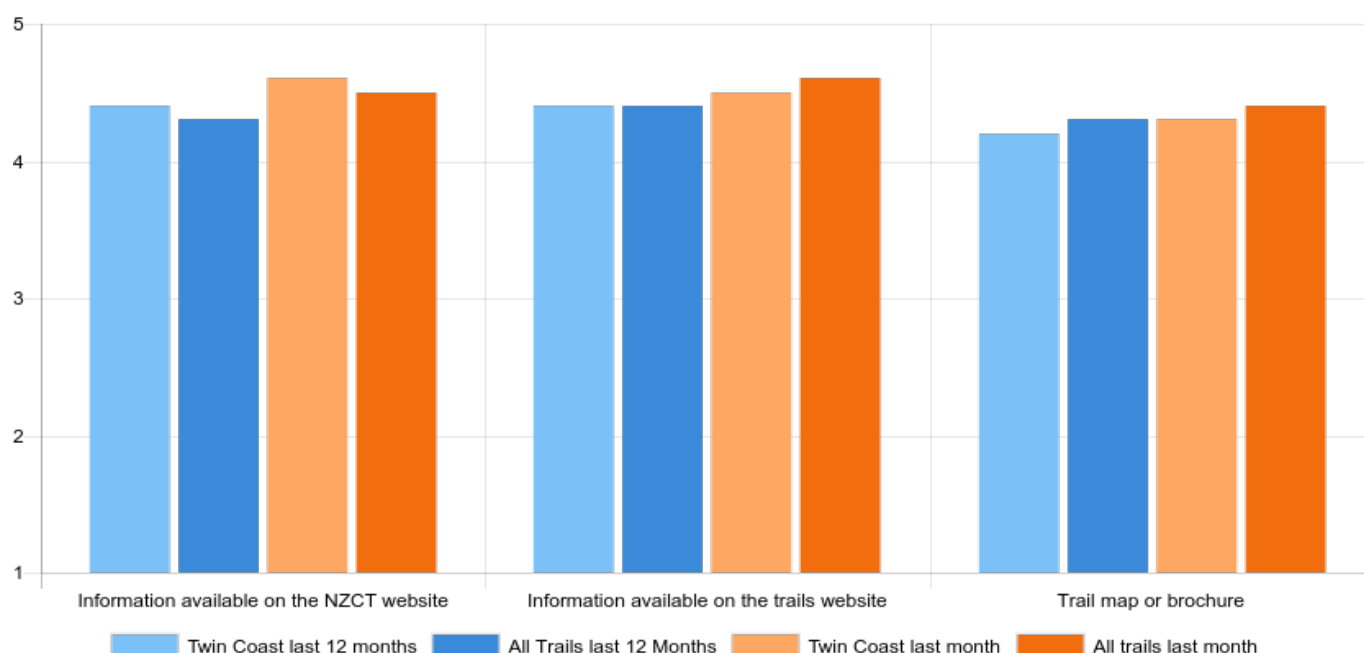
## Time spent on the trail

Sample Size: Twin Coast last 12 months 195 / 242 (81%) | All Trails last 12 Months 4392 / 4703 (93%) | Twin Coast last month 14 / 15 (93%) | All trails last month 357 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	0%	2%
1-4 hours (half a day)	23%	34%	14%	34%
1 day (more than 4 hours)	21%	18%	36%	20%
2 days	48%	15%	29%	11%
3 days	4%	10%	21%	9%
4 days	2%	10%	0%	11%
5 days	0%	5%	0%	8%
6 days or more	1%	3%	0%	6%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4694 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)



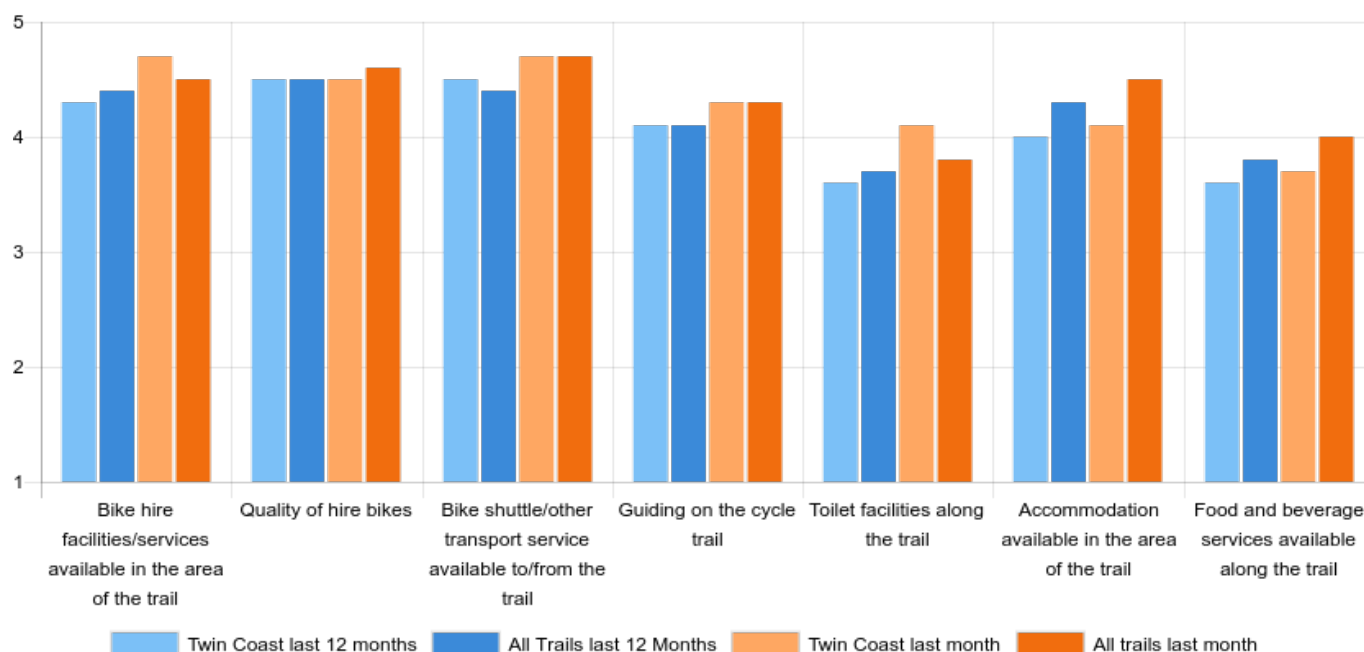
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4694 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.6	4.5
Information available on the trails website	4.4	4.4	4.5	4.6
Trail map or brochure	4.2	4.3	4.3	4.4

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4694 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)



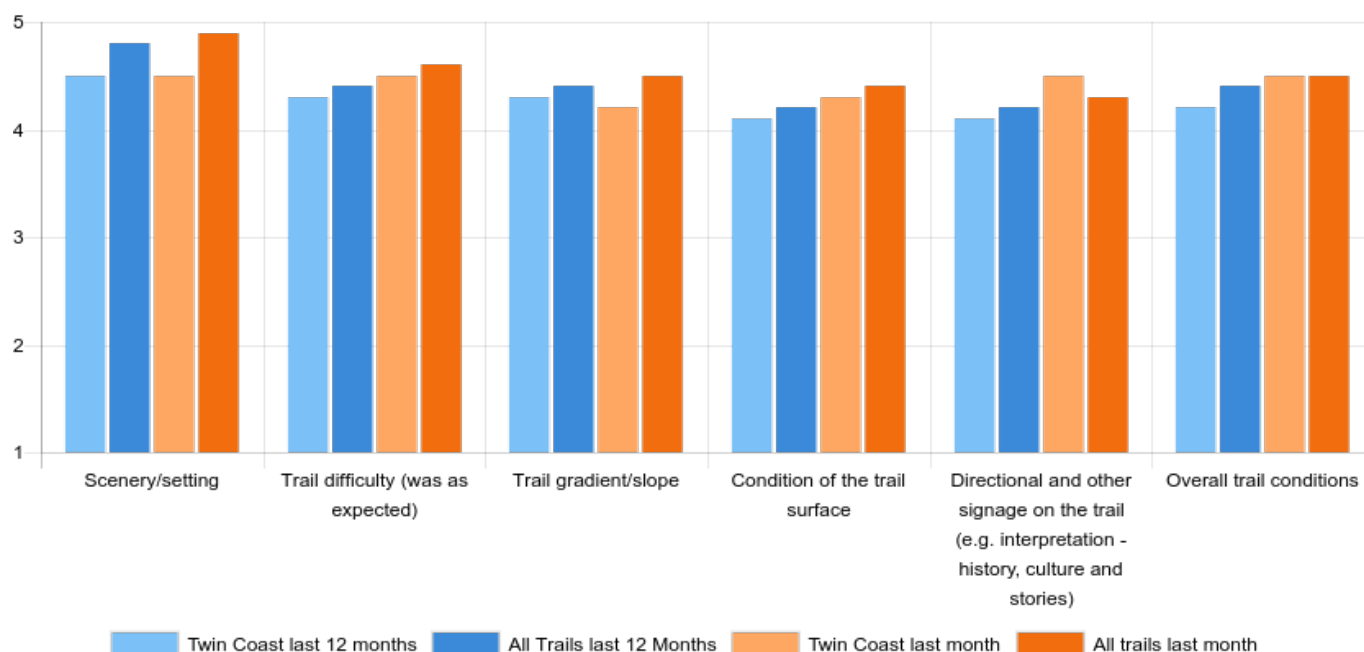
## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4694 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	4.7	4.5
Quality of hire bikes	4.5	4.5	4.5	4.6
Bike shuttle/other transport service available to/from the trail	4.5	4.4	4.7	4.7
Guiding on the cycle trail	4.1	4.1	4.3	4.3
Toilet facilities along the trail	3.6	3.7	4.1	3.8
Accommodation available in the area of the trail	4.0	4.3	4.1	4.5
Food and beverage services available along the trail	3.6	3.8	3.7	4.0

## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4695 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 237 / 242 (98%) | All Trails last 12 Months 4695 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.5	4.9
Trail difficulty (was as expected)	4.3	4.4	4.5	4.6
Trail gradient/slope	4.3	4.4	4.2	4.5
Condition of the trail surface	4.1	4.2	4.3	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.1	4.2	4.5	4.3
Overall trail conditions	4.2	4.4	4.5	4.5

## Gender

Sample Size: Twin Coast last 12 months 242 / 242 (100%) | All Trails last 12 Months 4702 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	40%	41%
Female	57%	49%	60%	59%
Gender diverse	0%	0%	0%	0%

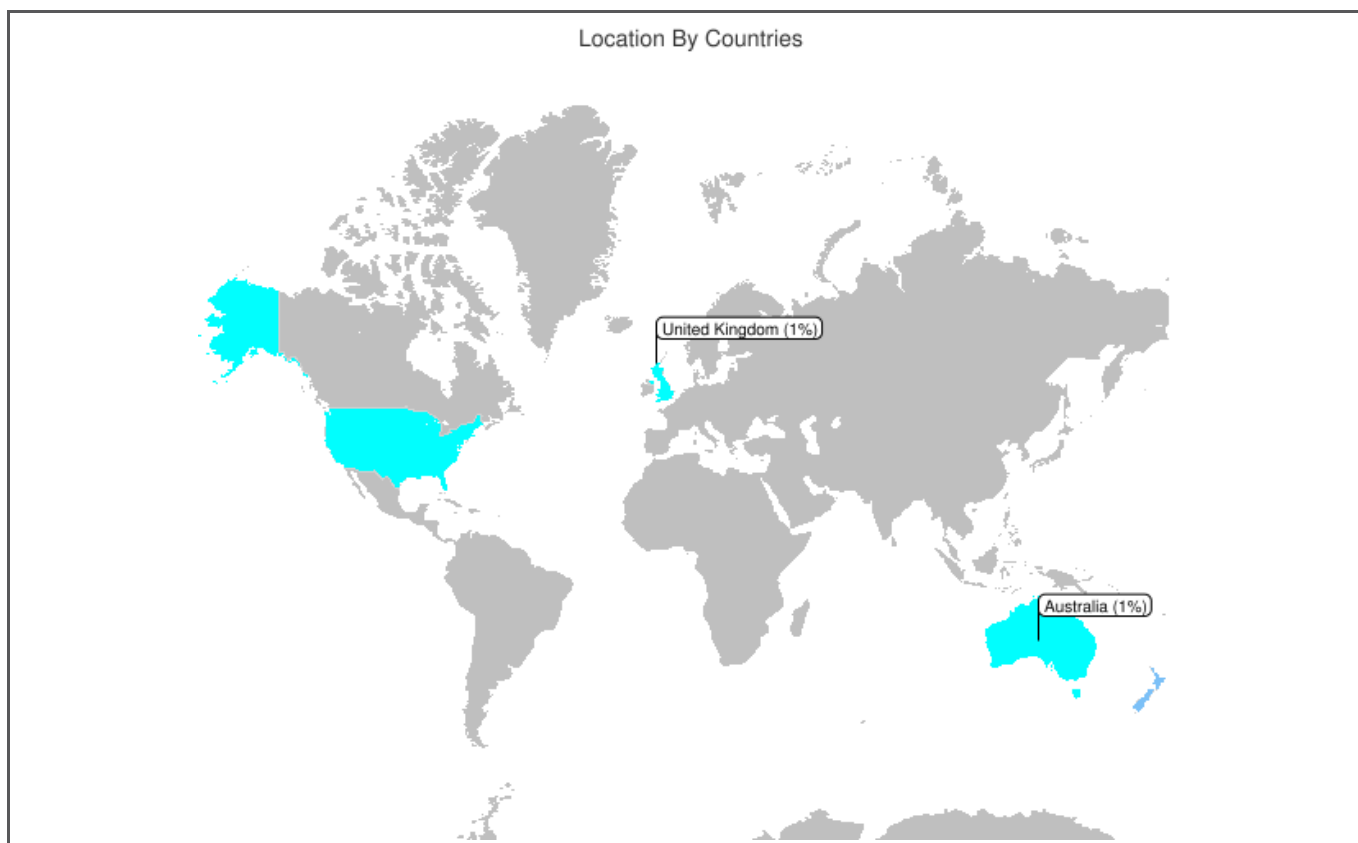
## Age

Sample Size: Twin Coast last 12 months 241 / 242 (100%) | All Trails last 12 Months 4701 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	1%	1%	0%	0%
20 to 29 years	3%	5%	0%	3%
30 to 39 years	7%	11%	7%	9%
40 to 49 years	20%	22%	20%	18%
50 to 59 years	29%	30%	33%	34%
60 to 69 years	32%	22%	40%	27%
70 years or more	7%	7%	0%	8%
Would prefer not to say	0%	0%	0%	0%

## Location

Sample Size: Twin Coast last 12 months 242 / 242 (100%)



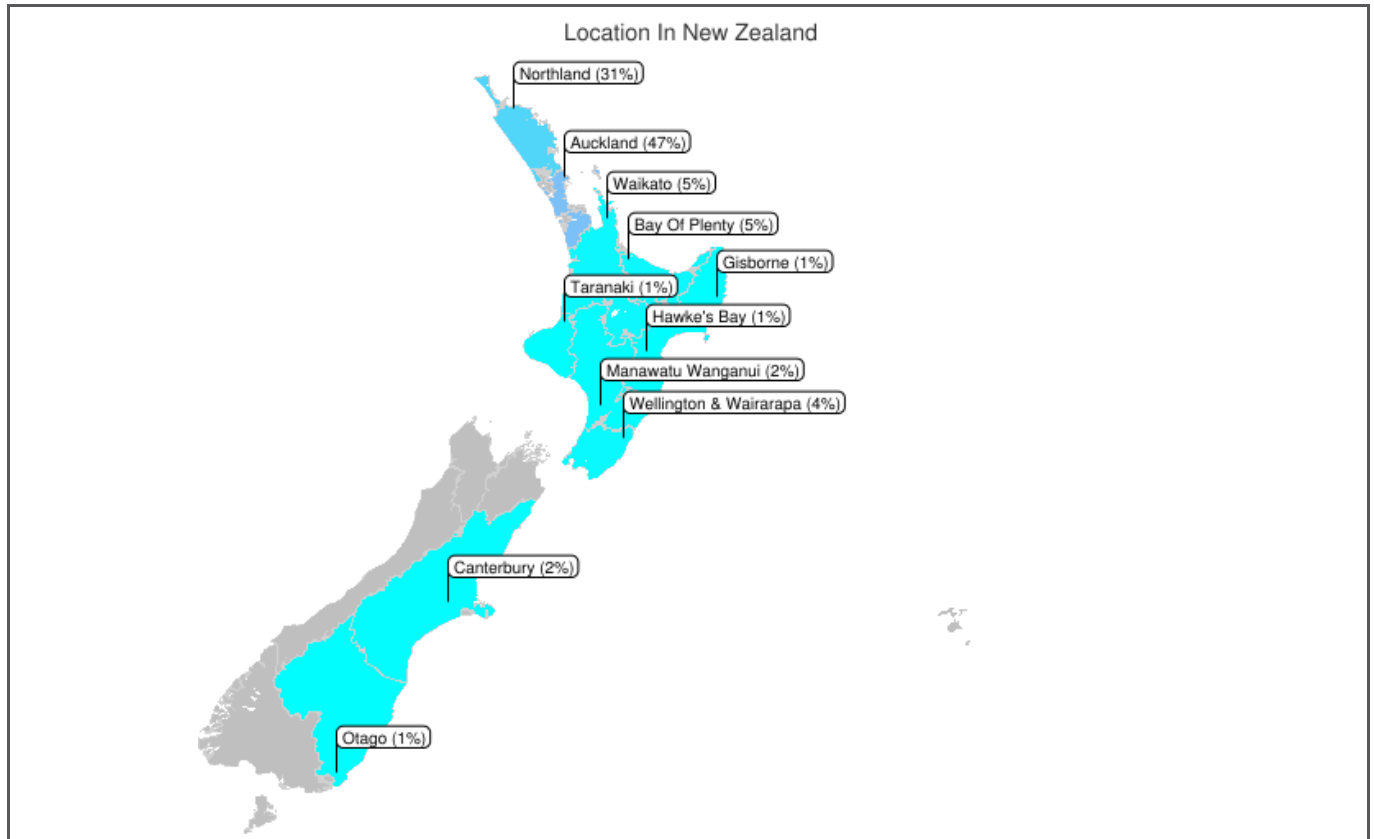
## Location

Sample Size: Twin Coast last 12 months 242 / 242 (100%) | All Trails last 12 Months 4703 / 4703 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 358 / 358 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	1%	5%	0%	3%
New Zealand	94%	91%	100%	94%
United Kingdom	1%	1%	0%	1%
United States	1%	1%	0%	0%

## Location

Sample Size: Twin Coast last 12 months 227 / 242 (94%)



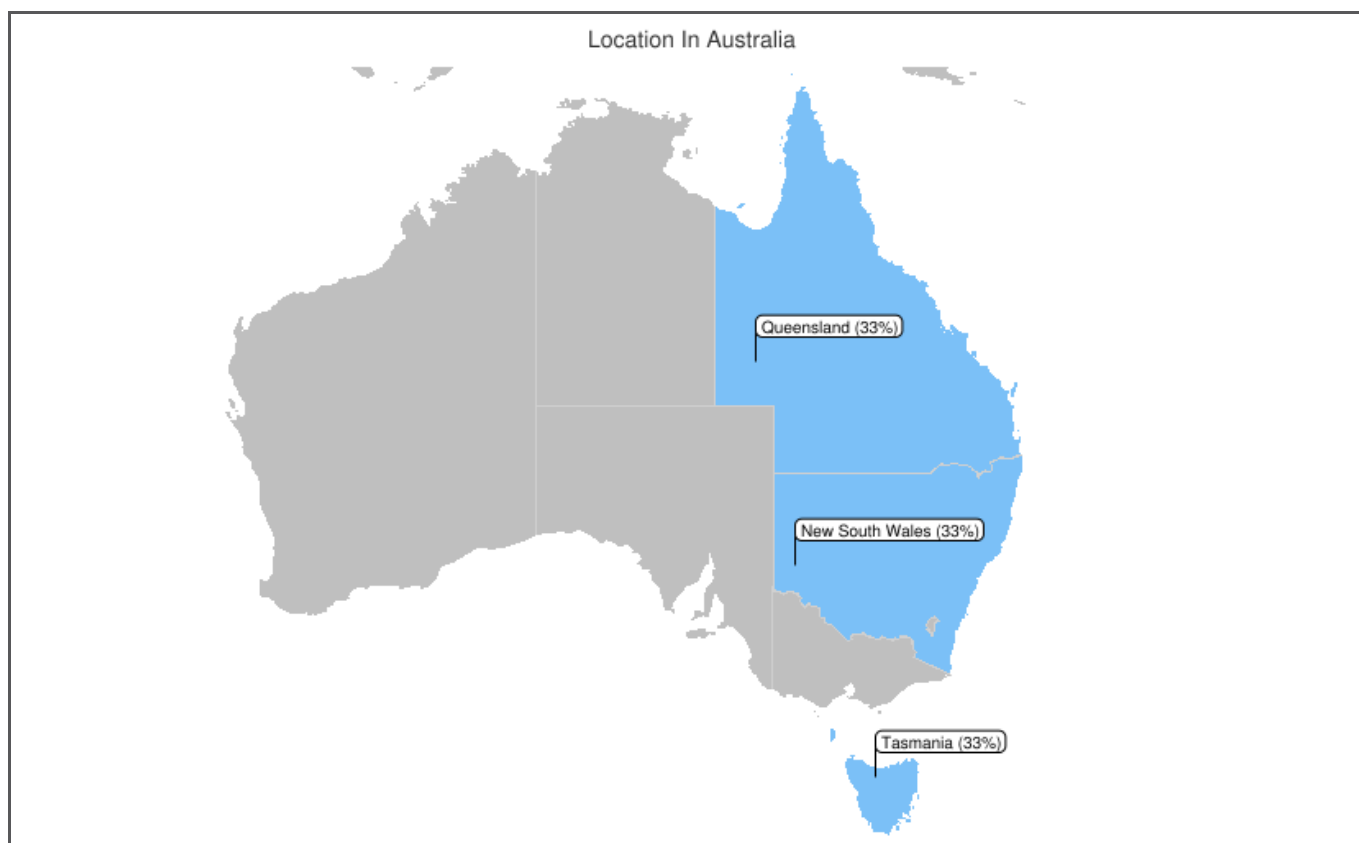
## Location

Sample Size: Twin Coast last 12 months 227 / 242 (94%) | All Trails last 12 Months 4261 / 4703 (91%) | Twin Coast last month 15 / 15 (100%) | All trails last month 338 / 358 (94%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	31%	3%	27%	3%
Auckland	47%	15%	47%	19%
Waikato	5%	11%	7%	11%
Bay Of Plenty	5%	10%	7%	7%
Gisborne	1%	0%	0%	1%
Hawke's Bay	1%	7%	0%	28%
Taranaki	1%	1%	7%	2%
Manawatu Wanganui	2%	3%	7%	4%
Wellington	3%	9%	0%	9%
Canterbury	2%	12%	0%	6%
Otago	1%	11%	0%	4%

## Location

Sample Size: Twin Coast last 12 months 3 / 242 (1%)



## Location

Sample Size: Twin Coast last 12 months 3 / 242 (1%) | All Trails last 12 Months 244 / 4703 (5%) | Twin Coast last month 0 / 15 (0%) | All trails last month 11 / 358 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
New South Wales	33%	40%	27%
Queensland	33%	24%	27%



Tasmania	33%	3%	0%
----------	-----	----	----

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 14 / 15 (93%)

TWIN COAST LAST MONTH
trail has been done very well.
The exceptional scenery from Okaihau down to the Hokianga and the amazing boardwalk which is a truly inspired part of the trail.
great weather, not crowded interesting trail
Ride between Okaihau and Horeke (both directions), especially the Utaura River valley
the climb to the kaikohe aerodrome past an old olive grove & some peacocks also gave spectacular views back over the valley full of deciduous trees
Day 2 for us from cycling from Pahia to the Coast. Coming down the steep hill entering the valley, cycling along the stream for some time then through the forest. It was particularly peaceful as it was a long way off a main road.
seeing sights you wouldn't normally see by traveling in a car, meeting awesome people
The first 10km from Opuha, riding beside the estuary, amongst the trees.
The scenery and any historical information
the scenery was great
beautiful scenery and easy grade tracks
family activity
it was a incredible few days.... weather was perfect the local RSA was amazing as we had a group of us and the cook delivered incredible and delicious food that we returned for a second night. The bakery was also visited multiple times and snacks for the trip home purchased the only thing that was a slight disappointment was the pub at the end of one of our rides wasn't open on the Monday after the ride. Besides that it was a incredible time and would suggest it to others and do again myself. The scenery along the way was beautiful.
Great fun along with my grandsons also other times with friends

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 13 / 15 (87%)

TWIN COAST LAST MONTH
Nothing, I loved it.
We stayed in some really nice places (Horeke & Kaikohe) but they are not cheap. To have some camping options along the trail (preferably out of the main towns, as they do not feel very safe) would be great
n/a
A clean up of dumped rubbish along the kawakawa - moerewa stretch
Ah, the gates! I personally felt there were many of them and as they differed in height I was at times able to stay on my bike and ride through them, however there were numerous times I had to get off my bike and lift the back of it to move my bike over. I was carrying bags on the back which made my bike heavier to carry. I think by the end of it I felt a slight neck/shoulder pain on my right side which could be related to the lifting.
more knowledge on where you can eat along the trail
Less riding along beside the road. And farms aren't the best scenery really ... Also, security was an issue for me. I saw several "shady" characters hanging around in a couple of places along the trail. At one point I was riding along what seemed like it might have been a driveway to a farmhouse and there were uncollared dogs running around - fortunately none of them took much interest in my legs. There's also a bit of rubbish and broken glass that needs tidied up in places - as the trail passes Moerewa.
A few less barriers going Between Kawakawa and Moerewa.
few more toilets along the way.
Using a mountain bike rather than hybrid
more signage, pointing out tree names, historical information, more seating and view points. access points made easier for bikes carrying a child seat
for me it was pretty close to perfect. Just need the pub to be open on the end so food and drinks can be brought after a successful bike ride before the shuttle picks you up.
All good



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

---

**International vs Domestic vs Locals run on Monday 1st of July 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/06/2019) and the last day of last month (30/06/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 1 / 1 (100%) | Domestic 4 / 4 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 63 / 63 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	63%	100%	75%	33%	59%
9	0%	0%	0%	0%	14%
8	0%	0%	0%	0%	11%
7	13%	0%	25%	0%	10%
6	13%	0%	0%	33%	3%
5	13%	0%	0%	33%	3%
4	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	38	100	75	-33	67

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 1 / 1 (100%) | Domestic 4 / 4 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 63 / 63 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	13%	0%	0%	33%	3%
5	0%	0%	0%	0%	0%
6	13%	0%	0%	33%	5%
7	13%	0%	25%	0%	13%
8	0%	0%	0%	0%	13%
9	25%	0%	50%	0%	21%
10 (very satisfied)	38%	100%	25%	33%	46%
Average	8.1	10.0	8.8	6.7	8.8

## Comments - Most enjoyed about experience

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
doing whole of trail in one day was a buz, starting at western point at sunrise was lovely, the western half definitely the better half in terms of scenery, but east side ok as well. the kiwi kai cafe in Okaihau was terrific value for breakfast, felt so guilty that i hadn,t paid enough for the food they gave us i gave him an extra 5 dollars, and that probably still wasnt enough. lunch at the bakery in kiakohe 4 dollars for a pie and a can of drink, was also the best value so far in nz.

## Comments - Most enjoyed about experience

Sample Size: Domestic 4 / 4 (100%)

DOMESTIC
first time on the trail. My 12yroid is new to cycling and using gears so Kawakawa to Taumarere was a perfect easy short ride, especially as we wanted to exercise the dog as well. We were going to do there & back, but the Kawakawa Heritage Railway was at Taumarere, so we managed to fit in a train ride (incl bikes and dog) back to Kawakawa. Perfect!
The signage was excellent, i liked the history aspects and the changes of scenery, good distance for a day
Toilets could be a bit cleaner along the way :)
the boardwalk across the mud flats at Horeke

## Comments - Most enjoyed about experience

Sample Size: Local 2 / 3 (67%)

LOCAL
some sections are very scenic. enjoyed rhe marine sections and the valley between Okaihau and Horeke
the downhill after Okaihau, sense of accomplishment, loved the bush areas, board walk was fun.

## Comments - What might have made the experience more enjoyable

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
nothing it was great

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 4 / 4 (100%)

DOMESTIC
took us 15 mins to figure out where to park in Kawakawa. shoulda done more research (on the website)
maps were either very poor cartoon stle or super datail gis style, was a bit unsure i would find my way before i started, luckily the signage was excellent, bit less road side riding would be good
Was amazing we are coming to do it again soon
The Horeke pub owner needs his attitude changed towards cyclists, all he did was complain about cyclists how they use his toilets and water. No food on offer, how hard is it to make a toasted sandwich.

## Comments - What might have made the experience more enjoyable

Sample Size: Local 3 / 3 (100%)

LOCAL
the trail between Taumarere and Kawakawa is virtually one big puddle after rain. the whole trail could do with some resurfacing
nothing loved it all, stayed at the hotel at Horeke, and then went to Ngawha for a swim
we rode kawakawa to kaikohe on a holiday monday. kawakawa was great, bustling with cafes open. after 34km ride we arrive in kaikohe and there was absolutely nothing. this is the natural half way point where you suggest people break their journey for the whole ride and it had nothing at all. place needs to get its act together. not enough toilets on trail either if you don't want people using the countryside.



# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

**Monthly Report for Trail Managers run on Monday 1st of July 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

**Twin Coast last 12 months :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

**Twin Coast last month :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/06/2019) and the last day of last month (30/06/2019)

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/06/2019) and the last day of last month (30/06/2019)

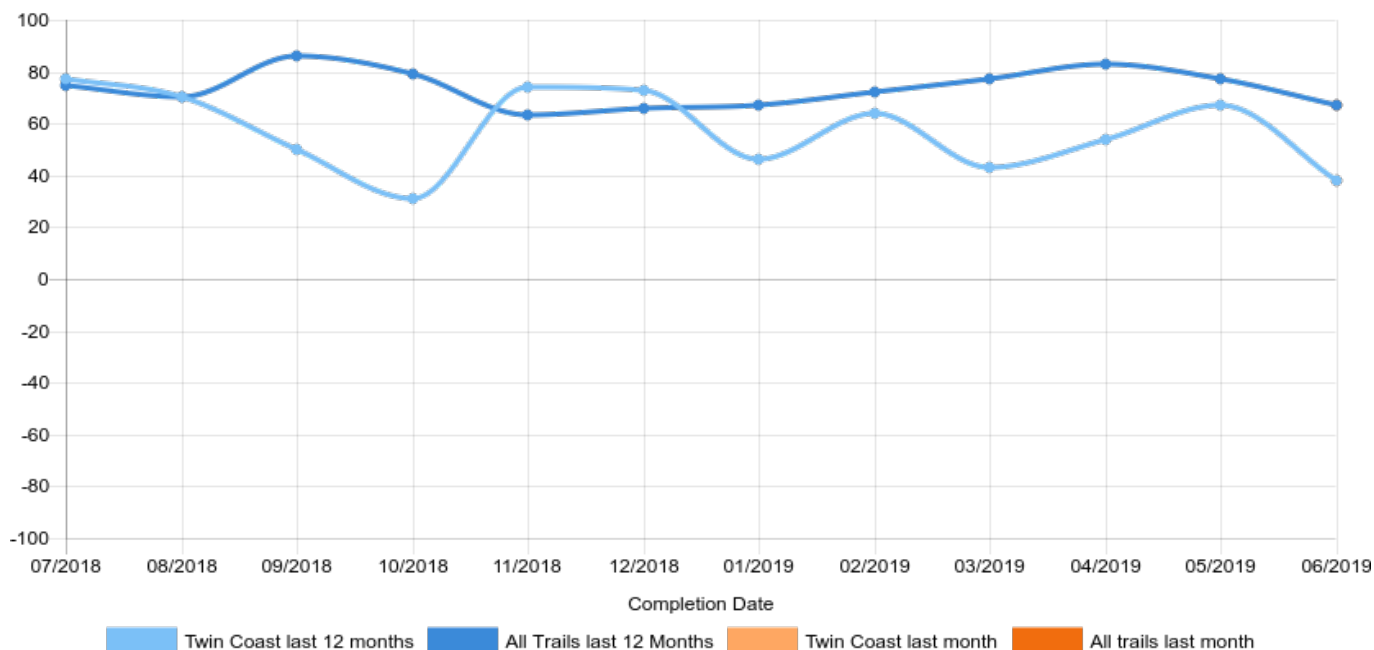
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 235 / 237 (99%) | All Trails last 12 Months 4673 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	58	72	38	67

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 235 / 237 (99%) | All Trails last 12 Months 4673 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



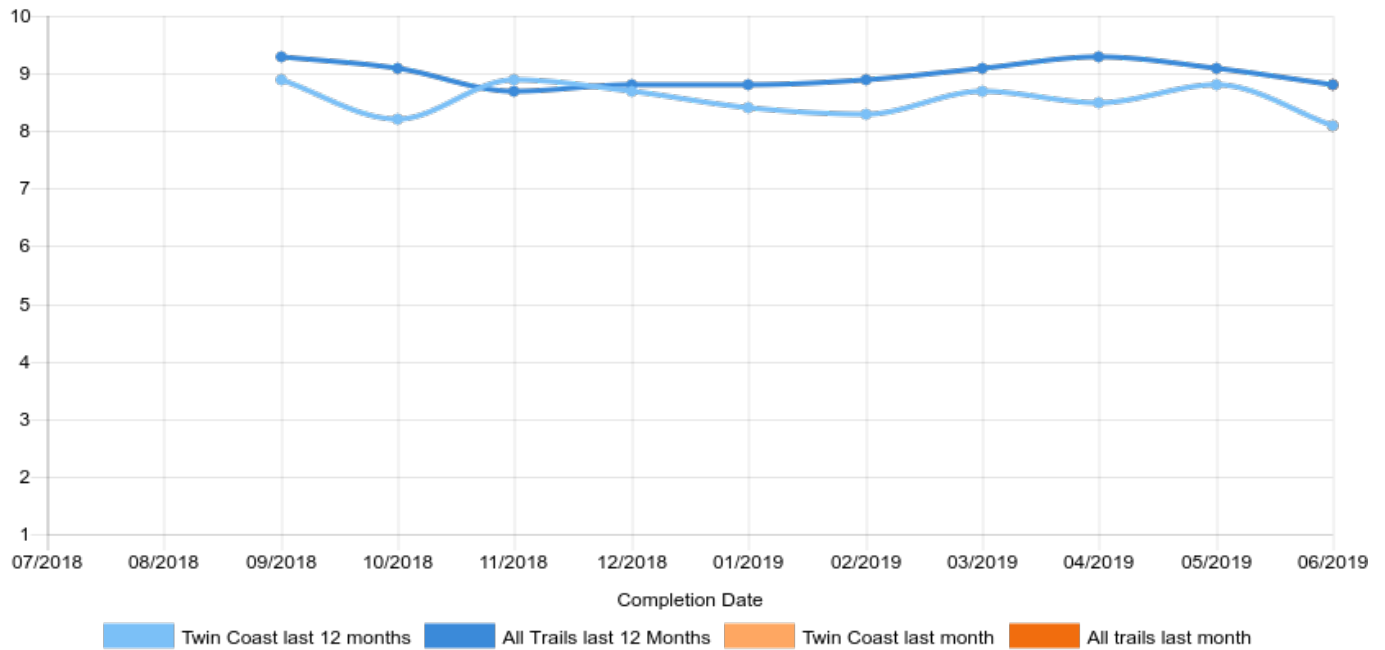
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 208 / 237 (88%) | All Trails last 12 Months 4532 / 4676 (97%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.5	9.0	8.1	8.8

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 208 / 237 (88%) | All Trails last 12 Months 4532 / 4676 (97%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)





## Channels generating first awareness

Sample Size: Twin Coast last 12 months 230 / 237 (97%) | All Trails last 12 Months 4663 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	53%	58%	25%	60%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	0%	8%
The AA guide	9%	4%	25%	5%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	0%
Newspaper or magazine	16%	13%	13%	13%
Travel guide/book	8%	7%	0%	8%
Trail brochure/map	9%	14%	0%	5%
Trail website	23%	21%	38%	14%
New Zealand Cycle Trail website	22%	14%	50%	22%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	0%	10%
Other (please specify)	12%	15%	38%	19%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 230 / 237 (97%) | All Trails last 12 Months 4663 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	25%	40%	38%	44%
I was visiting the area	75%	60%	63%	56%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 173 / 237 (73%) | All Trails last 12 Months 2818 / 4676 (60%) | Twin Coast last month 5 / 8 (63%) | All trails last month 35 / 63 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	85%	80%	80%	86%
No - I was already visiting or had planned to visit for other reasons	15%	20%	20%	14%

## Trail use

Sample Size: Twin Coast last 12 months 231 / 237 (97%) | All Trails last 12 Months 4665 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	55%	59%	75%	67%
Cycling/walking for relaxation	45%	50%	63%	41%
Commuting to/from school or work	0%	2%	0%	2%
Training for an event	3%	8%	0%	13%
Cycling holiday	15%	13%	25%	30%
Walking holiday	0%	1%	0%	5%
Sightseeing	40%	33%	38%	16%
Spending time/socialising with friends/family	46%	41%	75%	37%
Other (please specify)	5%	8%	0%	5%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 204 / 237 (86%) | All Trails last 12 Months 4511 / 4676 (96%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	14%	11%	13%	14%
Cycling the trail (on a mountain bike)	58%	62%	63%	60%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	13%	3%
Cycling the trail (on a e-mountain bike)	9%	5%	13%	5%
Cycling the trail (on a hybrid bike)	7%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	8%
Running/jogging	1%	3%	0%	6%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	0%	2%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 174 / 237 (73%) | All Trails last 12 Months 2821 / 4676 (60%) | Twin Coast last month 5 / 8 (63%) | All trails last month 35 / 63 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.64	3.3	1.6	4.46

## Extended stay in area

Sample Size: Twin Coast last 12 months 9 / 237 (4%) | All Trails last 12 Months 107 / 4676 (2%) | Twin Coast last month 1 / 8 (13%) | All trails last month 5 / 63 (8%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	11%	21%	0%	20%
No	89%	79%	100%	80%

## Extra nights in area

Sample Size: Twin Coast last 12 months 1 / 237 (0%) | All Trails last 12 Months 23 / 4676 (0%) | Twin Coast last month 0 / 8 (0%) | All trails last month 1 / 63 (2%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2	2.13	1

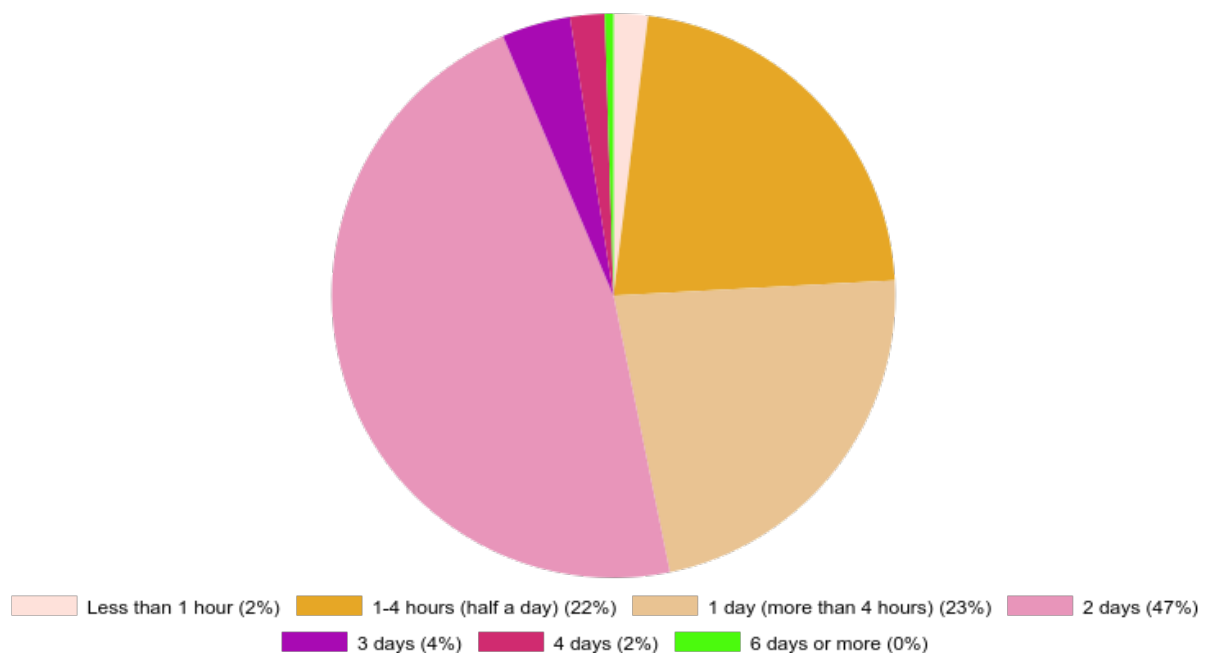
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 231 / 237 (97%) | All Trails last 12 Months 4665 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.73	3.64	2.25	2.94
Children, aged 14 years or less:	0.33	0.49	0.5	0.21

## Time spent on the trail

Sample Size: Twin Coast last 12 months 203 / 237 (86%)



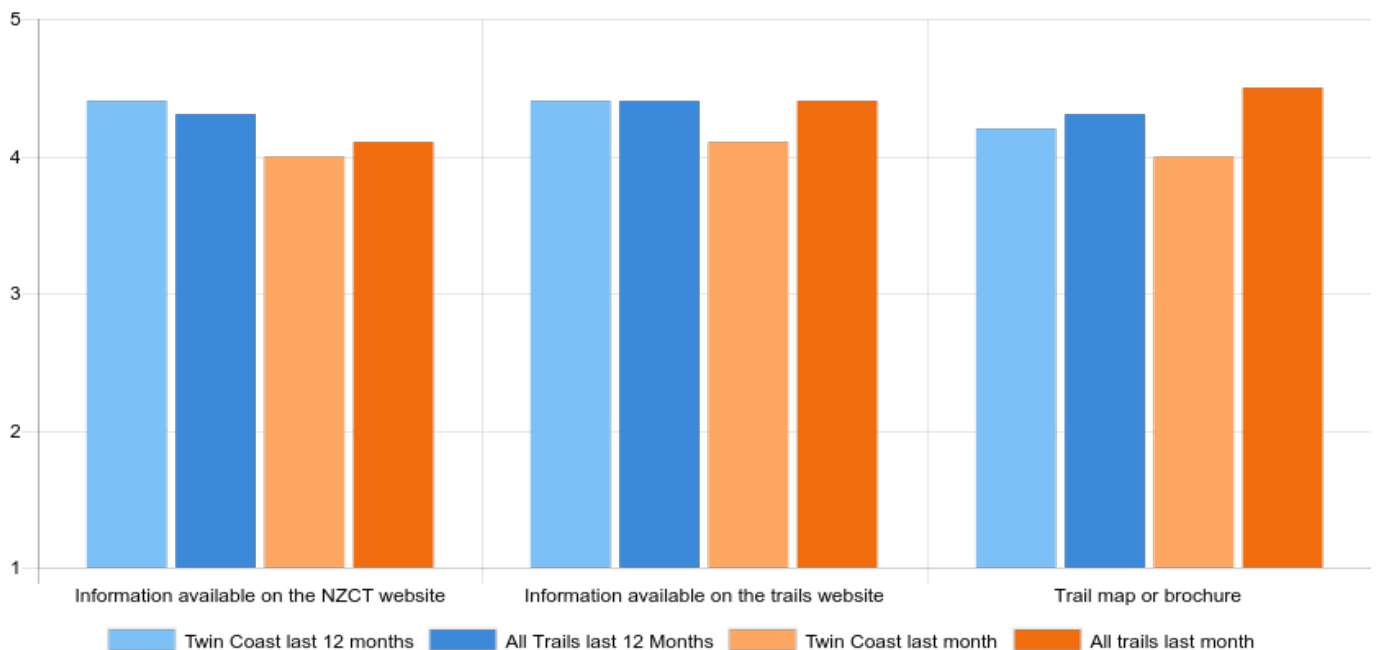
## Time spent on the trail

Sample Size: Twin Coast last 12 months 203 / 237 (86%) | All Trails last 12 Months 4456 / 4676 (95%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	13%	5%
1-4 hours (half a day)	22%	34%	13%	38%
1 day (more than 4 hours)	23%	18%	63%	21%
2 days	47%	15%	13%	10%
3 days	4%	10%	0%	11%
4 days	2%	10%	0%	8%
5 days	0%	5%	0%	3%
6 days or more	0%	3%	0%	5%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



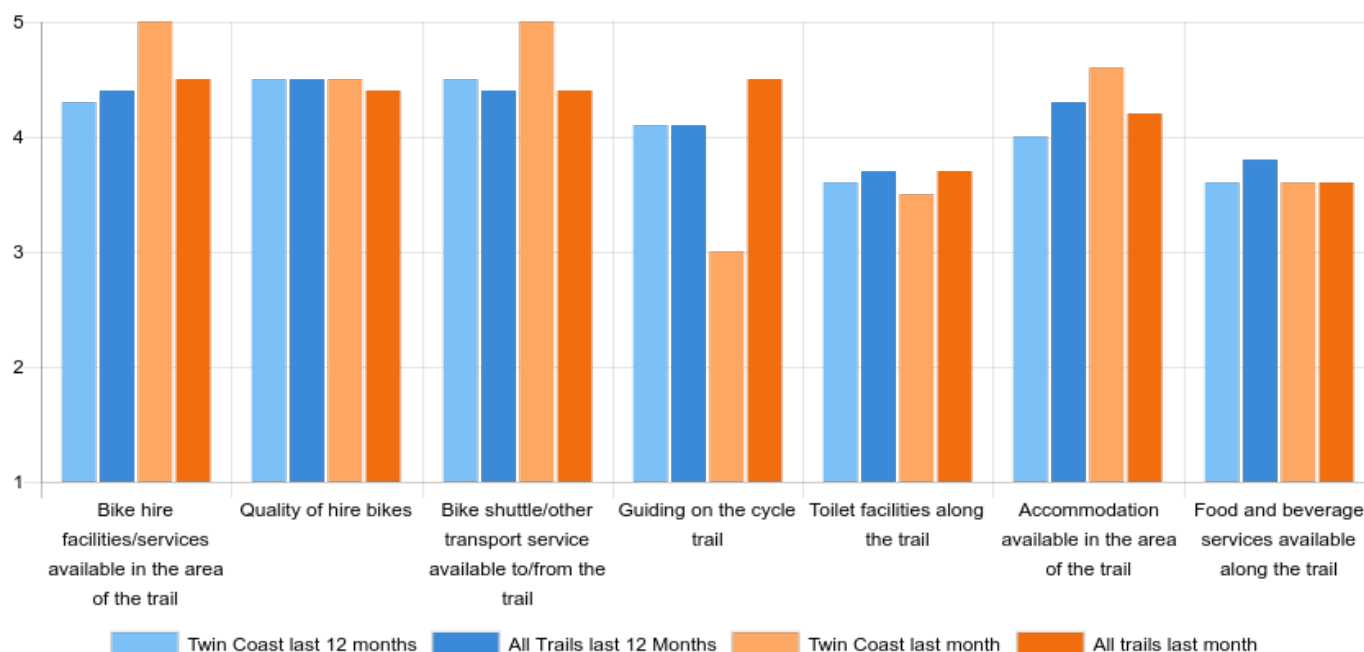
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.0	4.1
Information available on the trails website	4.4	4.4	4.1	4.4
Trail map or brochure	4.2	4.3	4.0	4.5

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



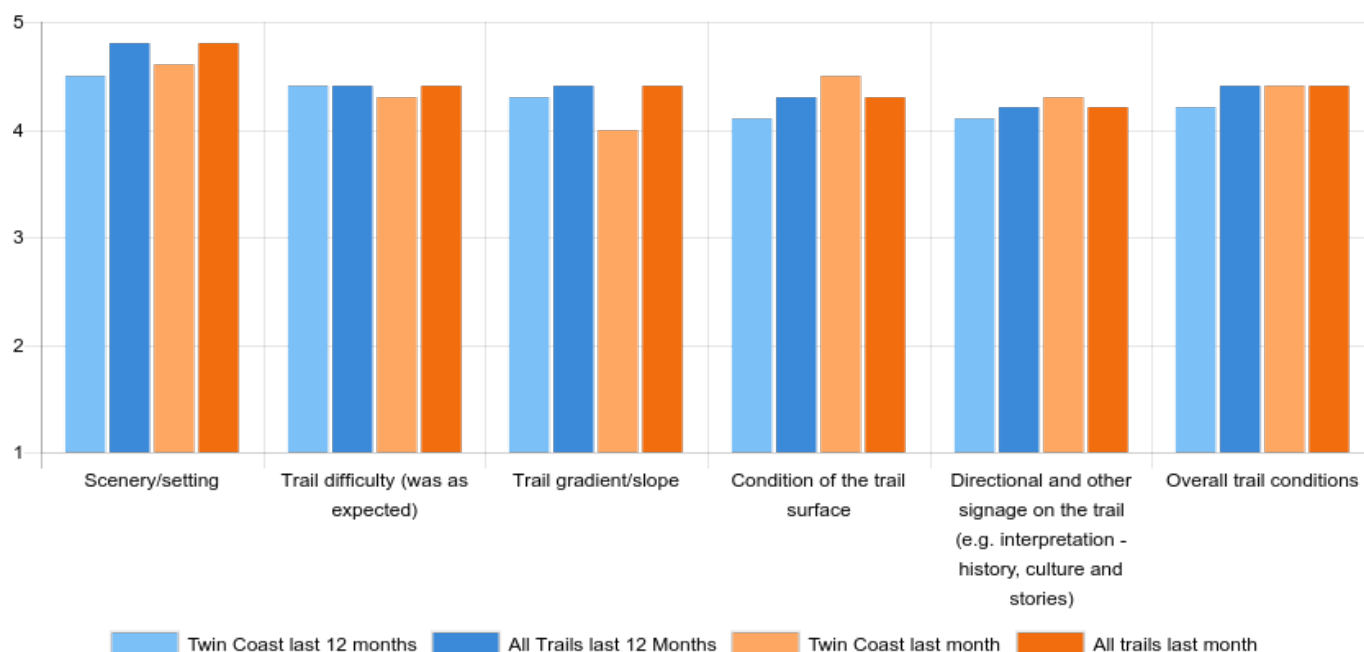
## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	5.0	4.5
Quality of hire bikes	4.5	4.5	4.5	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.4
Guiding on the cycle trail	4.1	4.1	3.0	4.5
Toilet facilities along the trail	3.6	3.7	3.5	3.7
Accommodation available in the area of the trail	4.0	4.3	4.6	4.2
Food and beverage services available along the trail	3.6	3.8	3.6	3.6

## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4669 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4669 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.6	4.8
Trail difficulty (was as expected)	4.4	4.4	4.3	4.4
Trail gradient/slope	4.3	4.4	4.0	4.4
Condition of the trail surface	4.1	4.3	4.5	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.1	4.2	4.3	4.2
Overall trail conditions	4.2	4.4	4.4	4.4

## Gender

Sample Size: Twin Coast last 12 months 237 / 237 (100%) | All Trails last 12 Months 4676 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	50%	54%
Female	57%	49%	50%	46%
Gender diverse	0%	0%	0%	0%

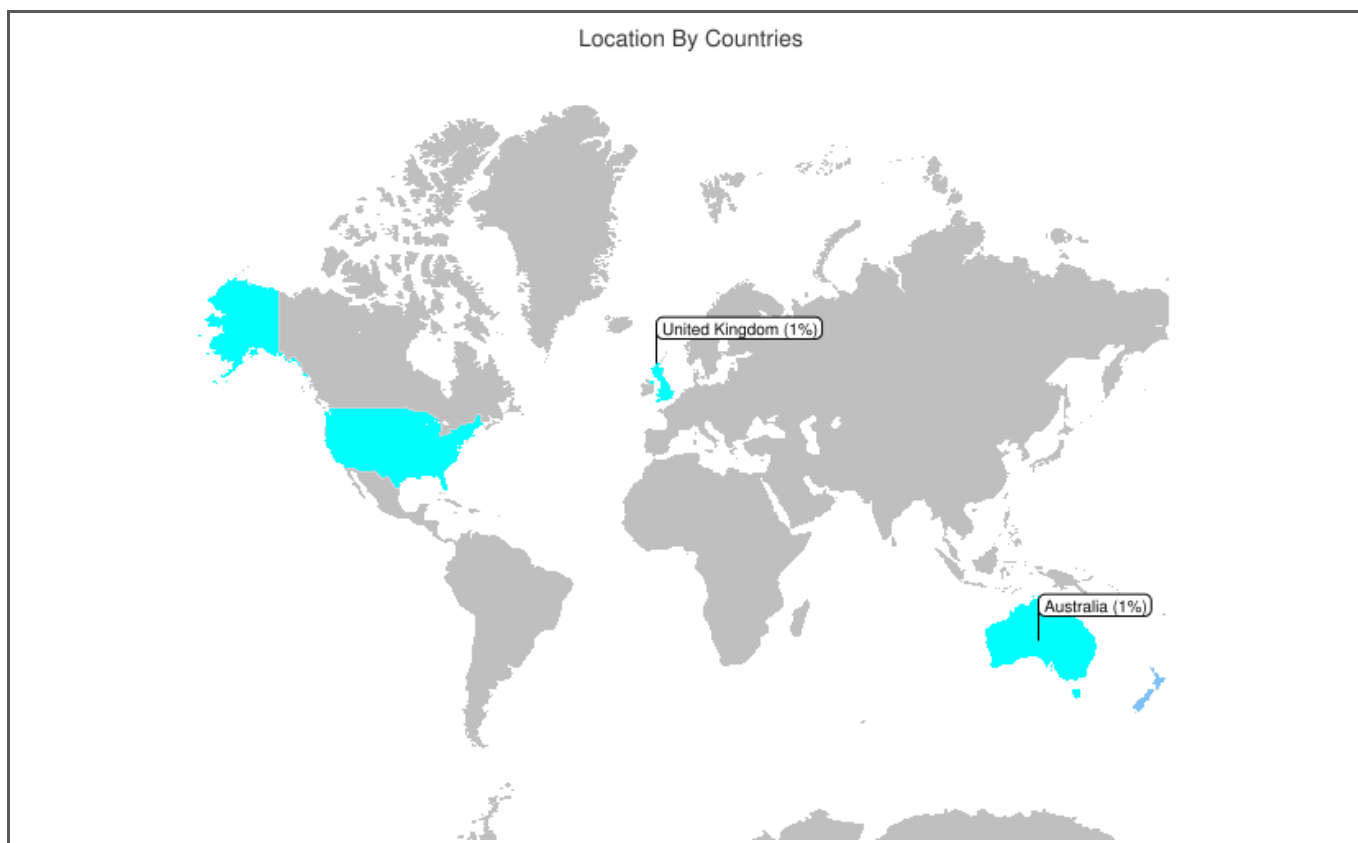
## Age

Sample Size: Twin Coast last 12 months 236 / 237 (100%) | All Trails last 12 Months 4674 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	1%	1%	0%	0%
20 to 29 years	3%	5%	0%	5%
30 to 39 years	7%	11%	0%	10%
40 to 49 years	20%	22%	13%	25%
50 to 59 years	30%	30%	38%	32%
60 to 69 years	32%	22%	38%	19%
70 years or more	7%	7%	13%	10%
Would prefer not to say	0%	0%	0%	0%

## Location

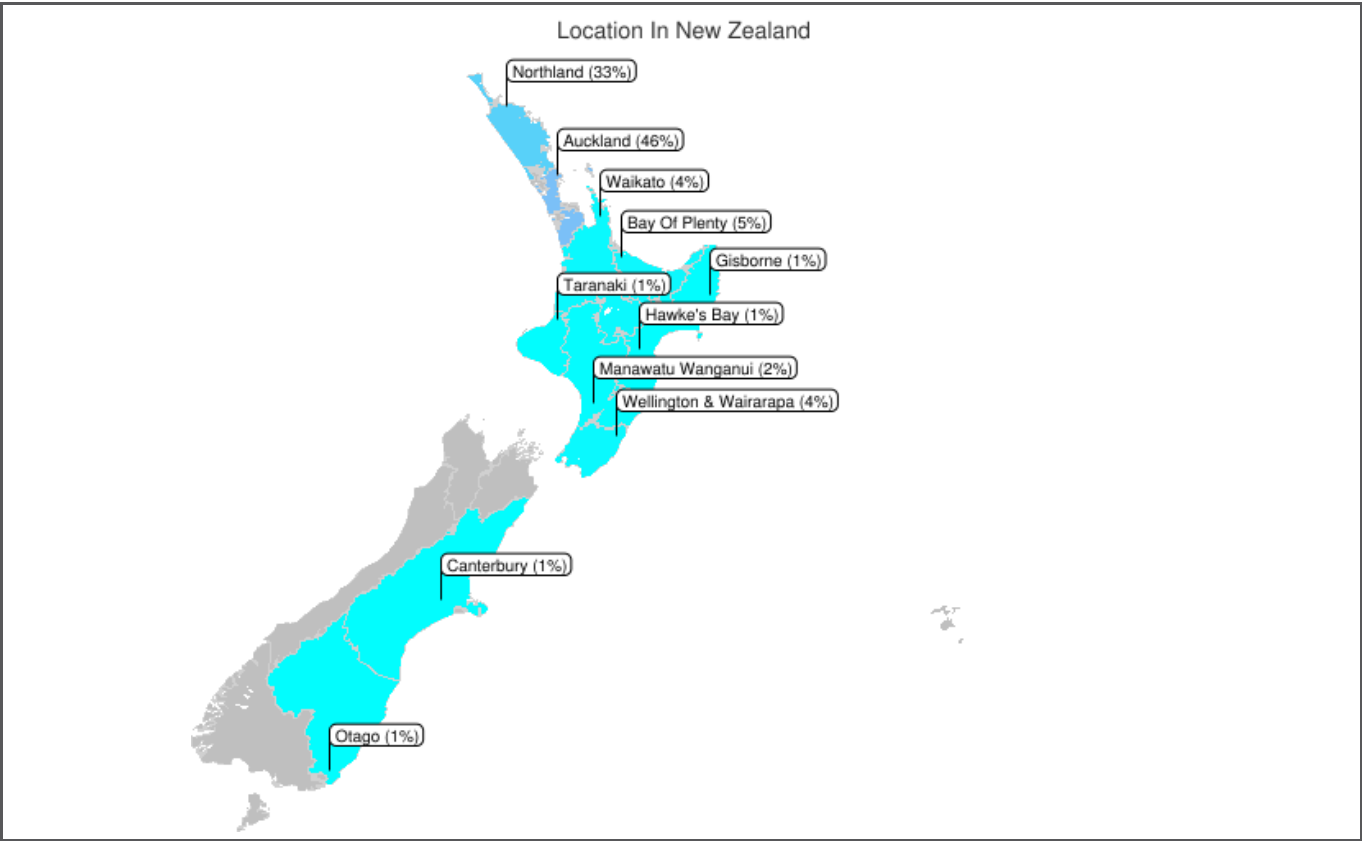
Sample Size: Twin Coast last 12 months 237 / 237 (100%)



## Location

Sample Size: Twin Coast last 12 months 237 / 237 (100%) | All Trails last 12 Months 4676 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	1%	5%	13%	10%
New Zealand	94%	91%	88%	89%
United Kingdom	1%	1%	0%	2%
United States	1%	1%	0%	0%





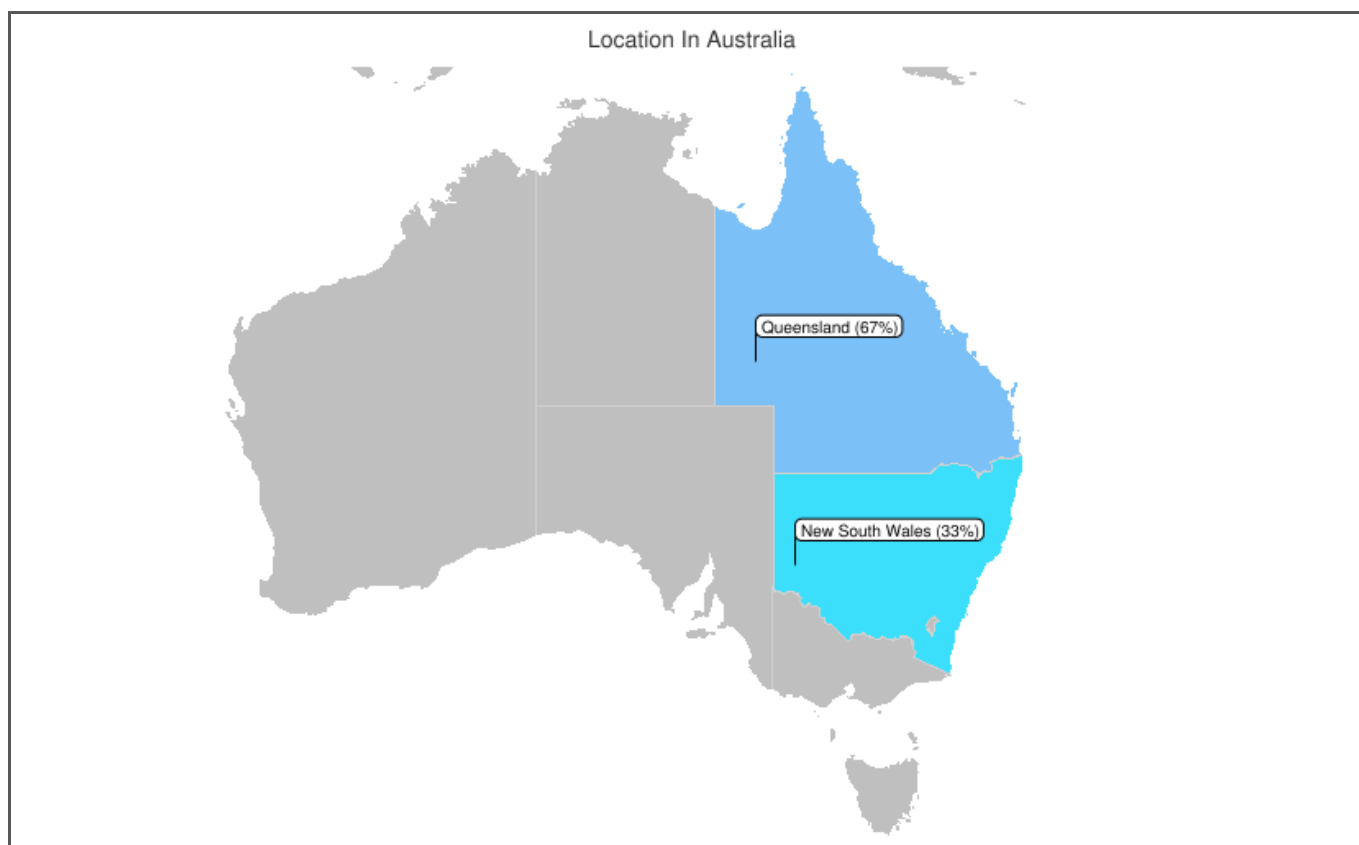
## Location

Sample Size: Twin Coast last 12 months 223 / 237 (94%) | All Trails last 12 Months 4236 / 4676 (91%) | Twin Coast last month 7 / 8 (88%) | All trails last month 56 / 63 (89%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	33%	3%	86%	11%
Auckland	46%	15%	0%	9%
Waikato	4%	11%	0%	2%
Bay Of Plenty	5%	10%	0%	11%
Gisborne	1%	0%	0%	2%
Hawke's Bay	1%	6%	0%	4%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	2%
Wellington	4%	9%	14%	16%
Canterbury	1%	12%	0%	9%
Otago	1%	11%	0%	4%

## Location

Sample Size: Twin Coast last 12 months 3 / 237 (1%)



## Location

Sample Size: Twin Coast last 12 months 3 / 237 (1%) | All Trails last 12 Months 246 / 4676 (5%) | Twin Coast last month 1 / 8 (13%) | All trails last month 6 / 63 (10%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	33%	40%	0%	33%
Queensland	67%	24%	100%	50%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 7 / 8 (88%)

TWIN COAST LAST MONTH
doing whole of trail in one day was a buz, starting at western point at sunrise was lovely, the western half definitely the better half in terms of scenery, but east side ok as well. the kiwi kai cafe in Okaihau was terrific value for breakfast, felt so guilty that i hadn,t paid enough for the food they gave us i gave him an extra 5 dollars, and that probably still wasnt enough. lunch at the bakery in kiakohe 4 dollars for a pie and a can of drink, was also the best value so far in nz.
first time on the trail. My 12yroid is new to cycling and using gears so Kawakawa to Taumarere was a perfect easy short ride, especially as we wanted to exercise the dog as well. We were going to do there & back, but the Kawakawa Heritage Railway was at Taumarere, so we managed to fit in a train ride (incl bikes and dog) back to Kawakawa. Perfect!
some sections are very scenic. enjoyed rhe marine sections and the valley between Okaihau and Horeke
the downhill after Okaihau, sense of accomplishment, loved the bush areas, board walk was fun.
The signage was excellent, i liked the history aspects and the changes of scenery, good distance for a day
Toilets could be a bit cleaner along the way :)
the boardwalk across the mud flats at Horeke

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 8 / 8 (100%)

TWIN COAST LAST MONTH
nothing it was great
took us 15 mins to figure out where to park in Kawakawa. shoulda done more research (on the website)
the trail between Taumarere and Kawakawa is virtually one big puddle after rain. the whole trail could do with some resurfacing
nothing loved it all, stayed at the hotel at Horeke, and then went to Ngawha for a swim
maps were either very poor cartoon stle or super datail gis style, was a bit unsure i would find my way before i started, luckily the signage was excellent, bit less road side riding would be good
Was amazing we are coming to do it again soon
The Horeke pub owner needs his attitude changed towards cyclists, all he did was complain about cyclists how they use his toilets and water. No food on offer, how hard is it to make a toasted sandwich.
we rode kawakawa to kaikohe on a holiday monday. kawakawa was great, bustling with cafes open. after 34km ride we arrive in kaikohe and there was absolutely nothing. this is the natural half way point where you suggest people break their journey for the whole ride and it had nothing at all. place needs to get its act together. not enough toilets on trail either if you don't want people using the countryside.



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

---

International vs Domestic vs Locals run on Thursday 1st of August 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/07/2019) and the last day of last month (31/07/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 15 / 15 (100%) | International 2 / 2 (100%) | Domestic 9 / 9 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 87 / 87 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	73%	100%	67%	75%	66%
9	0%	0%	0%	0%	8%
8	20%	0%	33%	0%	18%
7	0%	0%	0%	0%	3%
6	7%	0%	0%	25%	2%
5	0%	0%	0%	0%	1%
4	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	1%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	67	100	67	50	69

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 15 / 15 (100%) | International 2 / 2 (100%) | Domestic 9 / 9 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 87 / 87 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	1%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	1%
5	0%	0%	0%	0%	0%
6	7%	0%	0%	25%	3%
7	0%	0%	0%	0%	7%
8	27%	0%	33%	25%	16%
9	27%	0%	33%	25%	24%
10 (very satisfied)	40%	100%	33%	25%	47%
Average	8.9	10.0	9.0	8.3	8.9

## Comments - Most enjoyed about experience

Sample Size: International 1 / 2 (50%)

INTERNATIONAL
scenery

## Comments - Most enjoyed about experience

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
Seeing a different part of NZ
Easy to ride with the family, no worries
peace and quiet
the scenery was stunning and varied, meeting some of the locals especially the owner of the okaihu cafe, great food and coffee, talking to locals in the kaikohe RSA, sad to hear it was closing down. surprised the horeke hotel not open to casual visitors at midday for refreshments.
To be honest we are about to book to go on the trail We have investigated the area diligently with the help of the AA manual, phone calls and a recent visit to the area by car. All this has been instrumental in deciding that we will do the trail in september . Four of us
Culture, scenery and being able to experience them while exercising Loved the Waitangi Mountain Bike Park too which we decided to visit again after the trail
Wairere Boulders B and B was a great place to stay and most helpful hosts. The Left Bank in Kaikohe was a real treat too. Manager Brooke drove us to have a soak at Nga Wha.
scenery
time out on the fresh air. tracks in great condition.

## Comments - Most enjoyed about experience

Sample Size: Local 3 / 4 (75%)

LOCAL
tunnel and bridges, only did Opuia to kawakawa return
These cycle touring guests cycled the whole trail from Opuia to Horeke with their own e bikes and paniers. They estimated the distances and times for the trail so that they could reach Kaikohe before dark to find accommodation. They arrived after dark in Kaikohe because they were stopping to enjoy the scenery and the signs and because they had to stop lift their e bikes multiple times over the barriers along the trail. One of the riders also had to remove all her paniers before lifting the bike over the barriers. The older gentleman who was lifting the bikes over the barriers injured his shoulders. He said there must have been 60 or 70 barriers along the entire length of the trail from Opuia to Horeke When they arrived in Kaikohe, they had trouble finding a local who could tell them where to find accommodation. When they arrived in Horeke, they had trouble finding the spot where the Ranui would pick them up, apparently the signage led them in a different direction away from the Horeke landing. Fortunately they saw the Ranui coming across the harbour so they cycled back. One woman almost had an accident because they were all hurrying to meet the Ranui.
Boardwalk at Horeke.

## Comments - What might have made the experience more enjoyable

Sample Size: International 1 / 2 (50%)

INTERNATIONAL
cleanig glass off the trail; surface/better manitenance

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
All good
The bollards to stop motor bikes (on the Opua-Kawakawa) make it very difficult to tow a trailer behind a bike, having to stop and lift over each one (2 people required) really spoils the enjoyment of the ride
the first day was a bit much along side of the road
available food and drink at horeke
No comment at this stage
Can't think of anything
The Horeke Hotel owner speaking to us. the open sign was out but we were ignored by the manager who stayed on a personal call. We were hoping for a drink and something to eat but ended up leaving without being spoken to. Toilet facilities at Okaihau could be improved.
Harder tracks, more challengin
nothing

## Comments - What might have made the experience more enjoyable

Sample Size: Local 2 / 4 (50%)

LOCAL
Toilet facility, removal of tobacco plants and general rubbish maintenance
gettign off to squeeze though metal bars was bit of a pain



# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

Monthly Report for Trail Managers run on Thursday 1st of August 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

### Range :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/08/2018) and the last day of last month (31/07/2019)

### Twin Coast last 12 months :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/08/2018) and the last day of last month (31/07/2019)

### All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/08/2018) and the last day of last month (31/07/2019)

### Twin Coast last month :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/07/2019) and the last day of last month (31/07/2019)

### All trails last month :

Survey Completion Date : Is between the first day of last month (01/07/2019) and the last day of last month (31/07/2019)



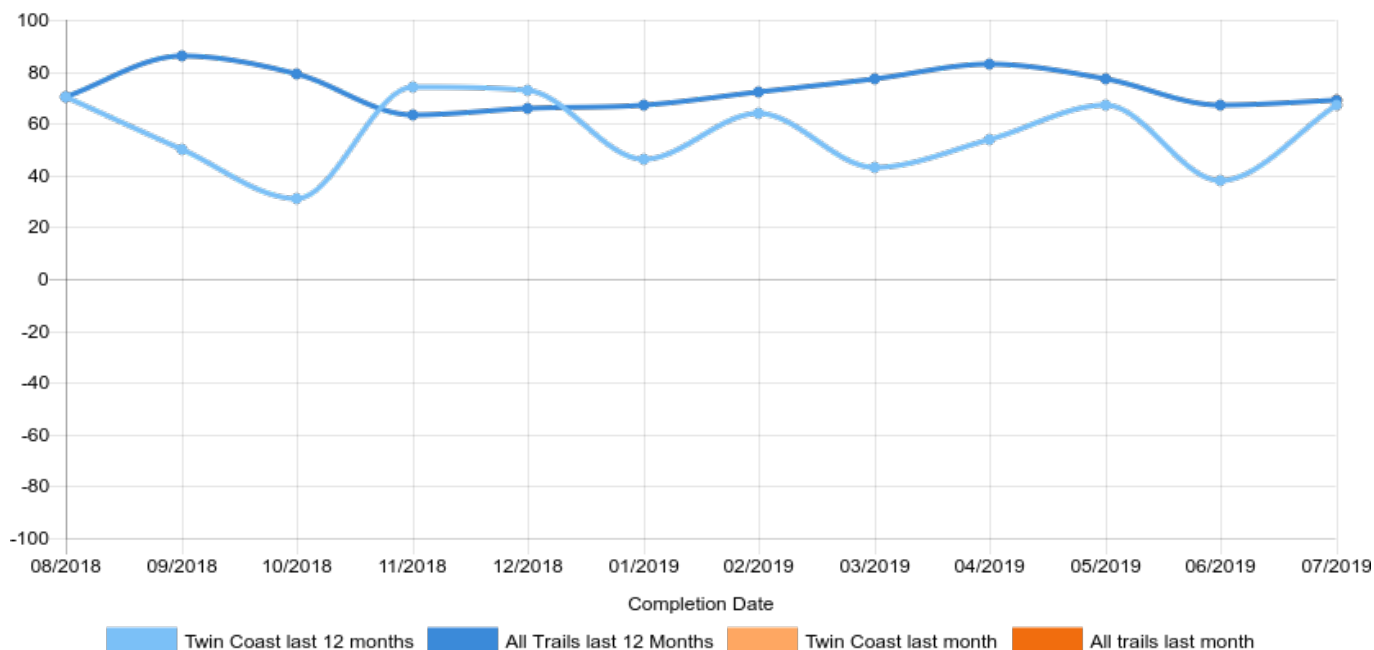
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 237 / 239 (99%) | All Trails last 12 Months 4707 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	72	67	69

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 237 / 239 (99%) | All Trails last 12 Months 4707 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



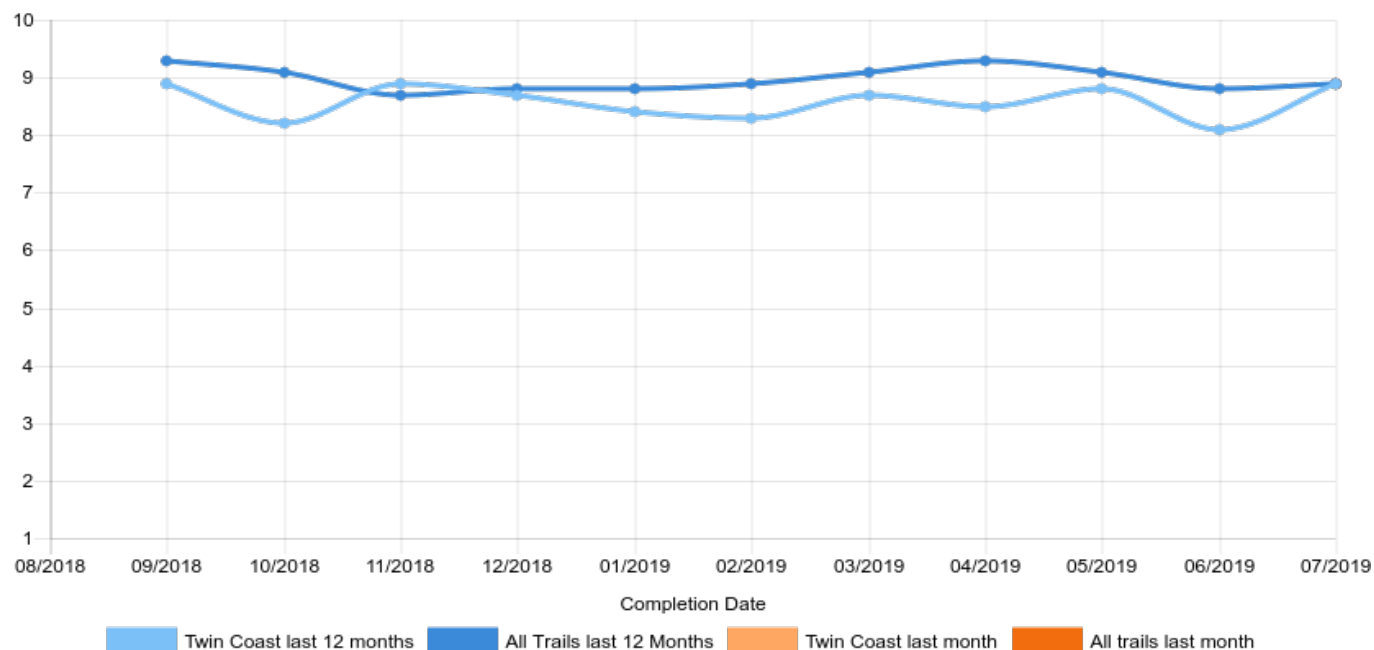
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4619 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.6	8.9	8.9	8.9

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4619 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 232 / 239 (97%) | All Trails last 12 Months 4697 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	53%	59%	60%	61%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	7%	9%
The AA guide	10%	4%	20%	6%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	1%
Newspaper or magazine	15%	13%	7%	14%
Travel guide/book	8%	7%	0%	3%
Trail brochure/map	9%	14%	13%	18%
Trail website	23%	20%	20%	13%
New Zealand Cycle Trail website	24%	15%	27%	18%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	7%	14%
Other (please specify)	12%	15%	20%	18%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 232 / 239 (97%) | All Trails last 12 Months 4697 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	24%	40%	27%	49%
I was visiting the area	76%	60%	73%	51%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 177 / 239 (74%) | All Trails last 12 Months 2825 / 4710 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 44 / 87 (51%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	84%	80%	73%	73%
No - I was already visiting or had planned to visit for other reasons	16%	20%	27%	27%

## Trail use

Sample Size: Twin Coast last 12 months 233 / 239 (97%) | All Trails last 12 Months 4699 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	59%	33%	57%
Cycling/walking for relaxation	44%	49%	20%	37%
Commuting to/from school or work	0%	2%	0%	2%
Training for an event	4%	8%	13%	16%
Cycling holiday	19%	14%	60%	30%
Walking holiday	0%	1%	0%	0%
Sightseeing	38%	33%	13%	23%
Spending time/socialising with friends/family	45%	41%	33%	34%
Other (please specify)	6%	8%	13%	10%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 219 / 239 (92%) | All Trails last 12 Months 4598 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	13%	11%	7%	14%
Cycling the trail (on a mountain bike)	58%	62%	60%	56%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	7%	8%
Cycling the trail (on a e-mountain bike)	9%	5%	13%	5%
Cycling the trail (on a hybrid bike)	7%	3%	0%	5%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	7%	7%
Running/jogging	1%	3%	0%	3%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	7%	2%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 178 / 239 (74%) | All Trails last 12 Months 2828 / 4710 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 44 / 87 (51%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.64	3.27	2.64	2.18

## Extended stay in area

Sample Size: Twin Coast last 12 months 12 / 239 (5%) | All Trails last 12 Months 119 / 4710 (3%) | Twin Coast last month 3 / 15 (20%) | All trails last month 12 / 87 (14%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	17%	21%	33%	17%
No	83%	79%	67%	83%

## Extra nights in area

Sample Size: Twin Coast last 12 months 2 / 239 (1%) | All Trails last 12 Months 25 / 4710 (1%) | Twin Coast last month 1 / 15 (7%) | All trails last month 2 / 87 (2%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	3.5	2.24	5	3.5

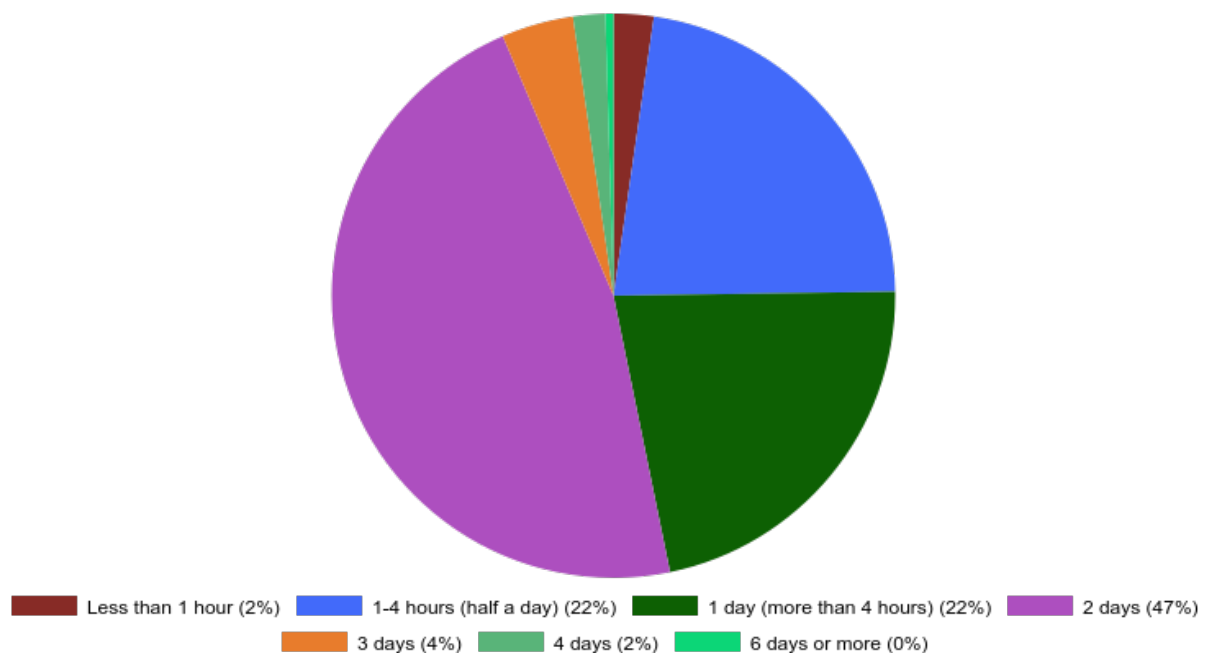
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 233 / 239 (97%) | All Trails last 12 Months 4699 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.73	3.62	2.67	3.23
Children, aged 14 years or less:	0.31	0.49	0.07	0.44

## Time spent on the trail

Sample Size: Twin Coast last 12 months 218 / 239 (91%)



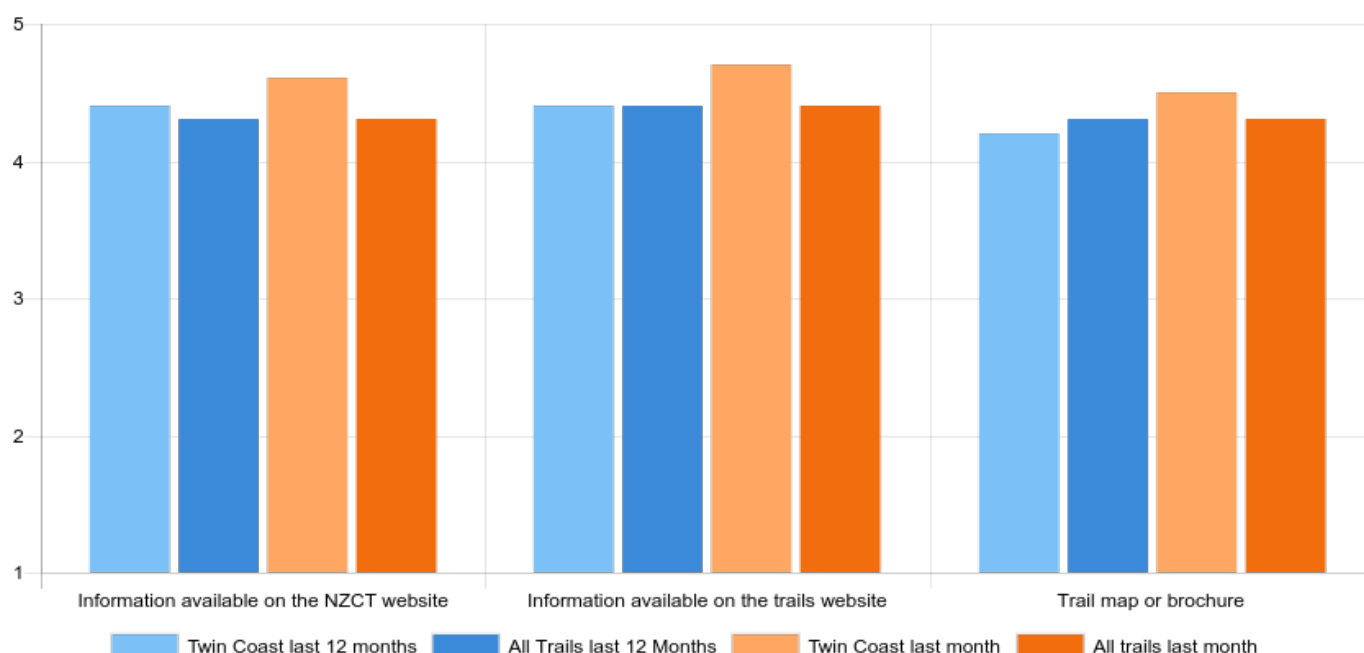
## Time spent on the trail

Sample Size: Twin Coast last 12 months 218 / 239 (91%) | All Trails last 12 Months 4543 / 4710 (96%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	7%	3%
1-4 hours (half a day)	22%	34%	27%	45%
1 day (more than 4 hours)	22%	18%	13%	22%
2 days	47%	15%	47%	21%
3 days	4%	10%	7%	5%
4 days	2%	10%	0%	1%
5 days	0%	5%	0%	1%
6 days or more	0%	3%	0%	2%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



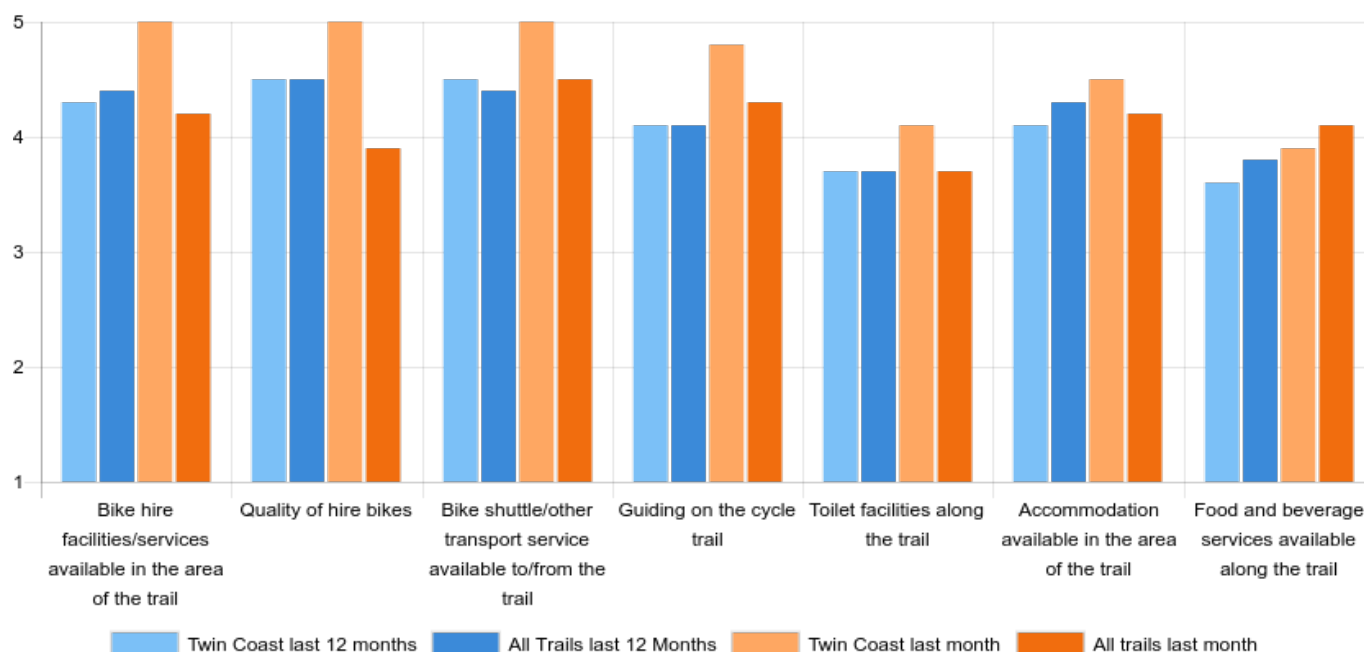
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.6	4.3
Information available on the trails website	4.4	4.4	4.7	4.4
Trail map or brochure	4.2	4.3	4.5	4.3

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



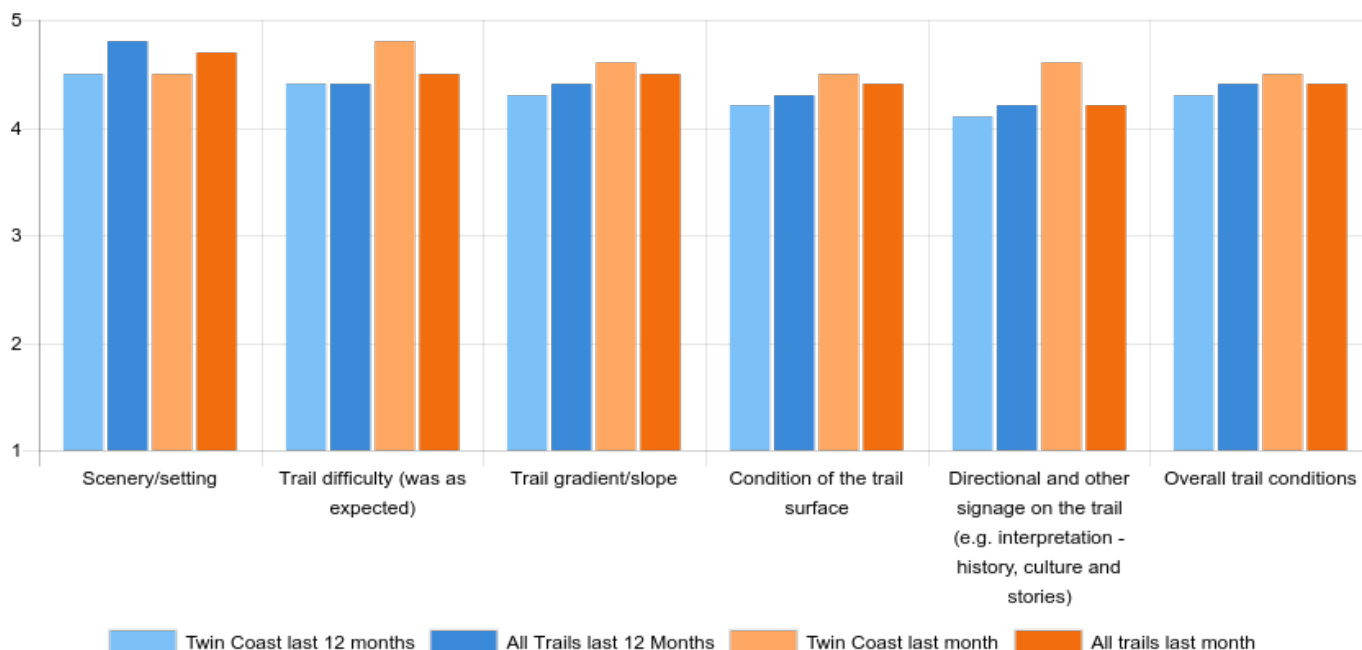
## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	5.0	4.2
Quality of hire bikes	4.5	4.5	5.0	3.9
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.5
Guiding on the cycle trail	4.1	4.1	4.8	4.3
Toilet facilities along the trail	3.7	3.7	4.1	3.7
Accommodation available in the area of the trail	4.1	4.3	4.5	4.2
Food and beverage services available along the trail	3.6	3.8	3.9	4.1

## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4703 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4703 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.5	4.7
Trail difficulty (was as expected)	4.4	4.4	4.8	4.5
Trail gradient/slope	4.3	4.4	4.6	4.5
Condition of the trail surface	4.2	4.3	4.5	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.1	4.2	4.6	4.2
Overall trail conditions	4.3	4.4	4.5	4.4

## Gender

Sample Size: Twin Coast last 12 months 239 / 239 (100%) | All Trails last 12 Months 4710 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	20%	43%
Female	58%	49%	80%	57%
Gender diverse	0%	0%	0%	0%



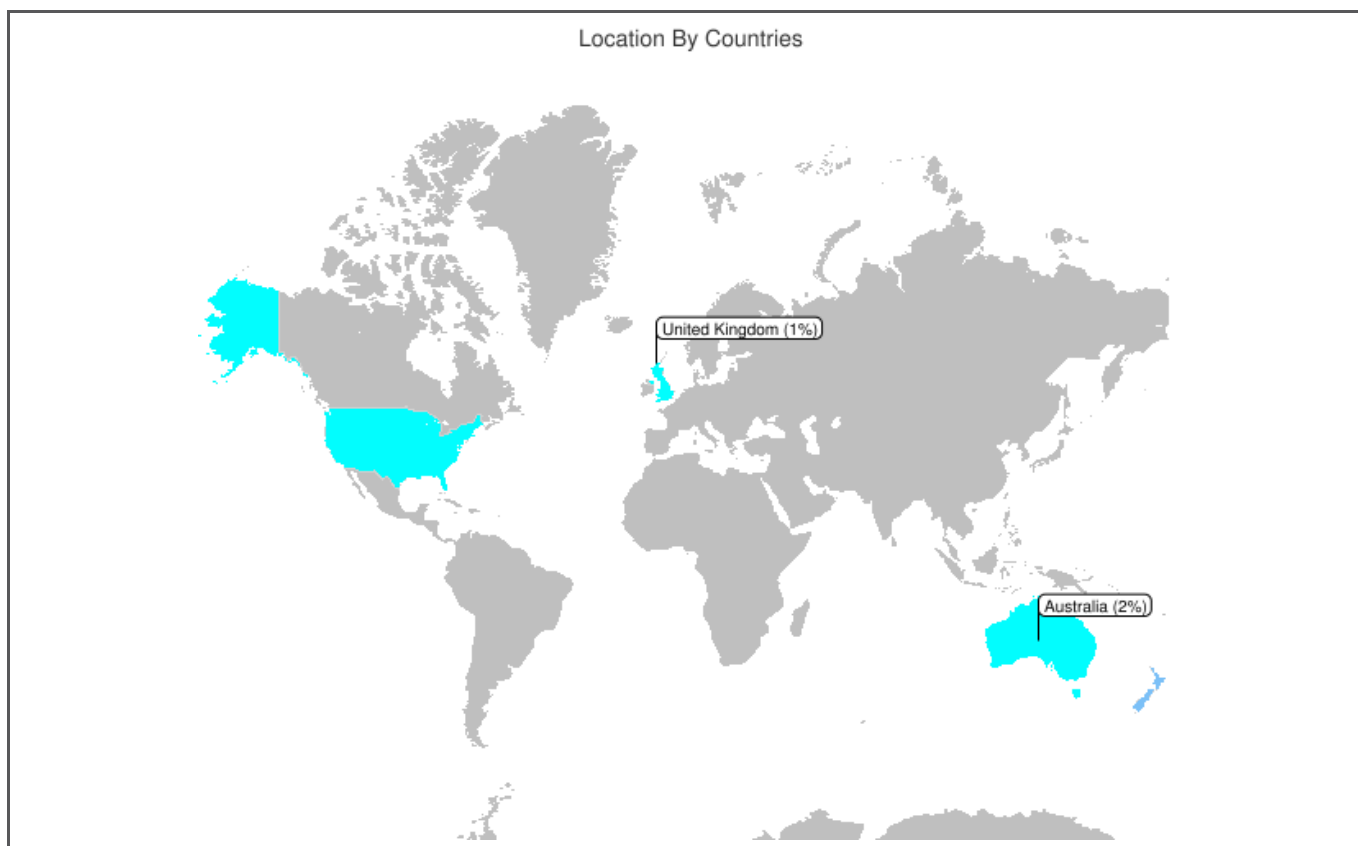
## Age

Sample Size: Twin Coast last 12 months 238 / 239 (100%) | All Trails last 12 Months 4708 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	1%	1%	0%	0%
20 to 29 years	3%	5%	7%	2%
30 to 39 years	8%	11%	20%	7%
40 to 49 years	20%	23%	13%	21%
50 to 59 years	30%	30%	40%	33%
60 to 69 years	31%	22%	13%	32%
70 years or more	6%	7%	7%	3%
Would prefer not to say	0%	0%	0%	1%

## Location

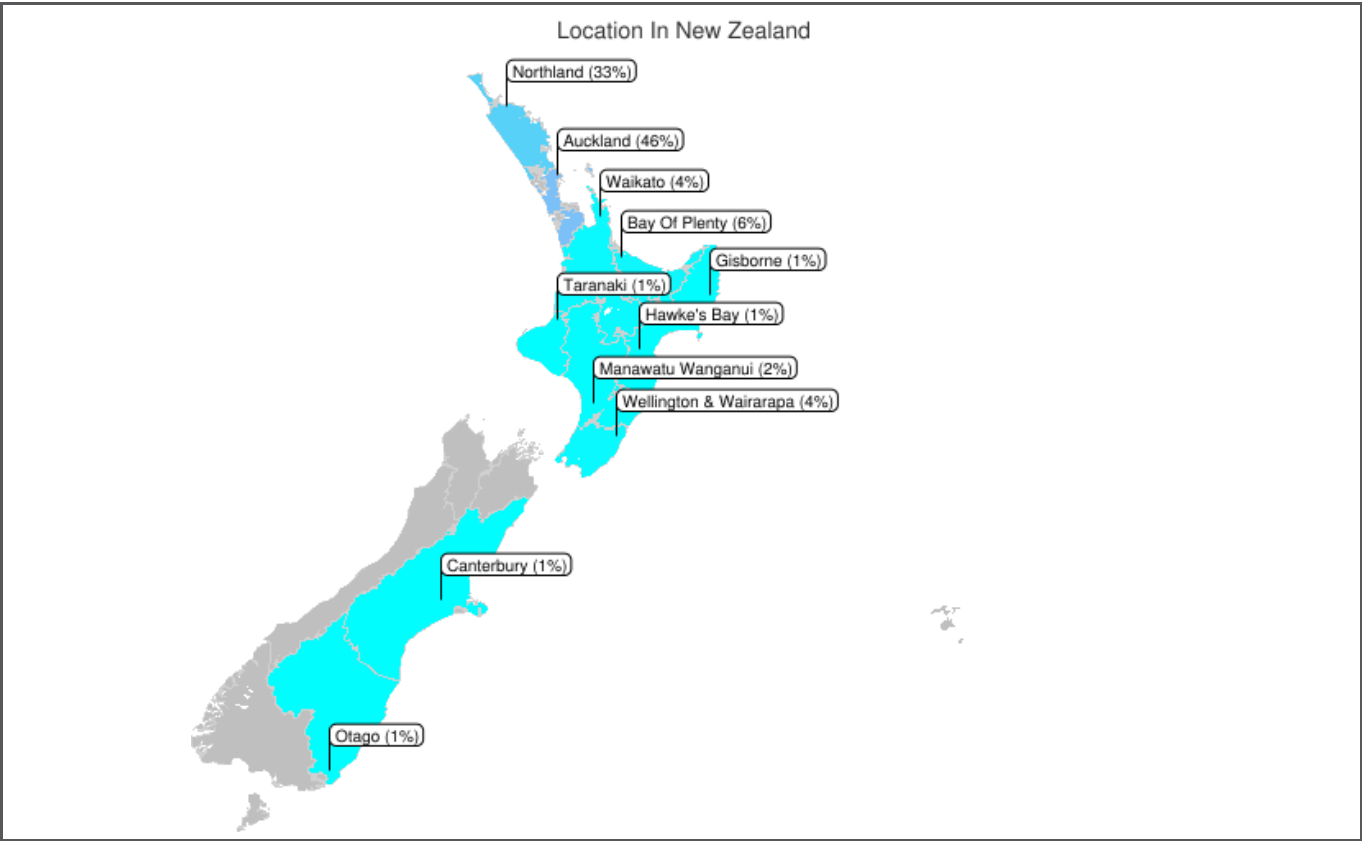
Sample Size: Twin Coast last 12 months 239 / 239 (100%)



## Location

Sample Size: Twin Coast last 12 months 239 / 239 (100%) | All Trails last 12 Months 4710 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	7%	3%
New Zealand	93%	91%	87%	94%
United Kingdom	1%	1%	0%	0%
United States	2%	1%	7%	1%



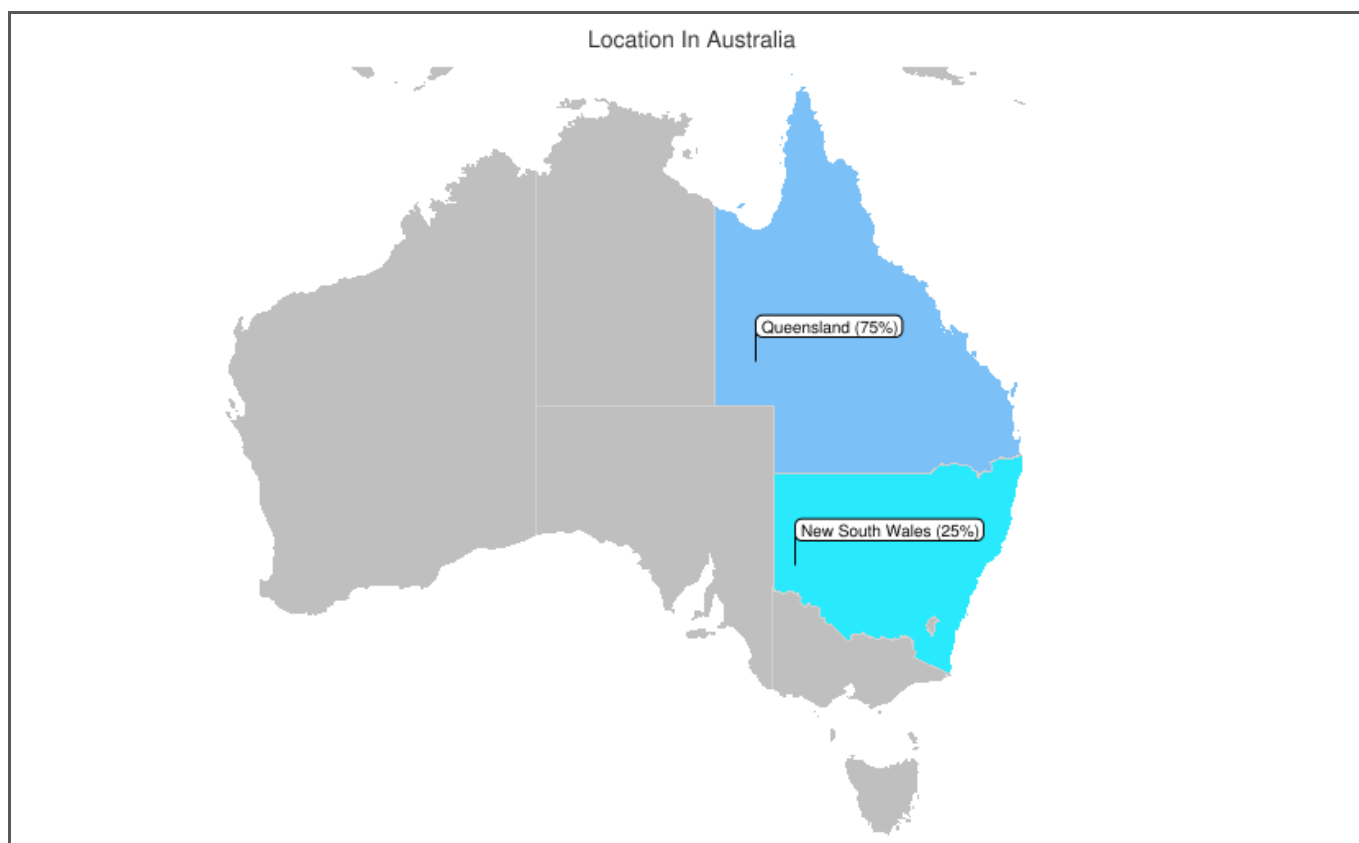
## Location

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4268 / 4710 (91%) | Twin Coast last month 13 / 15 (87%) | All trails last month 82 / 87 (94%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	33%	3%	46%	9%
Auckland	46%	15%	31%	17%
Waikato	4%	10%	8%	13%
Bay Of Plenty	6%	10%	15%	5%
Gisborne	1%	0%	0%	0%
Hawke's Bay	1%	6%	0%	0%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	4%
Wellington	3%	9%	0%	0%
Canterbury	1%	12%	0%	10%
Otago	1%	11%	0%	2%

## Location

Sample Size: Twin Coast last 12 months 4 / 239 (2%)



## Location

Sample Size: Twin Coast last 12 months 4 / 239 (2%) | All Trails last 12 Months 247 / 4710 (5%) | Twin Coast last month 1 / 15 (7%) | All trails last month 3 / 87 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	25%	39%	0%	0%
Queensland	75%	26%	100%	100%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 13 / 15 (87%)

TWIN COAST LAST MONTH
Seeing a different part of NZ
Easy to ride with the family, no worries
peace and quiet
the scenery was stunning and varied, meeting some of the locals especially the owner of the okaihu cafe, great food and coffee, talking to locals in the kaikohe RSA, sad to hear it was closing down. surprised the horeke hotel not open to casual visitors at midday for refreshments.
To be honest we are about to book to go on the trail We have investigated the area diligently with the help of the AA manual, phone calls and a recent visit to the area by car. All this has been instrumental in deciding that we will do the trail in september . Four of us
Culture, scenery and being able to experience them while exercising Loved the Waitangi Mountain Bike Park too which we decided to visit again after the trail
Wairere Boulders B and B was a great place to stay and most helpful hosts. The Left Bank in Kaikohe was a real treat too. Manager Brooke drove us to have a soak at Nga Wha.
tunnel and bridges, only did Opuia to kawakawa return
scenery
time out on the fresh air. tracks in great condition.
These cycle touring guests cycled the whole trail from Opuia to Horeke with their own e bikes and paniers. They estimated the distances and times for the trail so that they could reach Kaikohe before dark to find accommodation. They arrived after dark in Kaikohe because they were stopping to enjoy the scenery and the signs and because they had to stop lift their e bikes multiple times over the barriers along the trail. One of the riders also had to remove all her paniers before lifting the bike over the barriers. The older gentleman who was lifting the bikes over the barriers injured his shoulders. He said there must have been 60 or 70 barriers along the entire length of the trail from Opuia to Horeke When they arrived in Kaikohe, they had trouble finding a local who could tell them where to find accommodation. When they arrived in Horeke, they had trouble finding the spot where the Ranui would pick them up, apparently the signage led them in a different direction away from the Horeke landing. Fortunately they saw the Ranui coming across the harbour so they cycled back. One woman almost had an accident because they were all hurrying to meet the Ranui.
Boardwalk at Horeke.
scenery

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 12 / 15 (80%)

TWIN COAST LAST MONTH
All good
The bollards to stop motor bikes (on the Opuia-Kawakawa) make it very difficult to tow a trailer behind a bike, having to stop and lift over each one (2 people required) really spoils the enjoyment of the ride
the first day was a bit much along side of the road
available food and drink at horeke
No comment at this stage
Toilet facility, removal of tobacco plants and general rubbish maintenance
Can't think of anything
The Horeke Hotel owner speaking to us. the open sign was out but we were ignored by the manager who stayed on a personal call. We were hoping for a drink and something to eat but ended up leaving without being spoken to. Toilet facilities at Okaihau could be improved.
gettign off to squeeze though metal bars was bit of a pain
Harder tracks, more challengin
nothing
cleanig glass off the trail; surface/better manitenance



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

---

**International vs Domestic vs Locals run on Sunday 1st of September 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/08/2019) and the last day of last month (31/08/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 2 / 2 (100%) | International 0 | Domestic 1 / 1 (100%) | Local 1 / 1 (100%) | getsmart Benchmark 66 / 66 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	100%	100%	100%	68%
9	0%	0%	0%	9%
8	0%	0%	0%	12%
7	0%	0%	0%	5%
6	0%	0%	0%	2%
5	0%	0%	0%	3%
4	0%	0%	0%	2%
3	0%	0%	0%	0%
2	0%	0%	0%	0%
1	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%
Net Promoter Score© (NPS)	100	100	100	71

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 2 / 2 (100%) | International 0 | Domestic 1 / 1 (100%) | Local 1 / 1 (100%) | getsmart Benchmark 66 / 66 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%
2	0%	0%	0%	2%
3	0%	0%	0%	2%
4	0%	0%	0%	0%
5	0%	0%	0%	2%
6	0%	0%	0%	2%
7	0%	0%	0%	12%
8	0%	0%	0%	15%
9	0%	0%	0%	24%
10 (very satisfied)	100%	100%	100%	42%
Average	10.0	10.0	10.0	8.7

## Comments - Most enjoyed about experience

Sample Size: Domestic 1 / 1 (100%)

DOMESTIC
Really enjoyed using the e-bikes. Trail was relatively easy. Left Bank was brilliant. Loved the Kawakawa toilets

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 1 / 1 (100%)

DOMESTIC
Less rain on the first day



# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

**Monthly Report for Trail Managers run on Sunday 1st of September 2019**

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/09/2018) and the last day of last month (31/08/2019)

**Twin Coast last 12 months :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/09/2018) and the last day of last month (31/08/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/09/2018) and the last day of last month (31/08/2019)

**Twin Coast last month :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/08/2019) and the last day of last month (31/08/2019)

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/08/2019) and the last day of last month (31/08/2019)

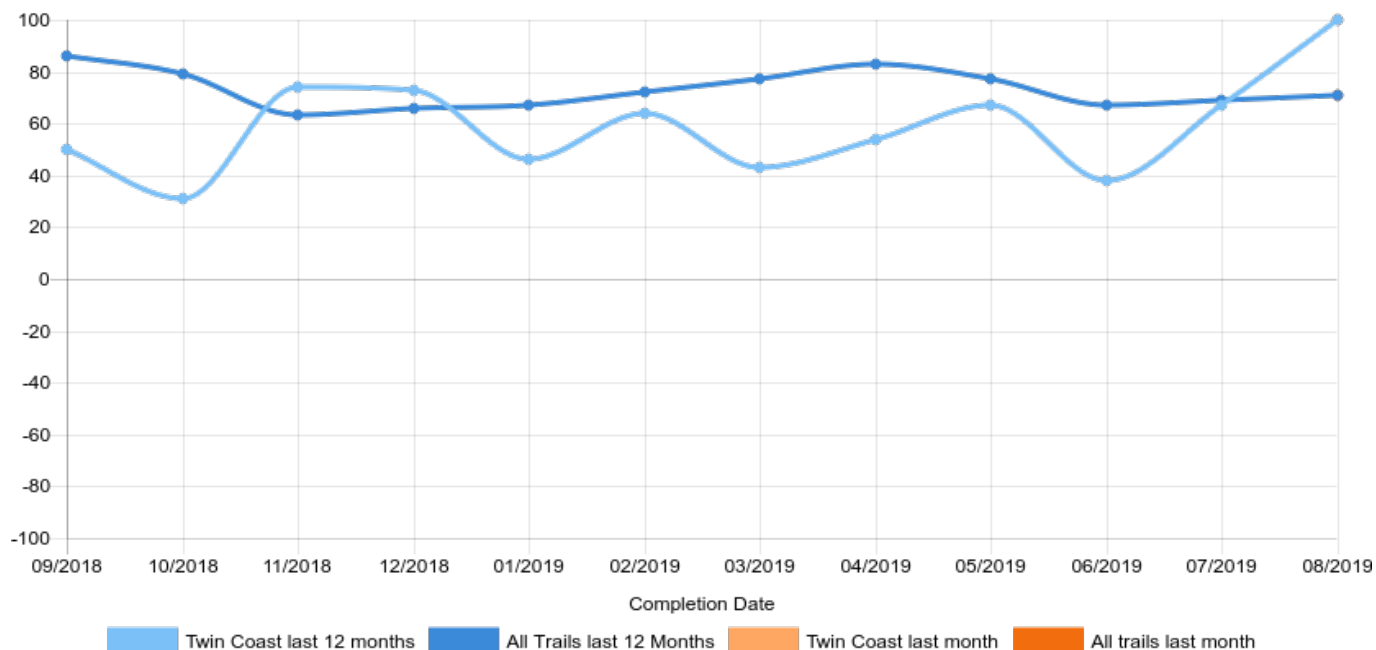
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	72	100	71

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)





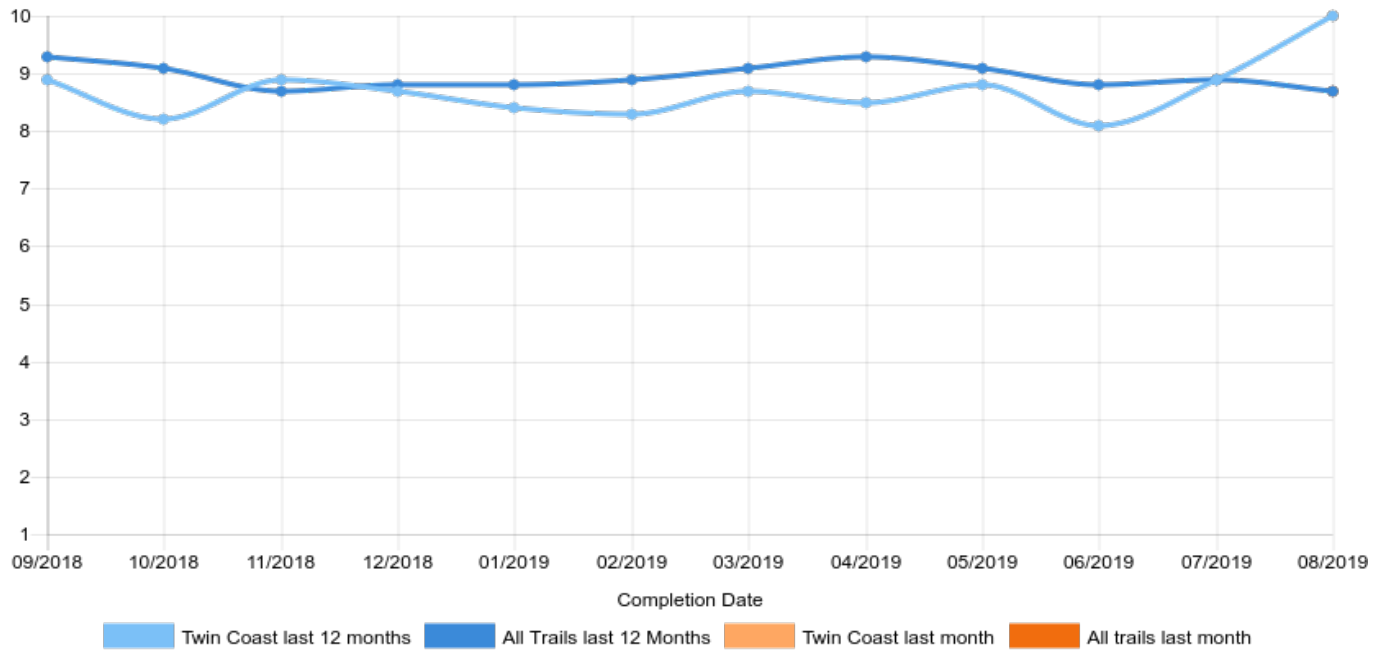
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4685 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.6	8.9	10.0	8.7

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4685 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4716 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	53%	59%	0%	56%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	0%	18%
The AA guide	11%	4%	50%	9%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	3%
Newspaper or magazine	14%	13%	0%	15%
Travel guide/book	8%	7%	0%	8%
Trail brochure/map	9%	14%	0%	20%
Trail website	23%	20%	50%	21%
New Zealand Cycle Trail website	25%	15%	50%	23%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	0%	18%
Other (please specify)	12%	16%	0%	18%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4716 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	23%	40%	50%	64%
I was visiting the area	77%	60%	50%	36%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 172 / 230 (75%) | All Trails last 12 Months 2818 / 4728 (60%) | Twin Coast last month 1 / 2 (50%) | All trails last month 24 / 66 (36%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	84%	80%	0%	54%
No - I was already visiting or had planned to visit for other reasons	16%	20%	100%	46%

## Trail use

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4718 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	59%	50%	68%
Cycling/walking for relaxation	44%	50%	50%	64%
Commuting to/from school or work	0%	2%	0%	12%
Training for an event	4%	8%	0%	12%
Cycling holiday	20%	14%	50%	18%
Walking holiday	0%	1%	0%	6%
Sightseeing	39%	33%	50%	24%
Spending time/socialising with friends/family	45%	41%	50%	30%
Other (please specify)	6%	8%	0%	8%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 221 / 230 (96%) | All Trails last 12 Months 4664 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	13%	11%	0%	5%
Cycling the trail (on a mountain bike)	58%	62%	50%	50%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	50%	11%
Cycling the trail (on a e-mountain bike)	9%	5%	0%	9%
Cycling the trail (on a hybrid bike)	7%	3%	0%	5%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	20%
Running/jogging	1%	3%	0%	2%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	0%	0%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 173 / 230 (75%) | All Trails last 12 Months 2821 / 4728 (60%) | Twin Coast last month 1 / 2 (50%) | All trails last month 24 / 66 (36%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.69	3.29	3	5.17

## Extended stay in area

Sample Size: Twin Coast last 12 months 13 / 230 (6%) | All Trails last 12 Months 130 / 4728 (3%) | Twin Coast last month 1 / 2 (50%) | All trails last month 11 / 66 (17%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	15%	21%	0%	18%
No	85%	79%	100%	82%

## Extra nights in area

Sample Size: Twin Coast last 12 months 2 / 230 (1%) | All Trails last 12 Months 27 / 4728 (1%) | Twin Coast last month 0 / 2 (0%) | All trails last month 2 / 66 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	3.5	2.41	4.5

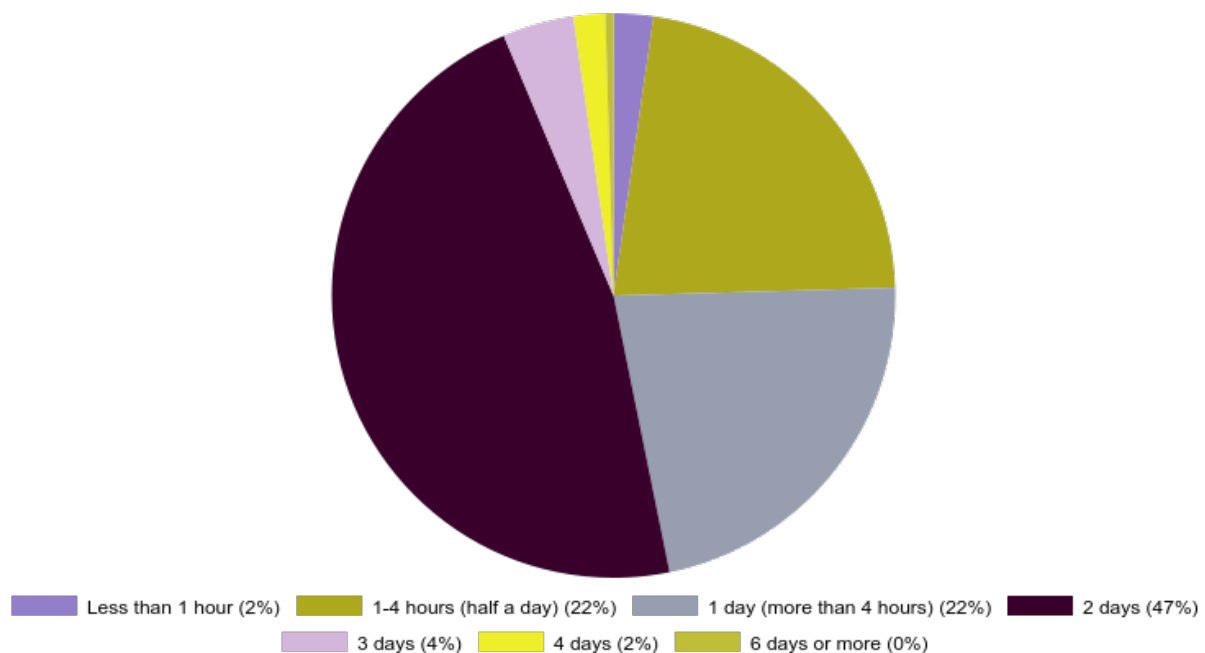
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4718 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.76	3.61	5.0	2.68
Children, aged 14 years or less:	0.28	0.49	0.0	0.17

## Time spent on the trail

Sample Size: Twin Coast last 12 months 220 / 230 (96%)



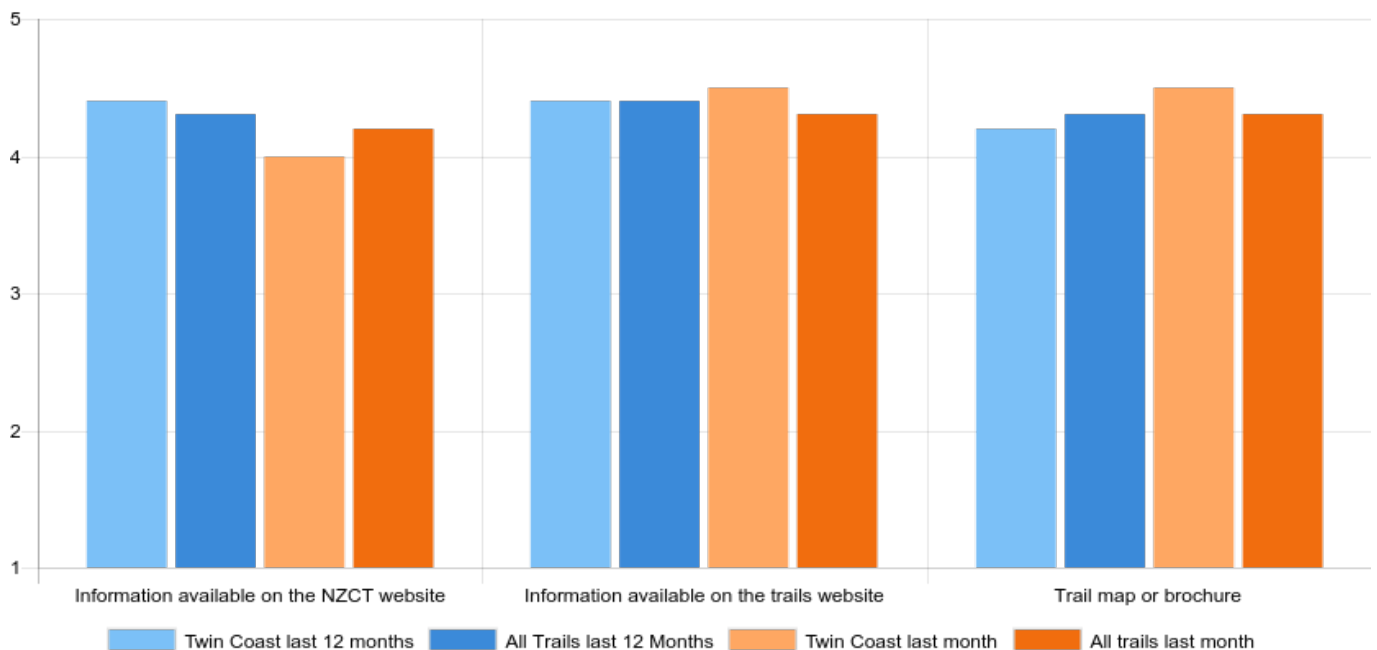
## Time spent on the trail

Sample Size: Twin Coast last 12 months 220 / 230 (96%) | All Trails last 12 Months 4609 / 4728 (97%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	0%	8%
1-4 hours (half a day)	22%	35%	0%	52%
1 day (more than 4 hours)	22%	18%	50%	17%
2 days	47%	15%	50%	8%
3 days	4%	10%	0%	8%
4 days	2%	10%	0%	3%
5 days	0%	5%	0%	5%
6 days or more	0%	3%	0%	2%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



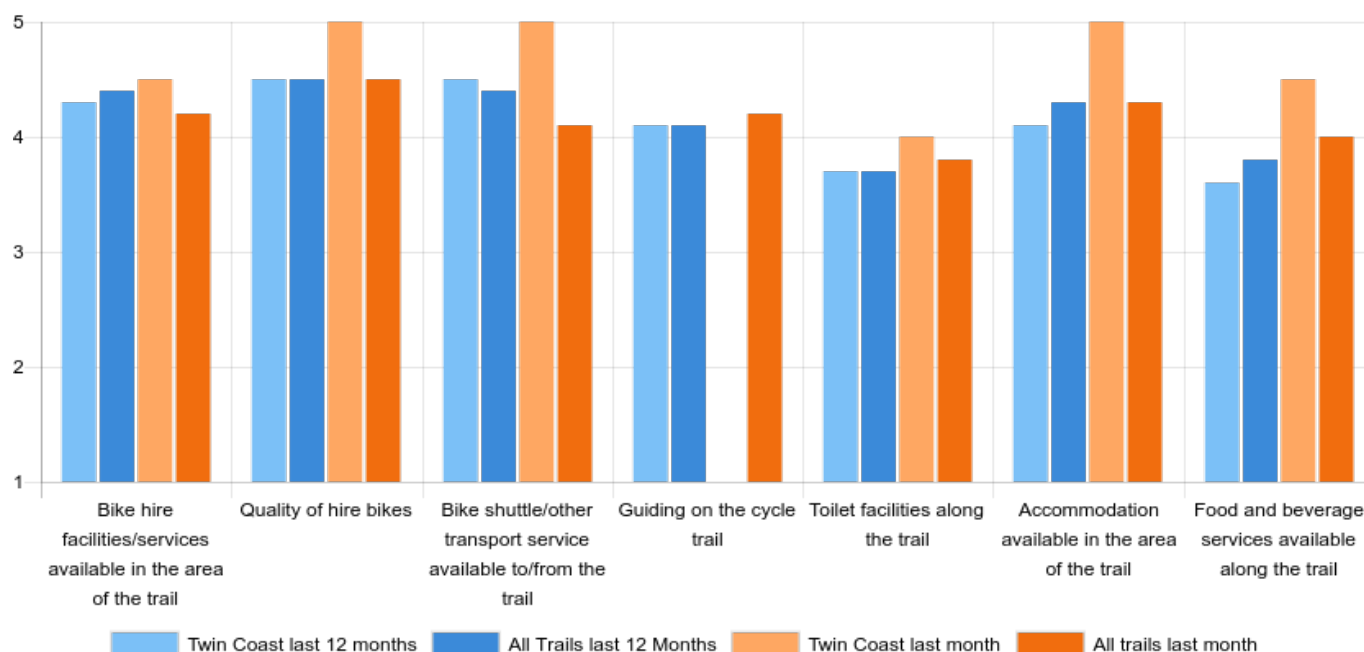
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.0	4.2
Information available on the trails website	4.4	4.4	4.5	4.3
Trail map or brochure	4.2	4.3	4.5	4.3

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



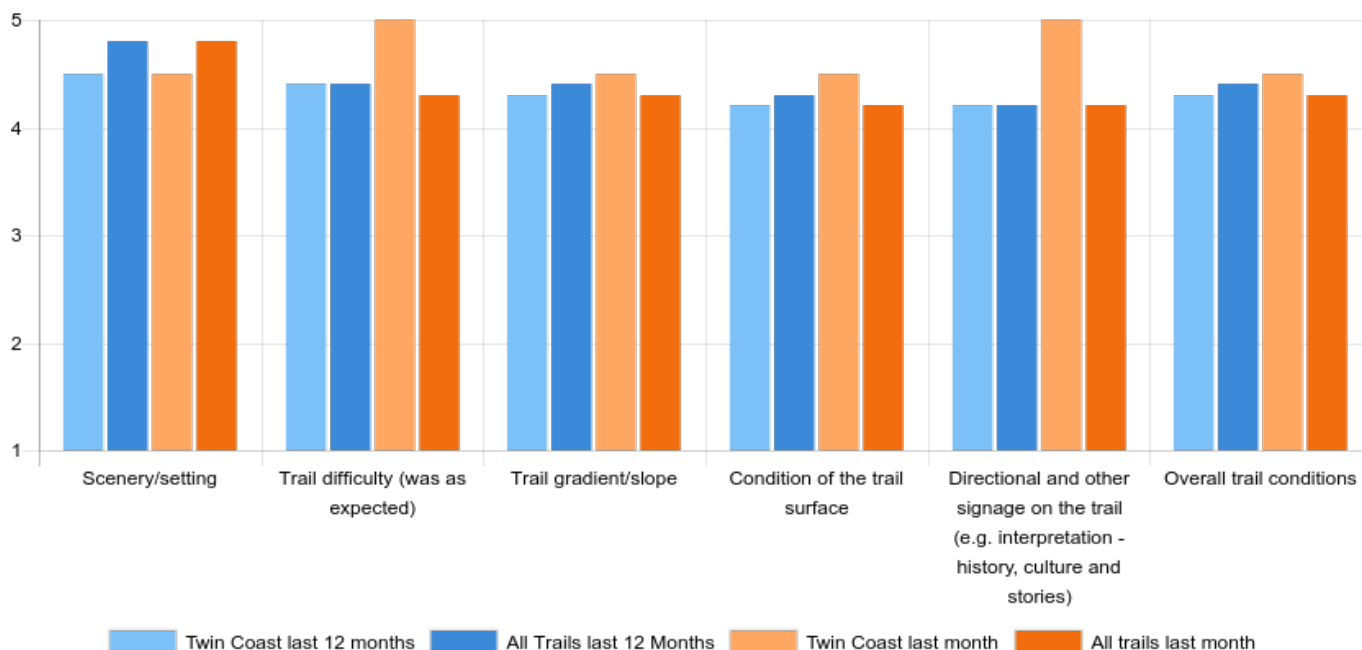
## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	4.5	4.2
Quality of hire bikes	4.5	4.5	5.0	4.5
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.1
Guiding on the cycle trail	4.1	4.1	Not Applicable	4.2
Toilet facilities along the trail	3.7	3.7	4.0	3.8
Accommodation available in the area of the trail	4.1	4.3	5.0	4.3
Food and beverage services available along the trail	3.6	3.8	4.5	4.0

## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4722 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4722 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.5	4.8
Trail difficulty (was as expected)	4.4	4.4	5.0	4.3
Trail gradient/slope	4.3	4.4	4.5	4.3
Condition of the trail surface	4.2	4.3	4.5	4.2
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	5.0	4.2
Overall trail conditions	4.3	4.4	4.5	4.3

## Gender

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4728 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	0%	42%
Female	57%	49%	100%	56%
Gender diverse	0%	1%	0%	2%

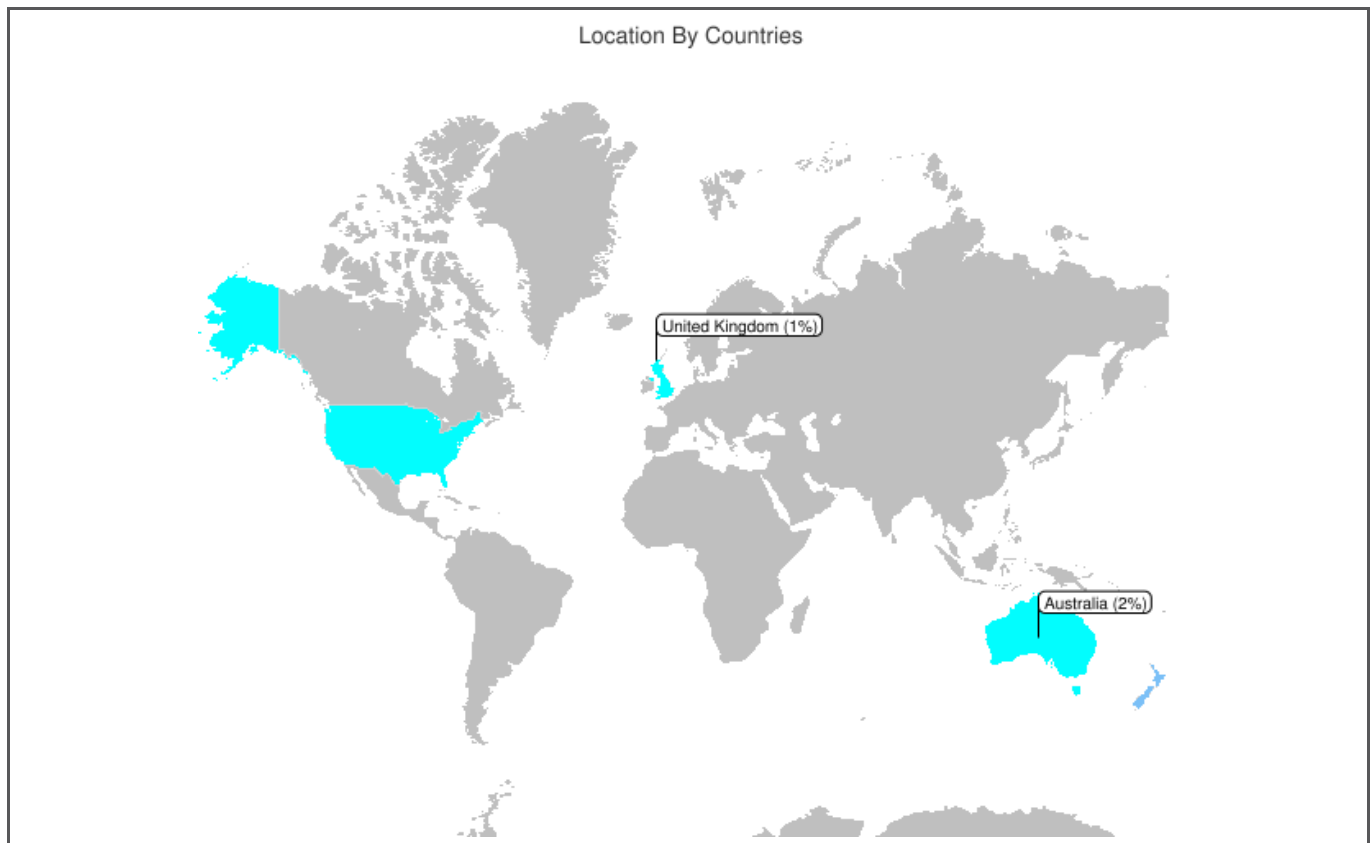
## Age

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	1%	1%	0%	2%
20 to 29 years	3%	5%	0%	3%
30 to 39 years	8%	11%	0%	9%
40 to 49 years	20%	22%	0%	20%
50 to 59 years	31%	30%	100%	32%
60 to 69 years	31%	22%	0%	27%
70 years or more	6%	7%	0%	6%
Would prefer not to say	0%	0%	0%	2%

## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%)

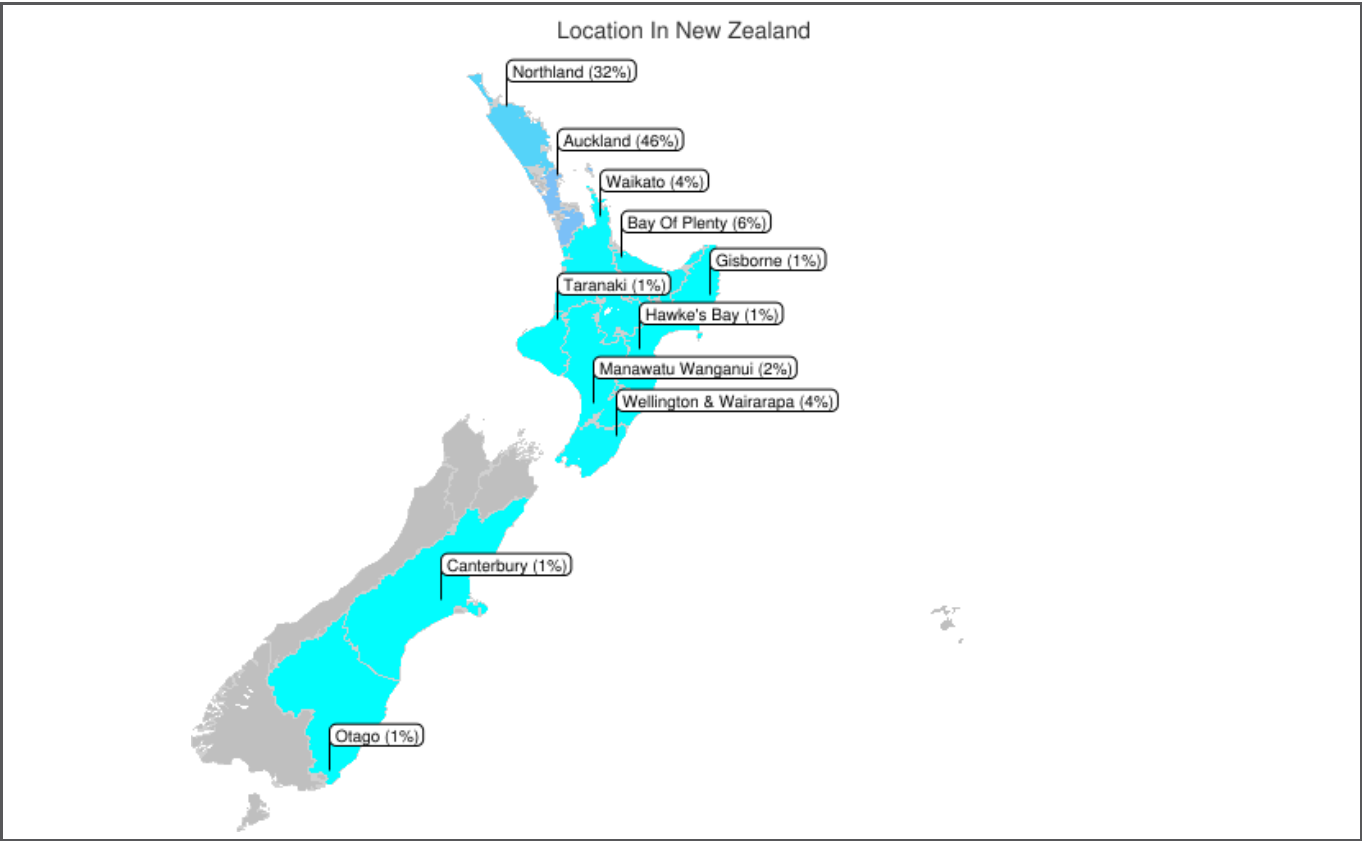


## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4728 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	0%	9%
New Zealand	93%	91%	100%	88%
United Kingdom	1%	1%	0%	0%
United States	2%	1%	0%	0%





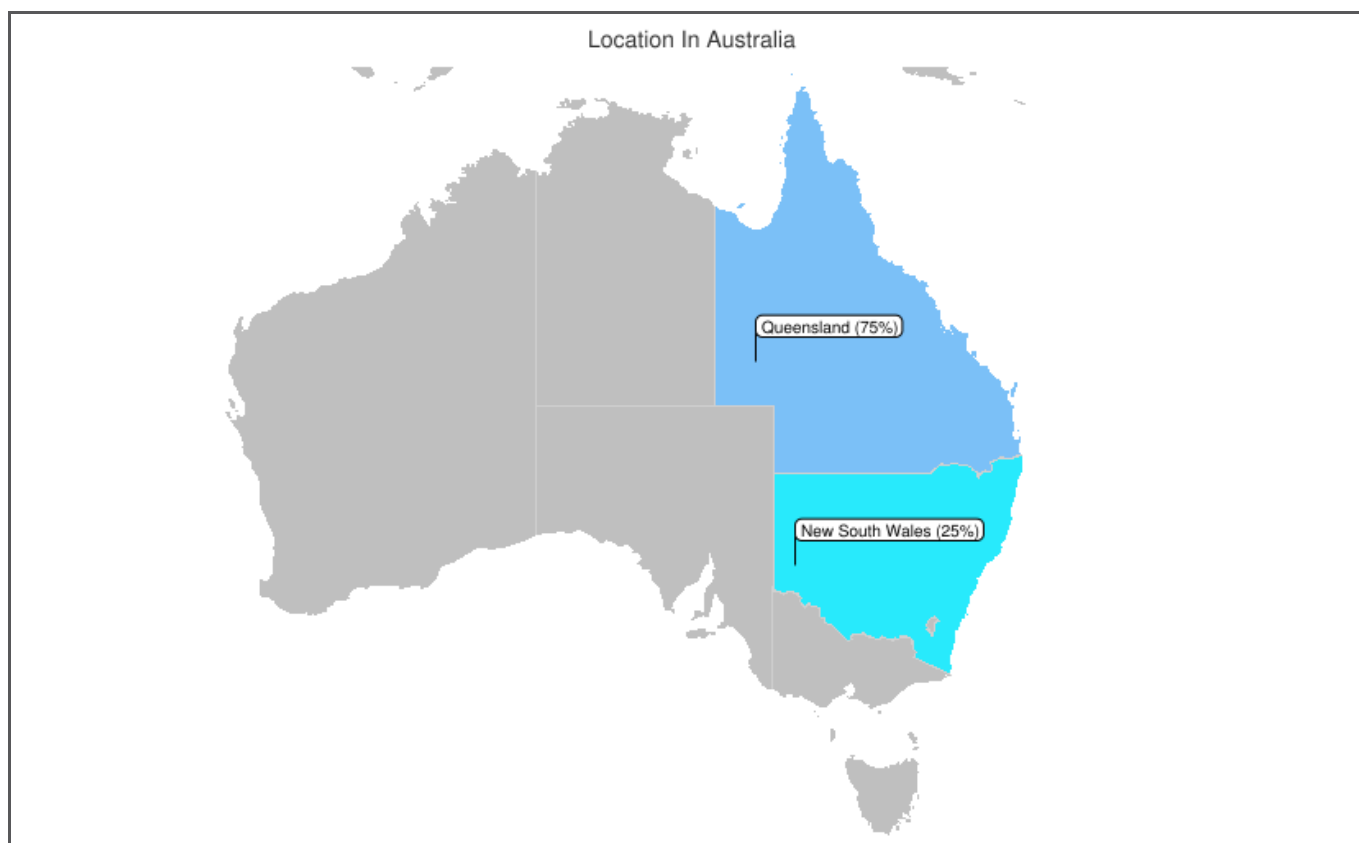
## Location

Sample Size: Twin Coast last 12 months 214 / 230 (93%) | All Trails last 12 Months 4282 / 4728 (91%) | Twin Coast last month 2 / 2 (100%) | All trails last month 58 / 66 (88%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	32%	3%	50%	2%
Auckland	46%	15%	0%	10%
Waikato	4%	10%	0%	3%
Bay Of Plenty	6%	10%	0%	9%
Gisborne	1%	0%	0%	0%
Hawke's Bay	1%	6%	0%	7%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	2%
Wellington	4%	9%	50%	7%
Canterbury	1%	12%	0%	3%
Otago	1%	11%	0%	34%

## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%)



## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%) | All Trails last 12 Months 251 / 4728 (5%) | Twin Coast last month 0 / 2 (0%) | All trails last month 6 / 66 (9%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
New South Wales	25%	39%	33%
Queensland	75%	25%	17%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 1 / 2 (50%)

TWIN COAST LAST MONTH
Really enjoyed using the e-bikes. Trail was relatively easy. Left Bank was brilliant. Loved the Kawakawa toilets

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 1 / 2 (50%)

TWIN COAST LAST MONTH
Less rain on the first day



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

---

International vs Domestic vs Locals run on Tuesday 1st of October 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/09/2019) and the last day of last month (30/09/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 0 | Domestic 4 / 4 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 144 / 144 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	63%	50%	75%	63%
9	13%	25%	0%	17%
8	0%	0%	0%	10%
7	0%	0%	0%	5%
6	0%	0%	0%	1%
5	13%	25%	0%	1%
4	0%	0%	0%	0%
3	0%	0%	0%	0%
2	0%	0%	0%	1%
1	0%	0%	0%	1%
0 - Not At All Likely	13%	0%	25%	1%
Net Promoter Score© (NPS)	50	50	50	76

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 0 | Domestic 4 / 4 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 144 / 144 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	13%	0%	25%	1%
2	0%	0%	0%	0%
3	0%	0%	0%	1%
4	0%	0%	0%	1%
5	0%	0%	0%	2%
6	13%	25%	0%	3%
7	0%	0%	0%	6%
8	13%	0%	25%	12%
9	25%	50%	0%	26%
10 (very satisfied)	38%	25%	50%	48%
Average	7.9	8.5	7.3	8.9

## Comments - Most enjoyed about experience

Sample Size: Domestic 3 / 4 (75%)

DOMESTIC
<p>Scenery</p> <p>I thought the scenery and trail were great. A range from farmland, road, swampy, riding through trees, interesting track in that it was not dead straight but meant you were 'paying attention'.</p> <p>Felt very much like a trail for kiwis, rather than putting overseas tourists over and above the general public. The accommodation and shuttle service was excellent - they went above and beyond, true kiwis, service was so good, full of local history and just genuine people...was better than the actual ride itself. Whilst the scenery wasn't spectacular, it was sooo much nicer than going to more scenic spots that have been ruined by there over commercialisation that completely destroys the beauty and feel of the place.</p>

## Comments - Most enjoyed about experience

Sample Size: Local 3 / 4 (75%)

LOCAL
Good gradient and surface. No highlights.
The scenery was interesting and the trail was interesting with sharp turns, gradients, the board walk and navigating through the trees. Also, glad just about all of the trail is off road.
We enjoyed the escape to the countryside particularly the wildlife, we had a friendly encounter with a flock of turkeys on the trail, and spotted a flock of peacocks in a neighbouring paddock plus many other bird species.

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 3 / 4 (75%)

DOMESTIC
Some signage could be improved
I hated the "arrows" used to point the way. I found them nigh impossible to read until up close. A simple arrow would be clearer than trying to be clever with a circle and an arrow. Very disappointing that nowhere were the toilet facilities suited to disability. The public toilets at Okaihau are impossible for my wheelchair to even get in the door. They don't claim to be wheelchair friendly either. Surely building a disabled toilet for all would ensure families with kids and folk in wheelchairs, walkers could be accommodated. The toilet on the trail from Okaihau to Horeke also was inaccessible - fairly high step to get in. I missed the sign post and a friend went back to check for me. At Horeke the pub was closed (we knew it would be) and so no loos there. It just started raining as we got in our van so we didn't check out the Mission toilets but Peter from the Pub said they were not mobility toilets either. No easy accessible snacks, food, drinks at either Okaihau or Horeke. Well, nothing at Horeke but you could go looking in Okaihau and maybe find something. The last gate would not open - the key went in and turned but no unlocking. A friendly local on a motorbike saw our dilemma and came and helped lift my trike over the gate whilst I did the walk between the bars - just. A bit of an anti-climax not being able to sit down over a drink / meal at the end and recount the ride!
More challenging riding rather than the made for the easiest rider. Ride wasn't the most exciting, needed more variation in the riding experience

## Comments - What might have made the experience more enjoyable

Sample Size: Local 2 / 4 (50%)

LOCAL
Lets start with the signage, of which there is very little. I couldn't even find where to start in Kawakawa! There are no marker posts so you have no idea how far you are from Kaikohe, or Kawakawa, for example. At one point there was a sign indicating I was 61kms from Horeke - well what's the use in that as there is Kaikohe and Okaihau between Kawakawa and Horeke. Whoever created this trail needs to actually look at it from a visitors point of view! There are few notice boards on the Kaikohe Kawakawa stretch giving local history (I counted one at Kawiti only from memory). The route is an embarrassment in so far as it goes through squalid housing and behind the Moerewa freezing works. There is rubbish all along the way ranging from old car bodies to discarded TVs, and dog faeces. I have ridden several NZ trails and this is the worst one I have encountered. There are NO toilets, few signs and no scenery to speak of. I would not take a visitor there. Quite honestly I am embarrassed to be a Northlander when we can't even get this right.
We were disappointed that the Horeke Hotel was closed as it would have been lovely to have had lunch at the Hotel and a drink with our friends, admiring the beautiful scenery before returning home to Whangarei. However, we appreciate it is out of season. Also, lack of toilet facilities at the end of the trail. One member of our group is disabled so this is particularly an issue for her.



# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

Monthly Report for Trail Managers run on Tuesday 1st of October 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

### Range :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/10/2018) and the last day of last month (30/09/2019)

### Twin Coast last 12 months :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/10/2018) and the last day of last month (30/09/2019)

### All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/10/2018) and the last day of last month (30/09/2019)

### Twin Coast last month :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/09/2019) and the last day of last month (30/09/2019)

### All trails last month :

Survey Completion Date : Is between the first day of last month (01/09/2019) and the last day of last month (30/09/2019)

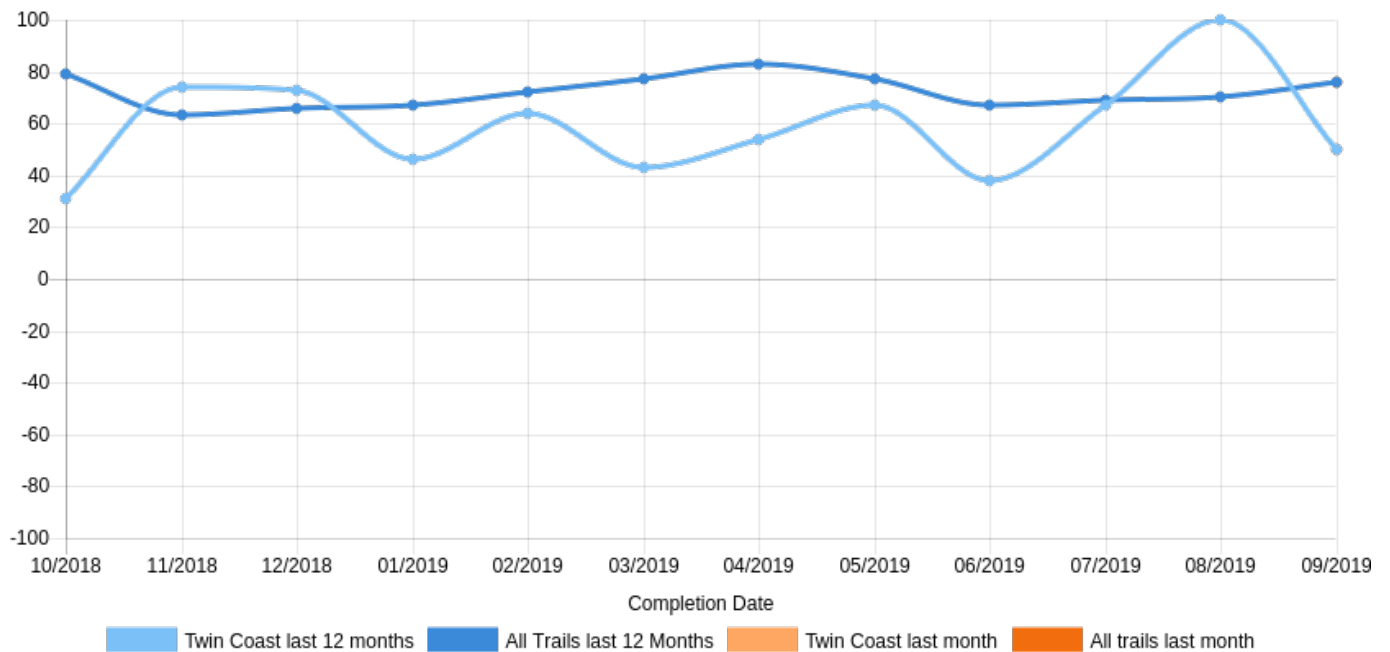
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4747 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	71	50	76

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4747 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)





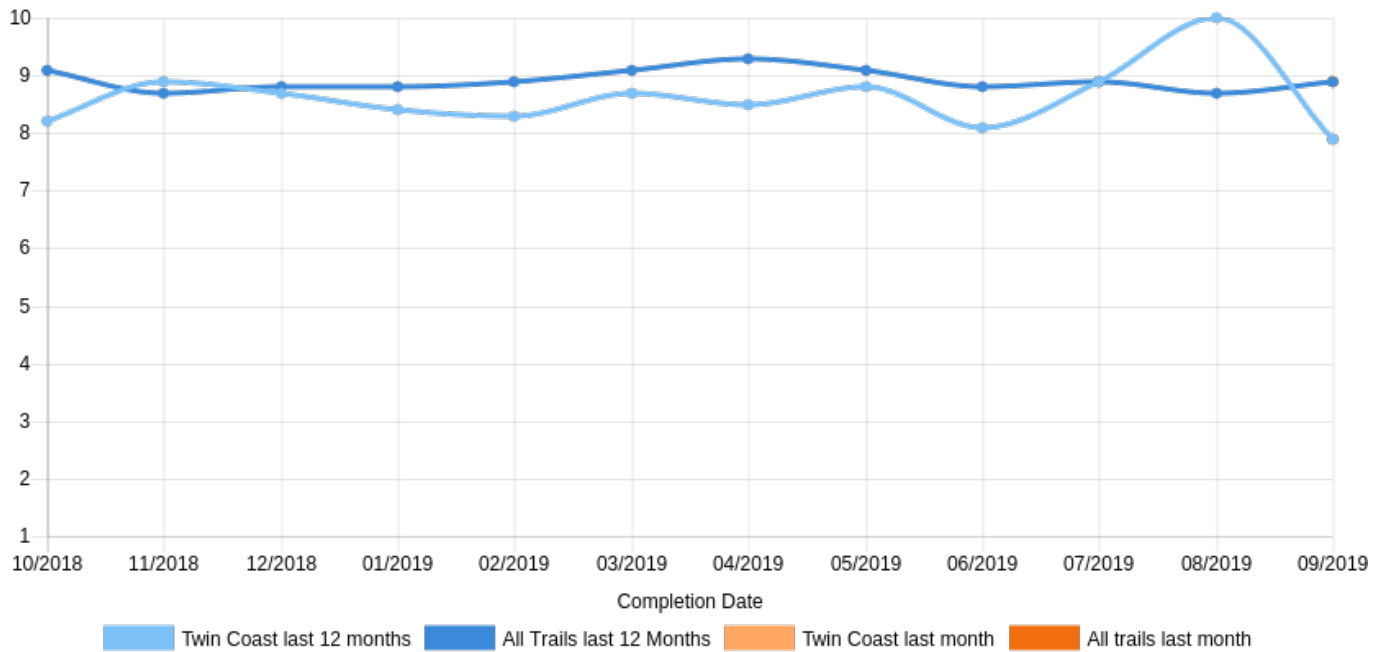
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4743 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.5	8.9	7.9	8.9

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4743 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4737 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	53%	59%	25%	57%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	13%	10%
The AA guide	11%	5%	0%	9%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	2%
Newspaper or magazine	15%	13%	25%	11%
Travel guide/book	8%	7%	0%	6%
Trail brochure/map	9%	14%	0%	15%
Trail website	22%	20%	25%	17%
New Zealand Cycle Trail website	28%	15%	75%	20%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	13%	12%
Other (please specify)	11%	15%	0%	14%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4737 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	25%	40%	50%	58%
I was visiting the area	75%	60%	50%	42%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 168 / 230 (73%) | All Trails last 12 Months 2820 / 4749 (59%) | Twin Coast last month 4 / 8 (50%) | All trails last month 60 / 144 (42%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	83%	80%	75%	78%
No - I was already visiting or had planned to visit for other reasons	17%	20%	25%	22%

## Trail use

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4739 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	59%	50%	60%
Cycling/walking for relaxation	45%	50%	50%	50%
Commuting to/from school or work	0%	2%	0%	0%
Training for an event	4%	8%	0%	10%
Cycling holiday	21%	14%	38%	22%
Walking holiday	0%	1%	0%	1%
Sightseeing	37%	32%	25%	19%
Spending time/socialising with friends/family	45%	40%	63%	28%
Other (please specify)	5%	8%	0%	10%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4739 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	13%	11%	13%	7%
Cycling the trail (on a mountain bike)	58%	61%	63%	54%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	0%	10%
Cycling the trail (on a e-mountain bike)	9%	5%	13%	10%
Cycling the trail (on a hybrid bike)	7%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	6%
Running/jogging	1%	3%	0%	8%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	1%	1%	13%	3%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 169 / 230 (73%) | All Trails last 12 Months 2823 / 4749 (59%) | Twin Coast last month 4 / 8 (50%) | All trails last month 60 / 144 (42%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.67	3.29	2	2.87

## Extended stay in area

Sample Size: Twin Coast last 12 months 14 / 230 (6%) | All Trails last 12 Months 143 / 4749 (3%) | Twin Coast last month 1 / 8 (13%) | All trails last month 13 / 144 (9%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	21%	21%	100%	23%
No	79%	79%	0%	77%

## Extra nights in area

Sample Size: Twin Coast last 12 months 3 / 230 (1%) | All Trails last 12 Months 30 / 4749 (1%) | Twin Coast last month 1 / 8 (13%) | All trails last month 3 / 144 (2%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	3	2.3	2	1.33

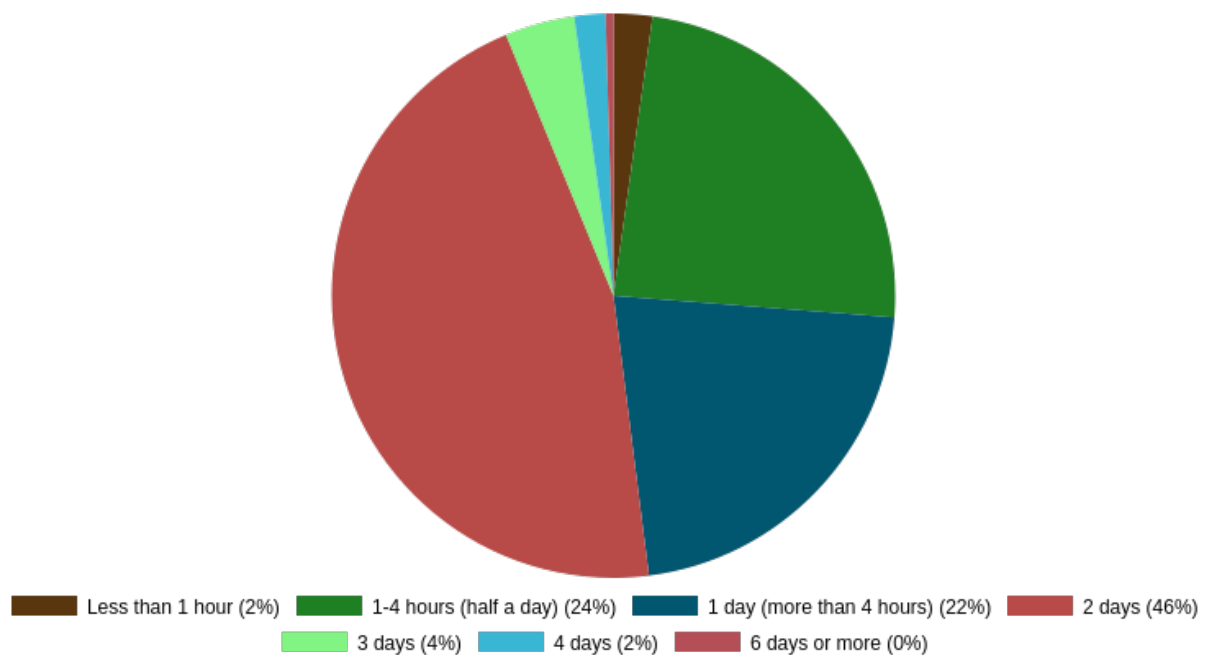
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4739 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.58	3.7	2.63	6.66
Children, aged 14 years or less:	0.28	0.51	0.25	1.1

## Time spent on the trail

Sample Size: Twin Coast last 12 months 225 / 230 (98%)



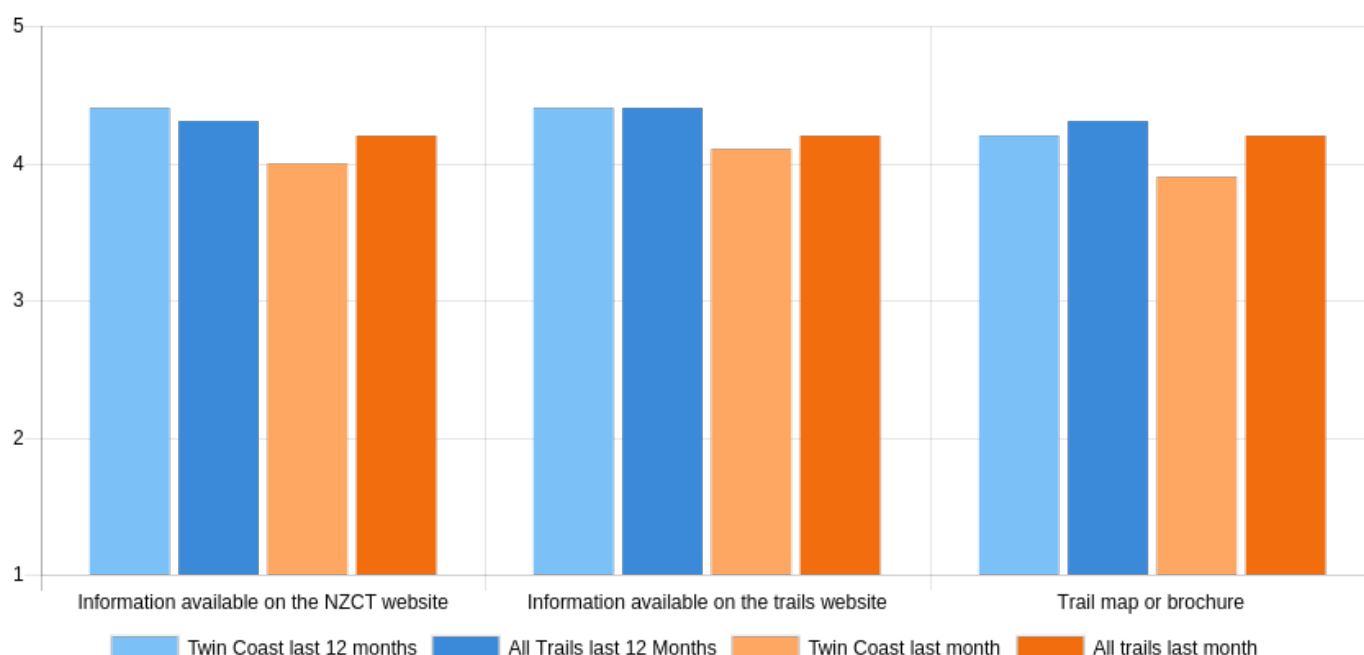
## Time spent on the trail

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4738 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	0%	3%
1-4 hours (half a day)	24%	35%	63%	54%
1 day (more than 4 hours)	22%	18%	13%	15%
2 days	46%	15%	25%	13%
3 days	4%	10%	0%	4%
4 days	2%	10%	0%	6%
5 days	0%	5%	0%	3%
6 days or more	0%	3%	0%	1%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4742 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)



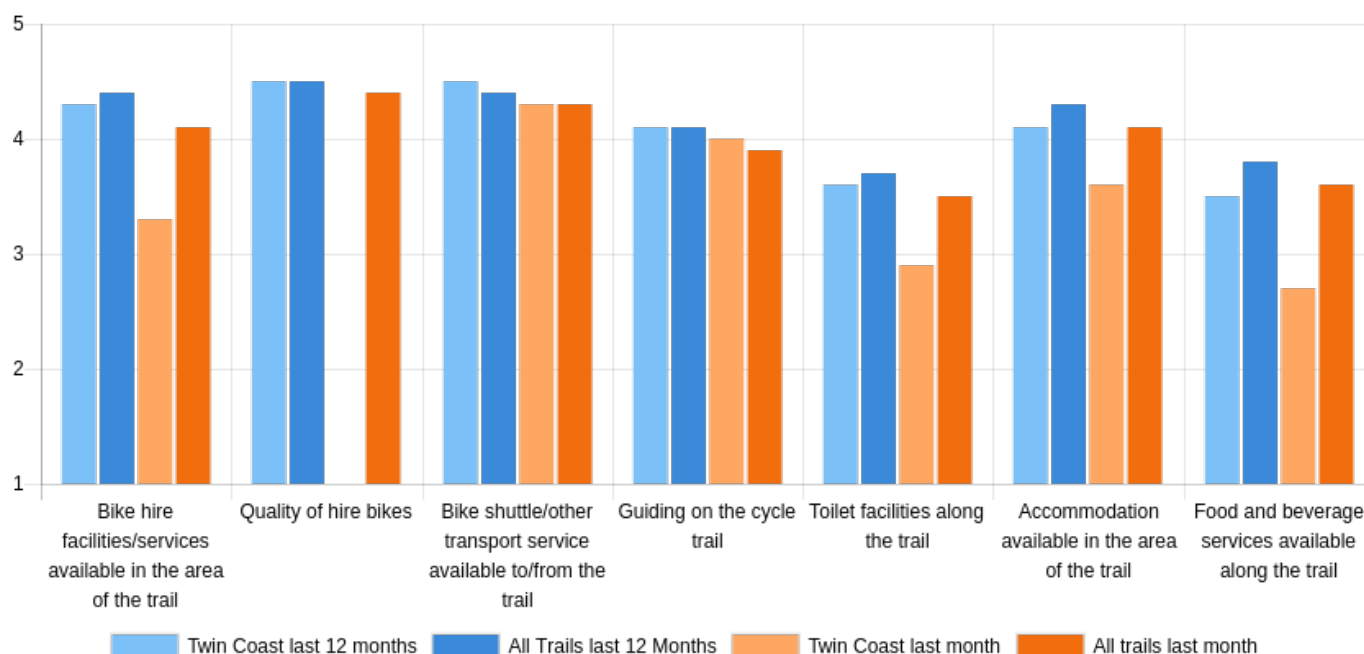
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4742 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.0	4.2
Information available on the trails website	4.4	4.4	4.1	4.2
Trail map or brochure	4.2	4.3	3.9	4.2

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4742 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)



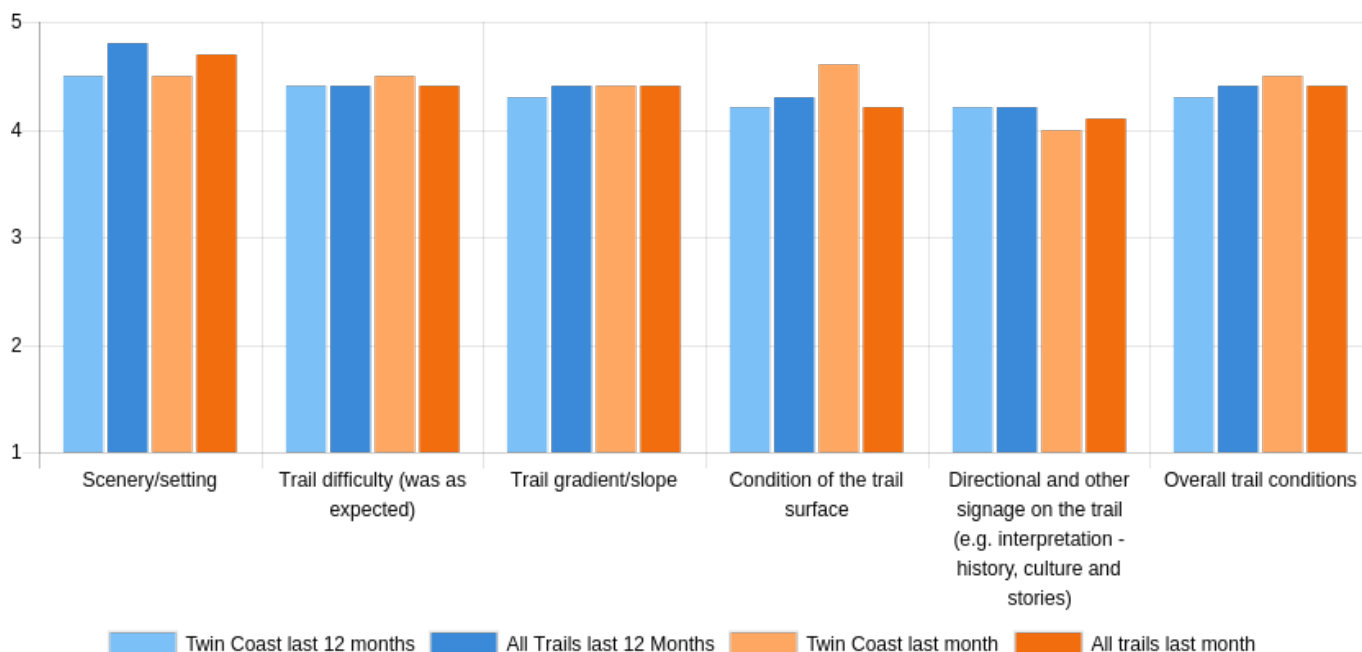
## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4742 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	3.3	4.1
Quality of hire bikes	4.5	4.5	Not Applicable	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.4	4.3	4.3
Guiding on the cycle trail	4.1	4.1	4.0	3.9
Toilet facilities along the trail	3.6	3.7	2.9	3.5
Accommodation available in the area of the trail	4.1	4.3	3.6	4.1
Food and beverage services available along the trail	3.5	3.8	2.7	3.6

## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4743 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4743 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.5	4.7
Trail difficulty (was as expected)	4.4	4.4	4.5	4.4
Trail gradient/slope	4.3	4.4	4.4	4.4
Condition of the trail surface	4.2	4.3	4.6	4.2
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	4.0	4.1
Overall trail conditions	4.3	4.4	4.5	4.4

## Gender

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4749 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	13%	51%
Female	58%	49%	75%	47%
Gender diverse	0%	1%	13%	1%

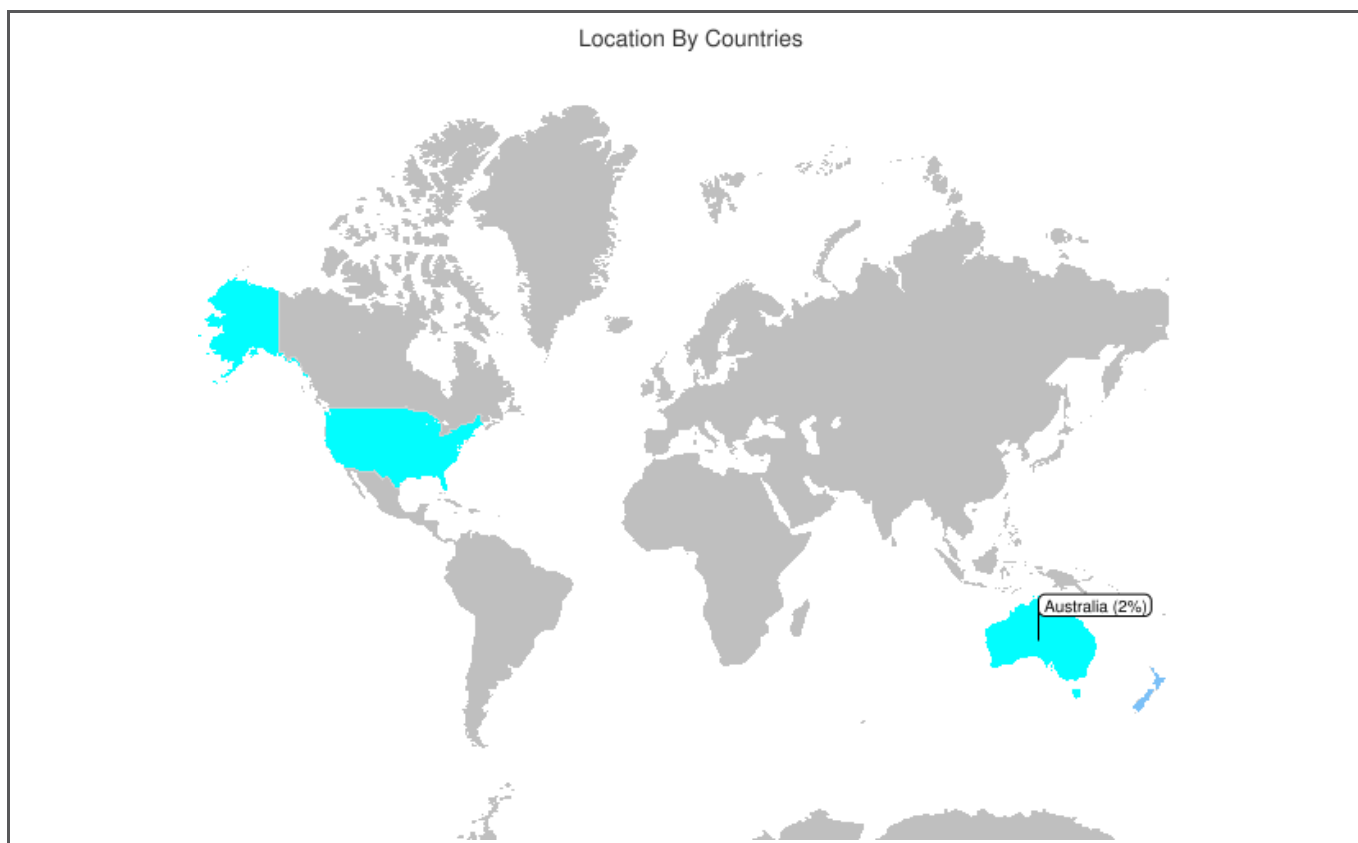
## Age

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4747 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	1%	1%	0%	1%
20 to 29 years	3%	5%	0%	4%
30 to 39 years	8%	11%	13%	8%
40 to 49 years	19%	22%	0%	24%
50 to 59 years	31%	30%	50%	24%
60 to 69 years	31%	22%	25%	26%
70 years or more	6%	7%	0%	12%
Would prefer not to say	1%	0%	13%	1%

## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%)



## Location

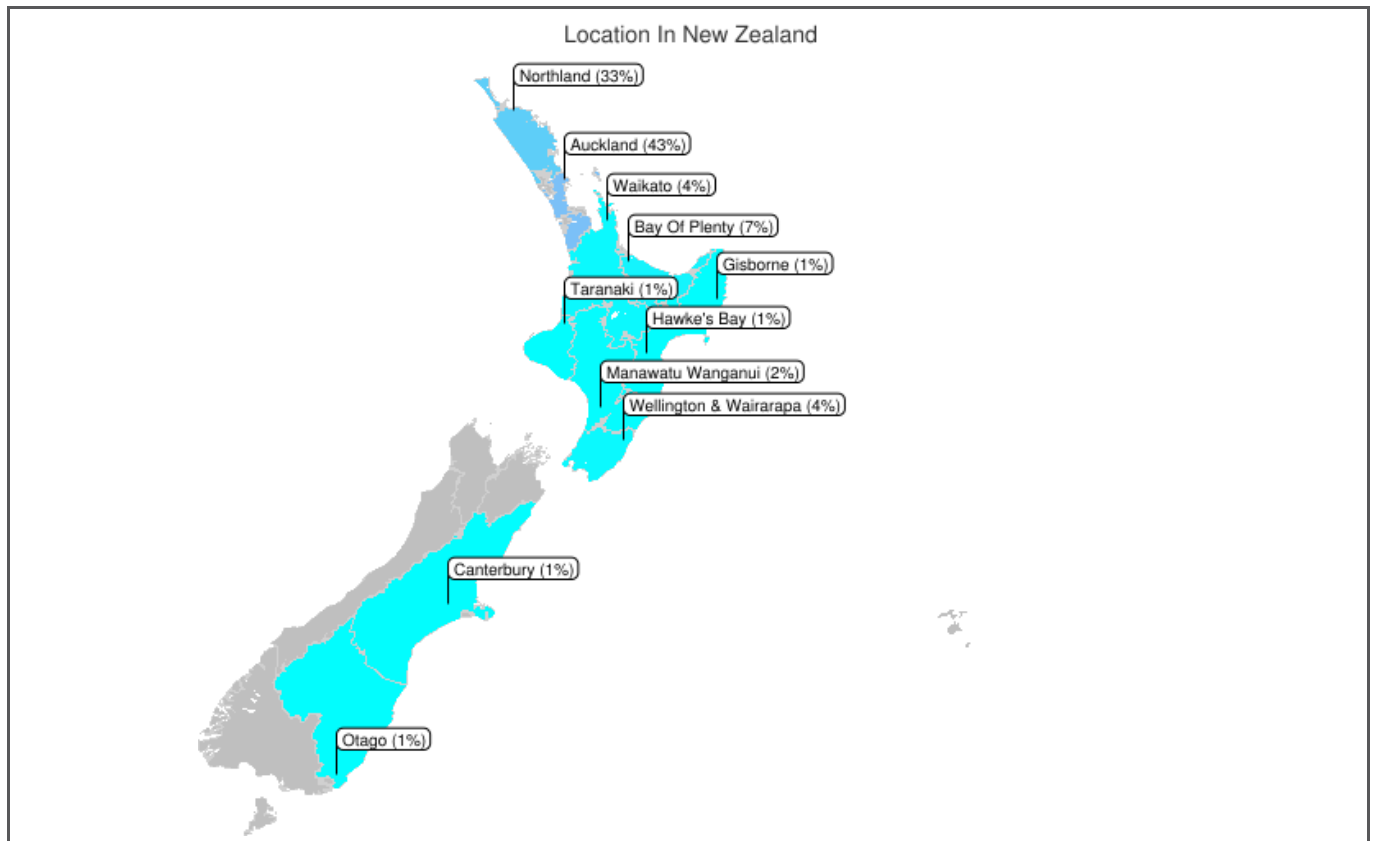
Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4749 / 4749 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 144 / 144 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	0%	6%
New Zealand	93%	91%	100%	92%
United States	2%	1%	0%	1%



## Location

Sample Size: Twin Coast last 12 months 215 / 230 (93%)



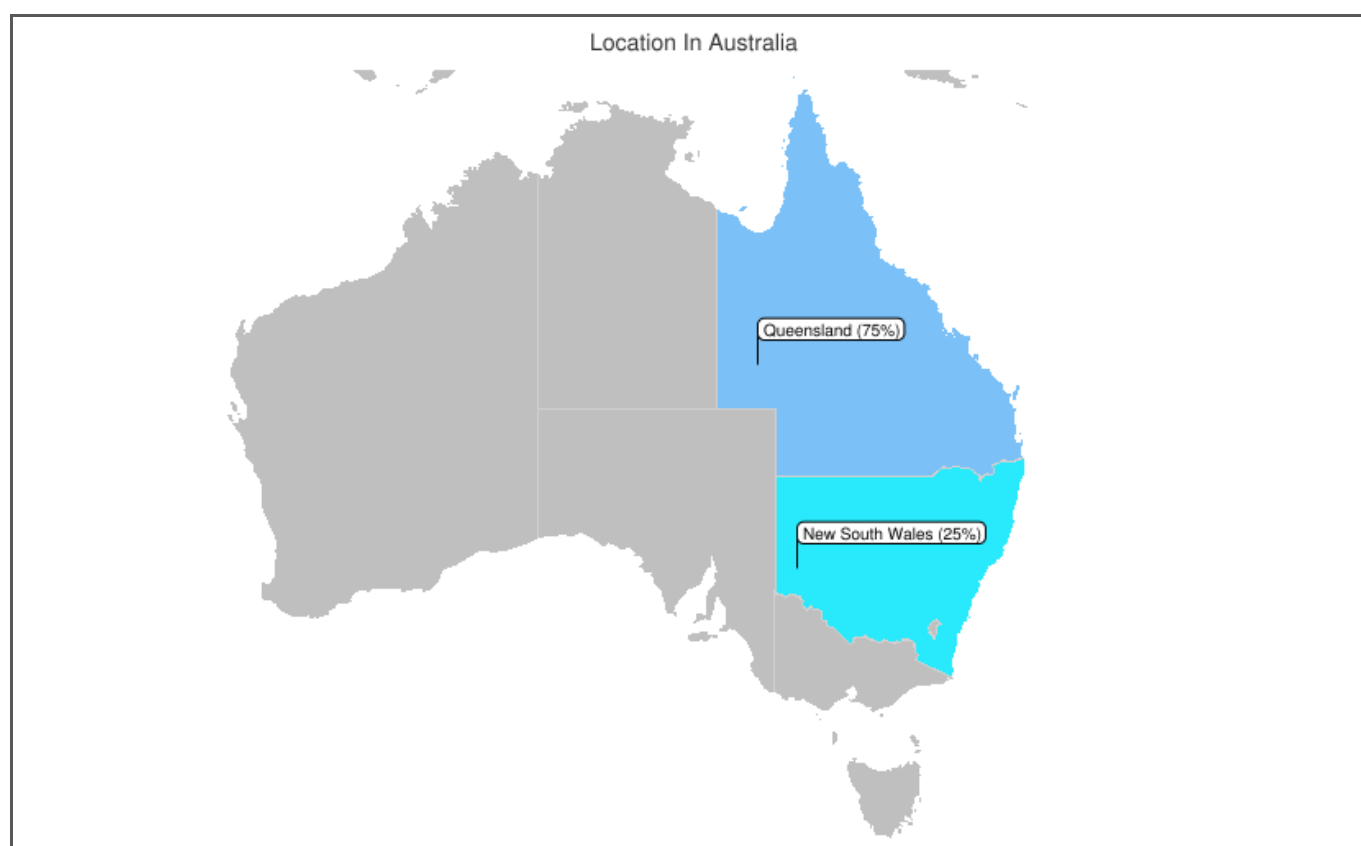
## Location

Sample Size: Twin Coast last 12 months 215 / 230 (93%) | All Trails last 12 Months 4302 / 4749 (91%) | Twin Coast last month 8 / 8 (100%) | All trails last month 133 / 144 (92%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	33%	3%	63%	5%
Auckland	43%	15%	13%	10%
Waikato	4%	11%	0%	24%
Bay Of Plenty	7%	9%	13%	7%
Gisborne	1%	0%	0%	1%
Hawke's Bay	1%	6%	0%	12%
Taranaki	1%	1%	0%	1%
Manawatu Wanganui	2%	3%	0%	2%
Wellington	4%	9%	0%	6%
Canterbury	1%	12%	0%	6%
Otago	1%	11%	0%	5%

## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%)



## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%) | All Trails last 12 Months 253 / 4749 (5%) | Twin Coast last month 0 / 8 (0%) | All trails last month 8 / 144 (6%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
New South Wales	25%	39%	25%
Queensland	75%	25%	0%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 6 / 8 (75%)

TWIN COAST LAST MONTH
Good gradient and surface. No highlights.
The scenery was interesting and the trail was interesting with sharp turns, gradients, the board walk and navigating through the trees. Also, glad just about all of the trail is off road.
Scenery
I thought the scenery and trail were great. A range from farmland, road, swampy, riding through trees, interesting track in that it was not dead straight but meant you were 'paying attention'.
We enjoyed the escape to the countryside particularly the wildlife, we had a friendly encounter with a flock of turkeys on the trail, and spotted a flock of peacocks in a neighbouring paddock plus many other bird species.
Felt very much like a trail for kiwis, rather than putting overseas tourists over and above the general public. The accommodation and shuttle service was excellent - they went above and beyond, true kiwis, service was so good, full of local history and just genuine people...was better than the actual ride itself. Whilst the scenery wasn't spectacular, it was so much nicer than going to more scenic spots that have been ruined by their over-commercialisation that completely destroys the beauty and feel of the place.

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 5 / 8 (63%)

### TWIN COAST LAST MONTH

Lets start with the signage, of which there is very little. I couldn't even find where to start in Kawakawa! There are no marker posts so you have no idea how far you are from Kaikohe, or Kawakawa, for example. At one point there was a sign indicating I was 61kms from Horeke - well what's the use in that as there is Kaikohe and Okaihau between Kawakawa and Horeke. Whoever created this trail needs to actually look at it from a visitors point of view! There are few notice boards on the Kaikohe Kawakawa stretch giving local history (I counted one at Kawiti only from memory). The route is an embarrassment in so far as it goes through squalid housing and behind the Moerewa freezing works. There is rubbish all along the way ranging from old car bodies to discarded TVs, and dog feaces. I have ridden several NZ trails and this is the worst one I have encountered. There are NO toilets, few signs and no scenery to speak of. I would not take a visitor there. Quite honestly I am embarrassed to be a Northlander when we cant even get this right.

We were disappointed that the Horeke Hotel was closed as it would have been lovely to have had lunch at the Hotel and a drink with our friends, admiring the beautiful scenery before returning home to Whangarei. However, we appreciate it is out of season. Also, lack of toilet facilities at the end of the trail. One member of our group is disabled so this is particularly an issue for her.

Some signage could be improved

I hated the "arrows" used to point the way. I found them nigh impossible to read until up close. A simple arrow would be clearer than trying to be clever with a circle and an arrow. Very disappointing that nowhere were the toilet facilities suited to disability. The public toilets at Okaihau are impossible for my wheelchair to even get in the door. They don't claim to be wheelchair friendly either. Surely building a disabled toilet for all would ensure families with kids and folk in wheelchairs, walkers could be accommodated. The toilet on the trail from Okaihau to Horeke also was inaccessible - fairly high step to get in. I missed the sign post and a friend went back to check for me. At Horeke the pub was closed (we knew it would be) and so no loos there. It just started raining as we got in our van so we didn't check out the Mission toilets but Peter from the Pub said they were not mobility toilets either. No easy accessible snacks, food, drinks at either Okaihau or Horeke. Well, nothing at Horeke but you could go looking in Okaihau and maybe find something. The last gate would not open - the key went in and turned but no unlocking. A friendly local on a motorbike saw our dilemma and came and helped lift my trike over the gate whilst I did the walk between the bars - just. A bit of a anti-climax not being able to sit down over a drink / meal at the end and recount the ride!

More challenging riding rather than the made for the easiest rider. Ride wasnt the most exciting, needed more variation in the riding experience



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Friday 1st of November 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Range :**

Survey Completion Date : Is between the first day of last month (01/10/2019) and the last day of last month (31/10/2019)

**Twin Coast Cycle Trail :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

**International :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Location : Answer is not in New Zealand, Oceania

**Domestic :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I was visiting the area'

Location : Answer is in New Zealand

**Local :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Local or visitor to area : Answer is equal to 'I live in the area'

Location : Answer is in New Zealand

**getsmart Benchmark :**

There are no active filters

## Net Promoter Score©

Sample Size: Twin Coast Cycle Trail 12 / 13 (92%) | International 3 / 3 (100%) | Domestic 6 / 6 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 234 / 235 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	75%	67%	67%	100%	72%
9	8%	0%	17%	0%	11%
8	0%	0%	0%	0%	8%
7	8%	33%	0%	0%	3%
6	0%	0%	0%	0%	3%
5	0%	0%	0%	0%	3%
4	0%	0%	0%	0%	0%
3	8%	0%	17%	0%	0%
2	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	75	67	67	100	76

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 12 / 13 (92%) | International 3 / 3 (100%) | Domestic 6 / 6 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 234 / 235 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%
5	8%	0%	0%	33%	3%
6	8%	33%	0%	0%	2%
7	8%	0%	17%	0%	6%
8	8%	0%	17%	0%	15%
9	0%	0%	0%	0%	20%
10 (very satisfied)	67%	67%	67%	67%	54%
Average	8.8	8.7	9.2	8.3	9.0

## Comments - Most enjoyed about experience

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
very well maintained, very silent experience far from busy roads, nice landscapes, pleasant to cross rivers over a wooden bridge
Met some locals on the trail and instantly became friends. Best day in NZ so far.
All the historical/botanical signage near Kaikohe. The tunnel. Coffee at Okaihau. The downhill switchback. Riding along the river. The boardwalk.

## Comments - Most enjoyed about experience

Sample Size: Domestic 4 / 6 (67%)

DOMESTIC
amazing scenery
The main highlight was being mostly off the road. I loved the varied landscapes - the quiet inlet from the start at Opuia, the little wooded gorges, the quiet farm valley down to the Hokianga, the high plateau by Lake Omapere. I enjoyed getting to see an area and towns I'd never been to.
Very economically depressed, other people in group didn't feel safe/
The Horeke to Kaikohe section and Kawakawa to Opuia section were great, the bit inbetween not so interesting and too much of it by the roadside.

## Comments - Most enjoyed about experience

Sample Size: Local 1 / 3 (33%)

LOCAL
the tunnel the down hill at the end

## Comments - What might have made the experience more enjoyable

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
Barriers made our experience less enjoyable, since we're travelling with touring bikes. Indeed, we had to unmount, cross and remount them quite often, especially on the section between Kaikohe and Okaihau where we got really upset as it doubled our travelling time. The metal system on each sides is pretty fine (except some that are lower than all the others), but the wooden post in the middle definitely does not fit well.
More accommodation in Horeke.
Those gates are tricky for kids on 24" bicycles.

## Comments - What might have made the experience more enjoyable

Sample Size: Domestic 4 / 6 (67%)

DOMESTIC
if i could take public transport to the start from auckland with my bike
Get rid of those horrible barriers! It was HIGHLY IRRITATING to have to take our panniers off at almost every barrier. Both the curved metal ones and the wooden posts in the middle of the entrance to the accessway. For us it was irritating, but for people who had more gear than us, perhaps with panniers that were not so easily removable, this would have been very difficult. At one point there was a barrier at the bottom of a steep slope, without any bright paint or something to alert you - dangerous when you're going fast. I know they're there to deter motorbikes, but there has to be a better solution than what you've put in. I think there could be more accommodation at Horeke - you arrive there and if the hotel is full you are pretty much stuck as the cellphone coverage and internet availability there is not very good, and the only roads out are gravel. We tried to hire an electric bike for my father, and were unable to find anyone who would hire us one for 10 days (as we were cycling on north and back to Paihia). Also the hire e-bikes available weren't really suitable for multi-day cycling, as they were a more upright city-bike riding position. The trail surface was pretty variable, and very often much too rocky and bumpy for my road touring bike. NZCT should be looking to improve all surfaces, more in line with the quality of cycleways in Europe, with durable quality base and fine gravel the top layer. When the trail went along the road, I often took the road for a while to have a rest from the uncomfortable ride on the trail.
Clear up all the large woolly hightshade in the area !!! Get rid of all the drunks on the streets
I got lost from my part as was trailing behind and ended up in Morewa as missed the sign while cycling on a road part. I think the signage could be a lot clearer.

## Comments - What might have made the experience more enjoyable

Sample Size: Local 1 / 3 (33%)

LOCAL
evrything





# Pou Herenga Tai Twin Coast Cycle Trail

## Report Based On The Following Settings

Monthly Report for Trail Managers run on Friday 1st of November 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

### Range :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/11/2018) and the last day of last month (31/10/2019)

### Twin Coast last 12 months :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/11/2018) and the last day of last month (31/10/2019)

### All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/11/2018) and the last day of last month (31/10/2019)

### Twin Coast last month :

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between the first day of last month (01/10/2019) and the last day of last month (31/10/2019)

### All trails last month :

Survey Completion Date : Is between the first day of last month (01/10/2019) and the last day of last month (31/10/2019)

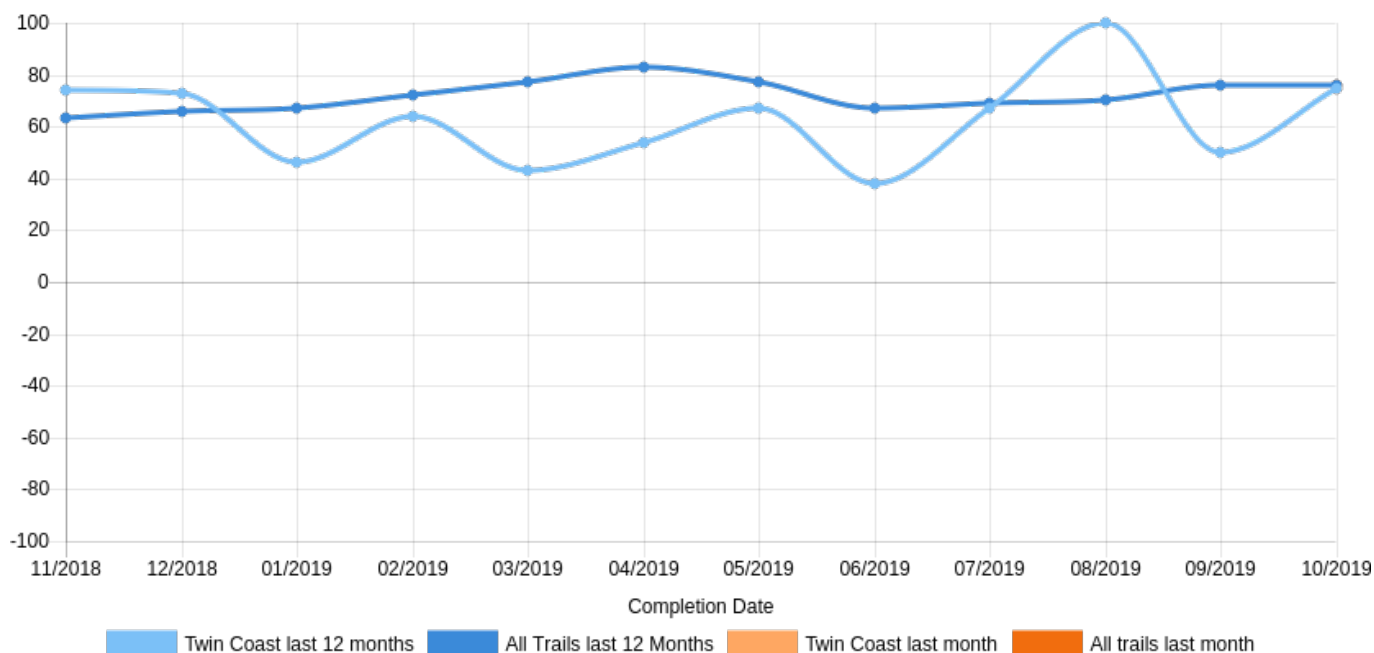
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 228 / 230 (99%) | All Trails last 12 Months 4396 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	60	71	75	76

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 228 / 230 (99%) | All Trails last 12 Months 4396 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



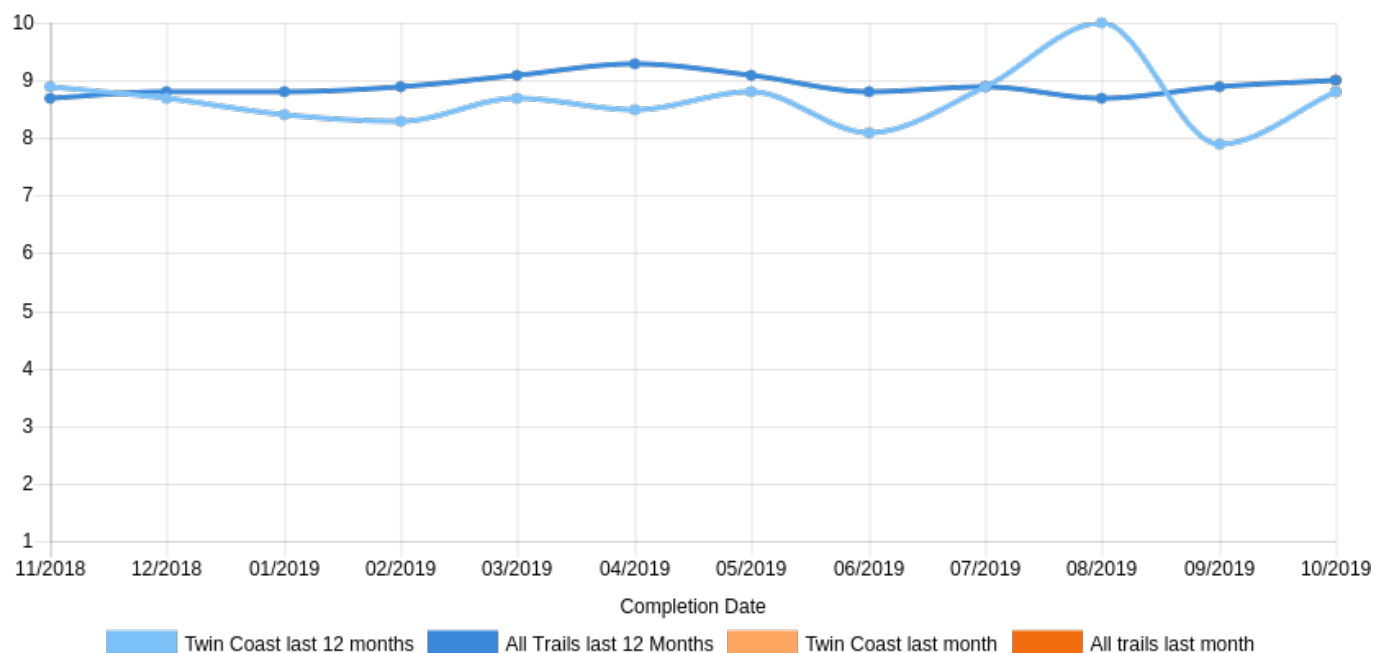
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.6	8.9	8.8	9.0

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 223 / 230 (97%) | All Trails last 12 Months 4387 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
From friends, family or work colleagues (e.g. word of mouth)	51%	59%	33%	56%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	7%	10%	0%	9%
The AA guide	13%	5%	33%	8%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	1%	8%	2%
Newspaper or magazine	14%	12%	0%	12%
Travel guide/book	9%	7%	17%	4%
Trail brochure/map	9%	14%	17%	14%
Trail website	22%	19%	25%	14%
New Zealand Cycle Trail website	30%	18%	33%	19%
Social media (e.g. Facebook, Twitter, blog)	8%	15%	8%	18%
Other (please specify)	13%	15%	33%	15%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 223 / 230 (97%) | All Trails last 12 Months 4387 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	25%	40%	25%	44%
I was visiting the area	75%	60%	75%	56%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 167 / 230 (73%) | All Trails last 12 Months 2622 / 4398 (60%) | Twin Coast last month 9 / 13 (69%) | All trails last month 131 / 235 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes - I was visiting the area only/mainly because of trail	83%	79%	89%	72%
No - I was already visiting or had planned to visit for other reasons	17%	21%	11%	28%

## Trail use

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	58%	33%	56%
Cycling/walking for relaxation	42%	49%	8%	50%
Commuting to/from school or work	0%	2%	0%	1%
Training for an event	4%	8%	0%	9%
Cycling holiday	25%	17%	75%	32%
Walking holiday	0%	1%	0%	2%
Sightseeing	37%	31%	17%	22%
Spending time/socialising with friends/family	43%	40%	17%	31%
Other (please specify)	6%	7%	8%	7%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling the trail (on a road/touring/standard bike)	14%	11%	42%	13%
Cycling the trail (on a mountain bike)	58%	62%	42%	57%
Cycling the trail (on a electric bicycle/e-bike)	8%	8%	0%	11%
Cycling the trail (on a e-mountain bike)	9%	5%	17%	4%
Cycling the trail (on a hybrid bike)	6%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	7%
Running/jogging	1%	3%	0%	5%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	1%	1%	0%	1%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 168 / 230 (73%) | All Trails last 12 Months 2625 / 4398 (60%) | Twin Coast last month 9 / 13 (69%) | All trails last month 131 / 235 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.68	3.35	2.67	3.39

## Extended stay in area

Sample Size: Twin Coast last 12 months 15 / 230 (7%) | All Trails last 12 Months 179 / 4398 (4%) | Twin Coast last month 1 / 13 (8%) | All trails last month 37 / 235 (16%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	27%	22%	100%	27%
No	73%	78%	0%	73%

## Extra nights in area

Sample Size: Twin Coast last 12 months 4 / 230 (2%) | All Trails last 12 Months 40 / 4398 (1%) | Twin Coast last month 1 / 13 (8%) | All trails last month 10 / 235 (4%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.5	2.3	1	2.3

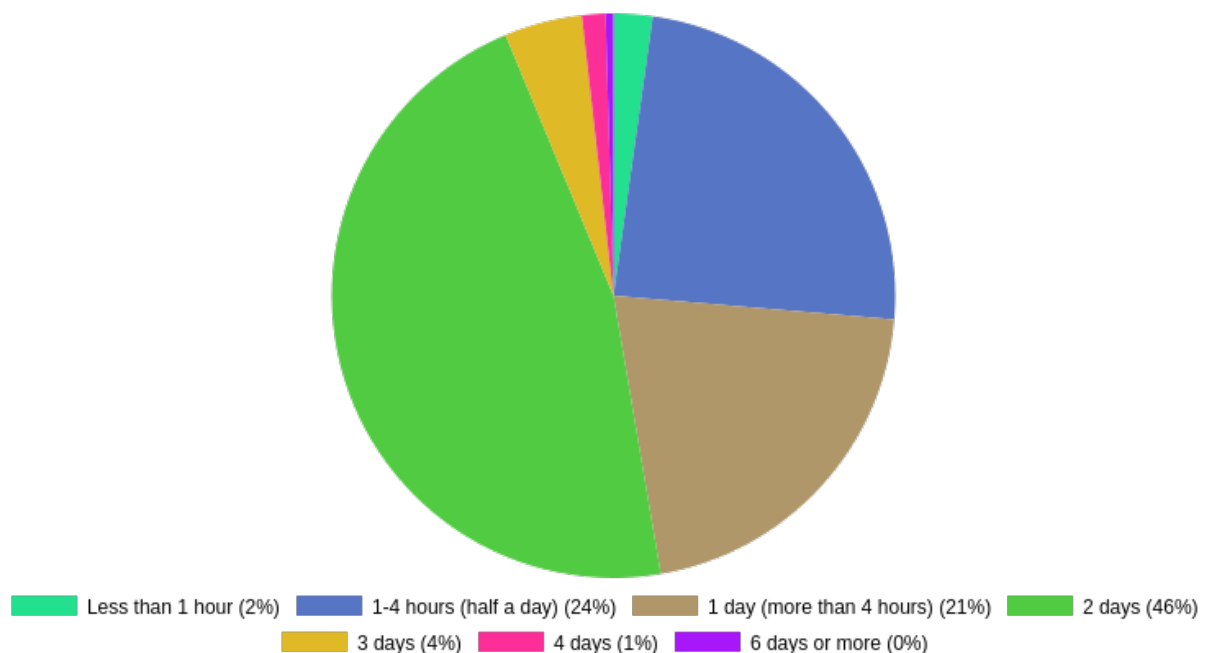
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Adults, aged 15 years or more:	3.61	3.68	5.5	2.92
Children, aged 14 years or less:	0.33	0.52	1.08	0.64

## Time spent on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%)



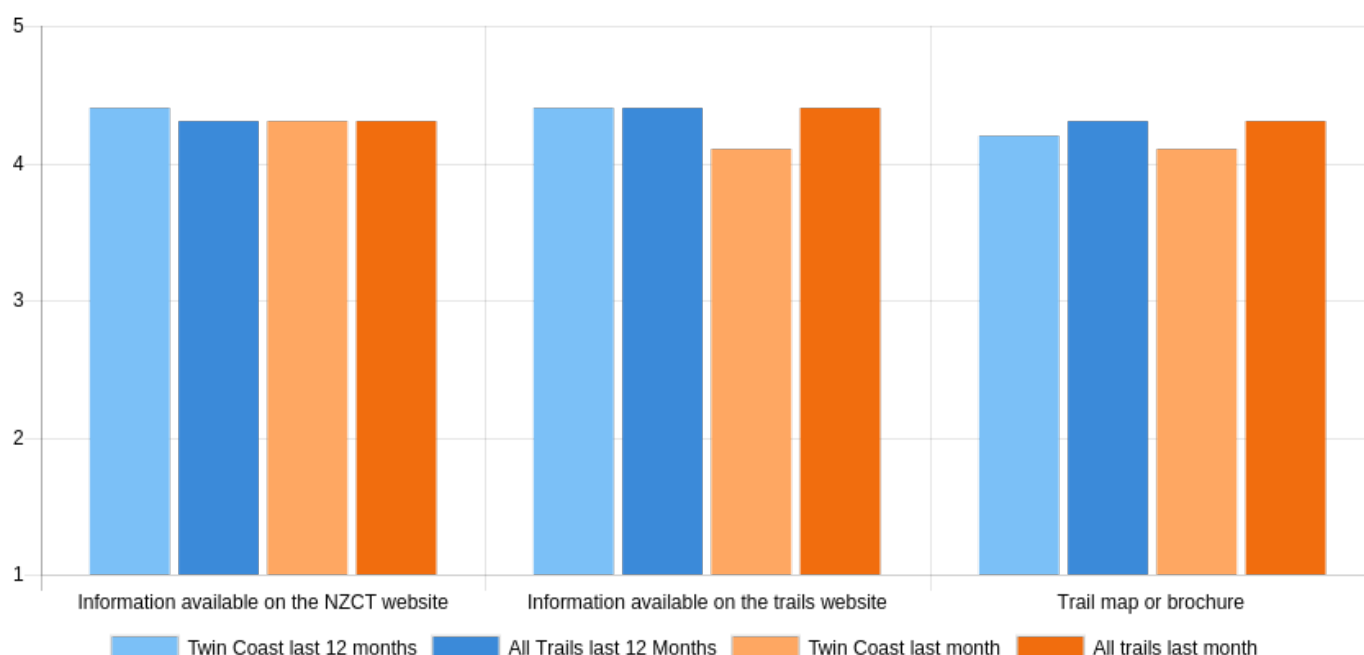
## Time spent on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4388 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	2%	4%	0%	6%
1-4 hours (half a day)	24%	35%	25%	40%
1 day (more than 4 hours)	21%	18%	8%	15%
2 days	46%	15%	58%	18%
3 days	4%	10%	8%	8%
4 days	1%	10%	0%	5%
5 days	0%	5%	0%	4%
6 days or more	0%	3%	0%	4%

## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



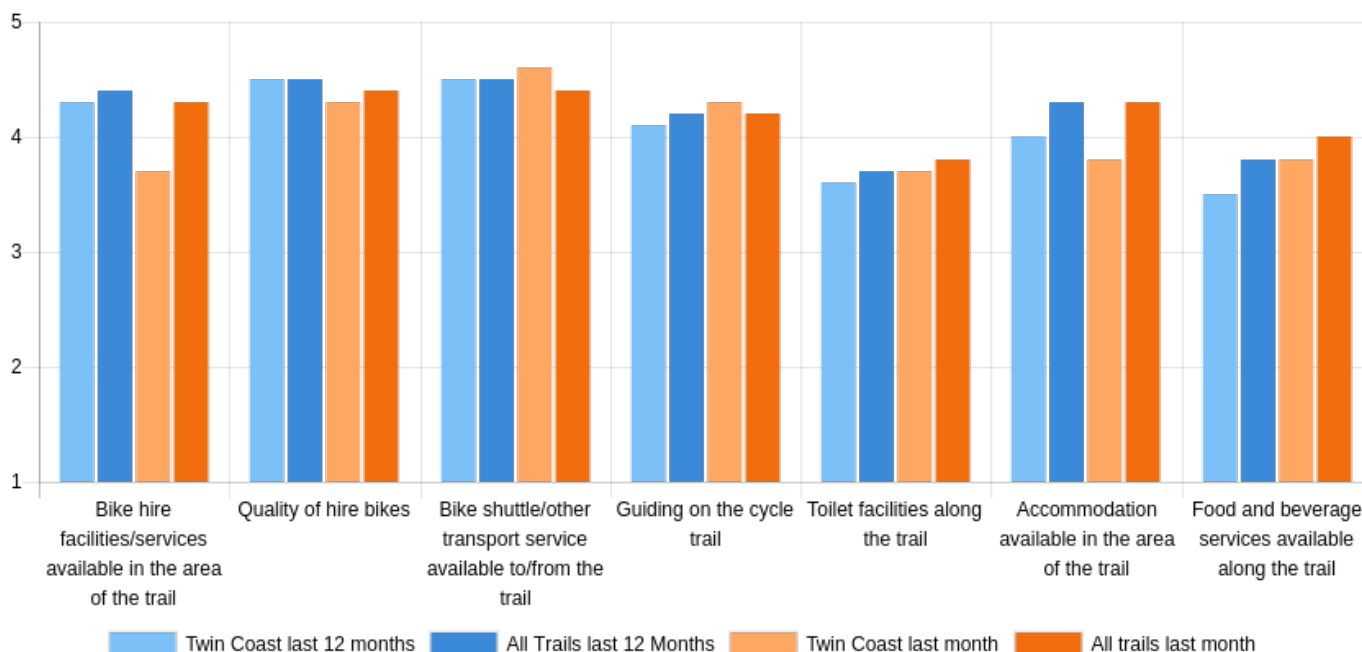
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Information available on the NZCT website	4.4	4.3	4.3	4.3
Information available on the trails website	4.4	4.4	4.1	4.4
Trail map or brochure	4.2	4.3	4.1	4.3

## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



## Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

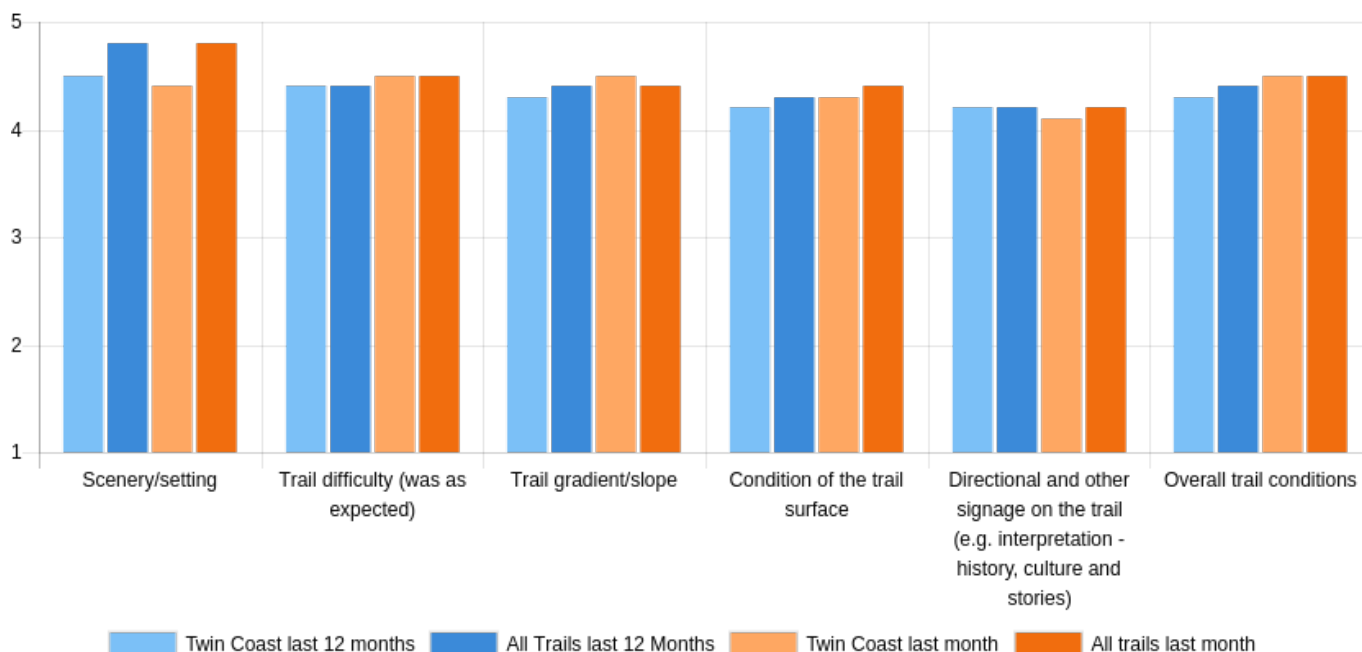
Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Bike hire facilities/services available in the area of the trail	4.3	4.4	3.7	4.3
Quality of hire bikes	4.5	4.5	4.3	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.5	4.6	4.4
Guiding on the cycle trail	4.1	4.2	4.3	4.2
Toilet facilities along the trail	3.6	3.7	3.7	3.8
Accommodation available in the area of the trail	4.0	4.3	3.8	4.3
Food and beverage services available along the trail	3.5	3.8	3.8	4.0



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



## Ratings - The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.5	4.8	4.4	4.8
Trail difficulty (was as expected)	4.4	4.4	4.5	4.5
Trail gradient/slope	4.3	4.4	4.5	4.4
Condition of the trail surface	4.2	4.3	4.3	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	4.1	4.2
Overall trail conditions	4.3	4.4	4.5	4.5

## Gender

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4398 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	54%	45%
Female	57%	50%	46%	54%
Gender diverse	0%	1%	0%	1%

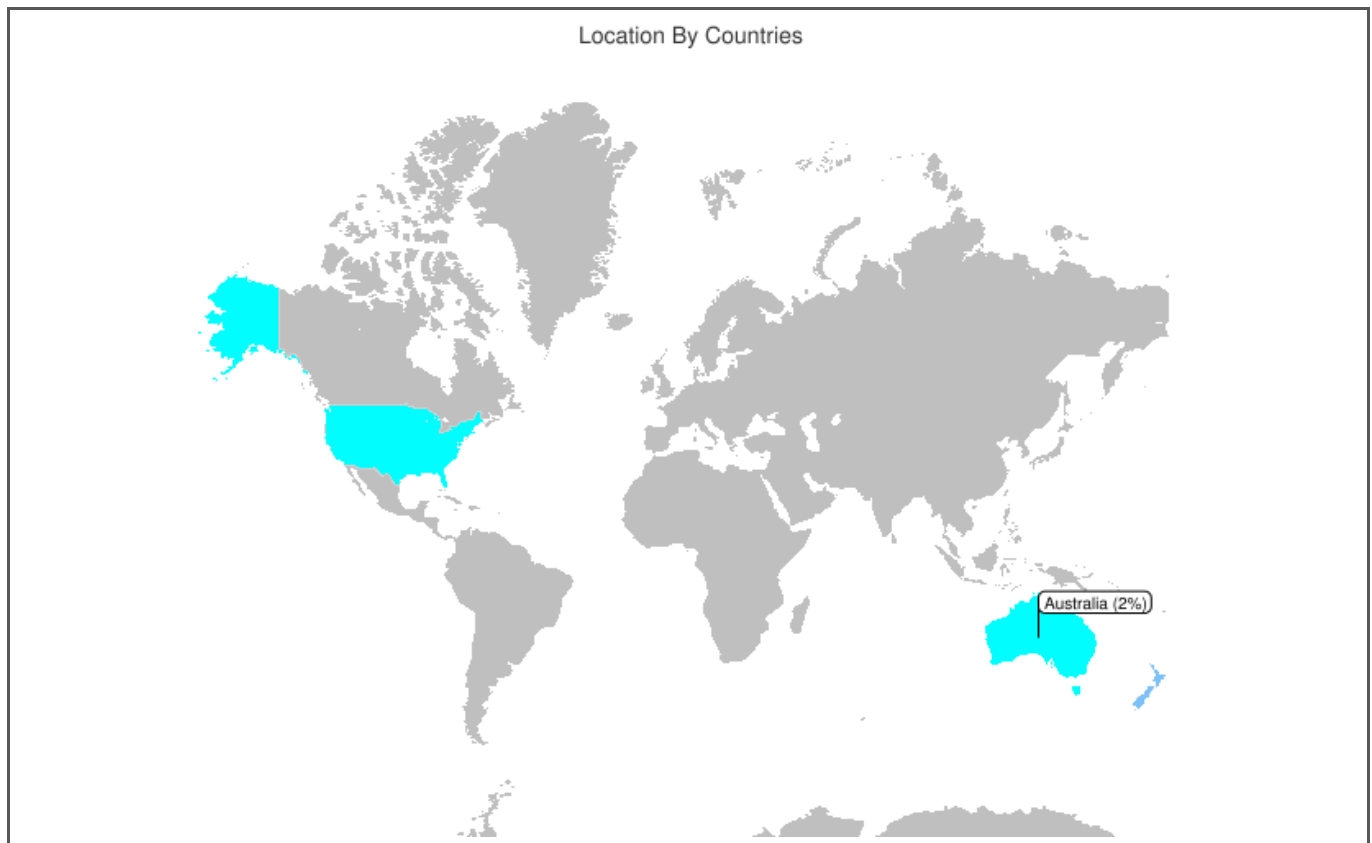
## Age

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4397 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	2%	1%	8%	0%
20 to 29 years	3%	5%	0%	5%
30 to 39 years	9%	11%	15%	10%
40 to 49 years	19%	23%	23%	23%
50 to 59 years	32%	30%	38%	31%
60 to 69 years	29%	22%	8%	21%
70 years or more	6%	8%	0%	10%
Would prefer not to say	1%	0%	8%	0%

## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%)



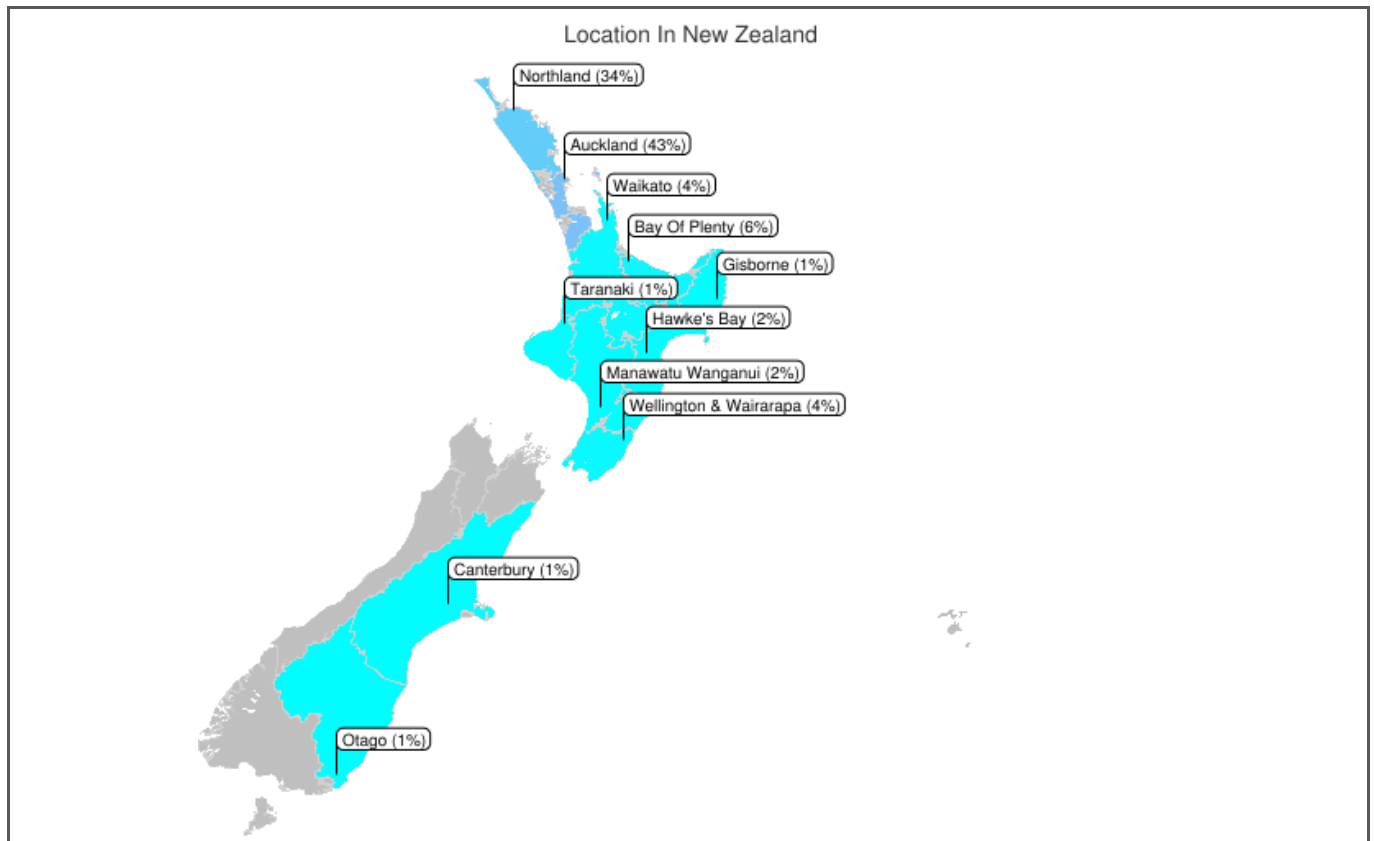
## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4398 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	8%	6%
New Zealand	92%	91%	77%	90%
United States	2%	1%	0%	0%

## Location

Sample Size: Twin Coast last 12 months 212 / 230 (92%)



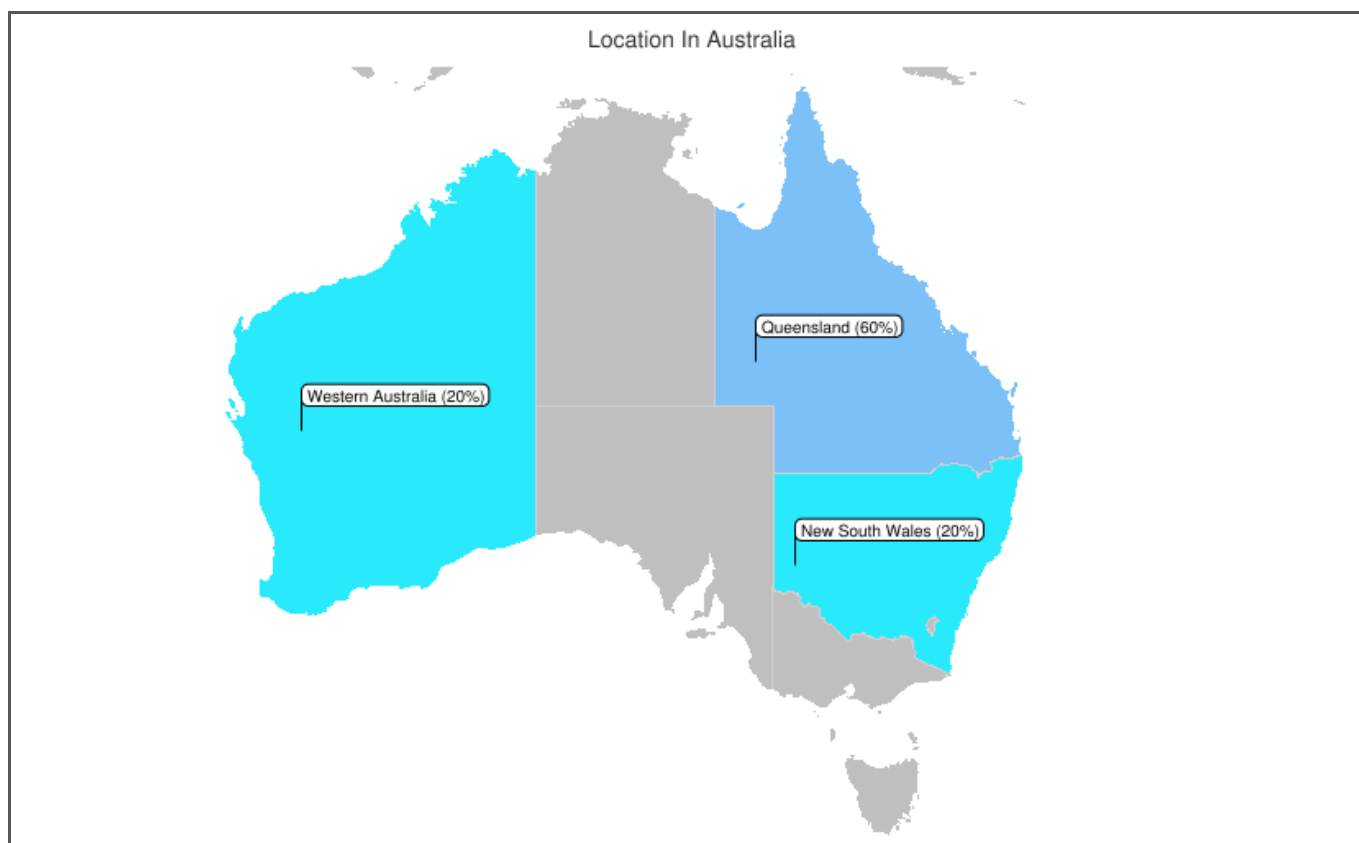
## Location

Sample Size: Twin Coast last 12 months 212 / 230 (92%) | All Trails last 12 Months 3988 / 4398 (91%) | Twin Coast last month 10 / 13 (77%) | All trails last month 212 / 235 (90%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	34%	3%	30%	4%
Auckland	43%	15%	50%	17%
Waikato	4%	11%	0%	14%
Bay Of Plenty	6%	9%	10%	8%
Gisborne	1%	1%	0%	1%
Hawke's Bay	2%	6%	10%	6%
Taranaki	1%	1%	0%	1%
Manawatu Wanganui	2%	3%	0%	0%
Wellington	3%	7%	0%	3%
Canterbury	1%	12%	0%	12%
Otago	1%	11%	0%	10%

## Location

Sample Size: Twin Coast last 12 months 5 / 230 (2%)



## Location

Sample Size: Twin Coast last 12 months 5 / 230 (2%) | All Trails last 12 Months 229 / 4398 (5%) | Twin Coast last month 1 / 13 (8%) | All trails last month 15 / 235 (6%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	20%	40%	0%	40%
Queensland	60%	24%	0%	13%

Western Australia	20%	8%	100%	20%
-------------------	-----	----	------	-----

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 8 / 13 (62%)

TWIN COAST LAST MONTH
amazing scenery
very well maintained, very silent experience far from busy roads, nice landscapes, pleasant to cross rivers over a wooden bridge
The main highlight was being mostly off the road. I loved the varied landscapes - the quiet inlet from the start at Opuia, the little wooded gorges, the quiet farm valley down to the Hokianga, the high plateau by Lake Omapere. I enjoyed getting to see an area and towns I'd never been to.
the tunnel the down hill at the end
Very economically depressed, other people in group didn't feel safe/
Met some locals on the trail and instantly became friends. Best day in NZ so far.
All the historical/botanical signage near Kaikohe. The tunnel. Coffee at Okaihau. The downhill switchback. Riding along the river. The boardwalk.
The Horeke to Kaikohe section and Kawakawa to Opuia section were great, the bit inbetween not so interesting and too much of it by the roadside.

## Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 8 / 13 (62%)

TWIN COAST LAST MONTH
if i could take public transport to the start from auckland with my bike
Barriers made our experience less enjoyable, since we're travelling with touring bikes. Indeed, we had to unmount, cross and remount them quite often, especially on the section between Kaikohe and Okaihau where we got really upset as it doubled our travelling time. The metal system on each side is pretty fine (except some that are lower than all the others), but the wooden post in the middle definitely does not fit well.
Get rid of those horrible barriers! It was HIGHLY IRRITATING to have to take our panniers off at almost every barrier. Both the curved metal ones and the wooden posts in the middle of the entrance to the accessway. For us it was irritating, but for people who had more gear than us, perhaps with panniers that were not so easily removable, this would have been very difficult. At one point there was a barrier at the bottom of a steep slope, without any bright paint or something to alert you - dangerous when you're going fast. I know they're there to deter motorbikes, but there has to be a better solution than what you've put in. I think there could be more accommodation at Horeke - you arrive there and if the hotel is full you are pretty much stuck as the cellphone coverage and internet availability there is not very good, and the only roads out are gravel. We tried to hire an electric bike for my father, and were unable to find anyone who would hire us one for 10 days (as we were cycling on north and back to Paihia). Also the hire e-bikes available weren't really suitable for multi-day cycling, as they were a more upright city-bike riding position. The trail surface was pretty variable, and very often much too rocky and bumpy for my road touring bike. NZCT should be looking to improve all surfaces, more in line with the quality of cycleways in Europe, with durable quality base and fine gravel the top layer. When the trail went along the road, I often took the road for a while to have a rest from the uncomfortable ride on the trail.
evrything
Clear up all the large woolly hightshade in the area !!! Get rid of all the drunks on the streets
More accommodation in Horeke.
Those gates are tricky for kids on 24" bicycles.
I got lost from my part as was trailing behind and ended up in Morewa as missed the sign while cycling on a road part. I think the signage could be a lot clearer.