



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers run on Wednesday 1st of January 2020

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 (01/01/2019) and the last day of last month (31/12/2019)

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 (01/01/2019) and the last day of last month (31/12/2019)

All Trails last 12 Months :

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

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 (01/12/2019) and the last day of last month (31/12/2019)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/12/2019) and the last day of last month (31/12/2019)

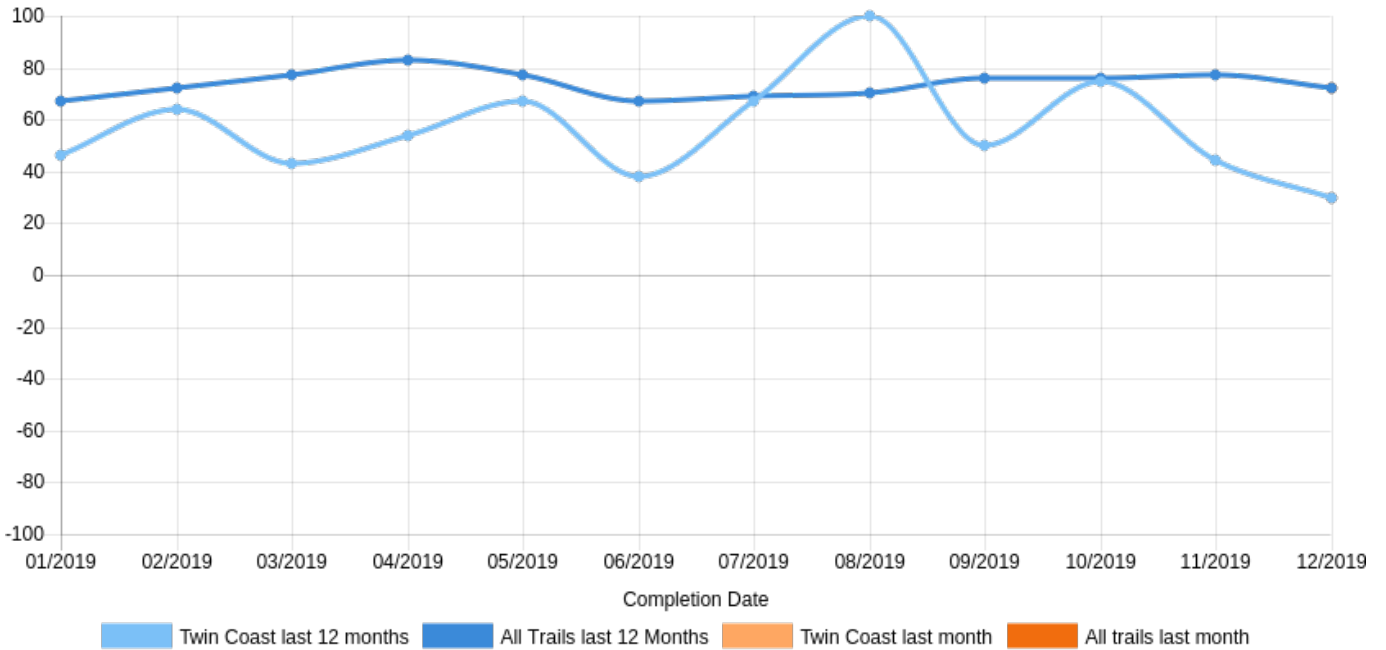
Net Promoter Score©

Sample Size: Twin Coast last 12 months 205 / 206 (100%) | All Trails last 12 Months 4248 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	54	73	30	72

Net Promoter Score©

Sample Size: Twin Coast last 12 months 205 / 206 (100%) | All Trails last 12 Months 4248 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)



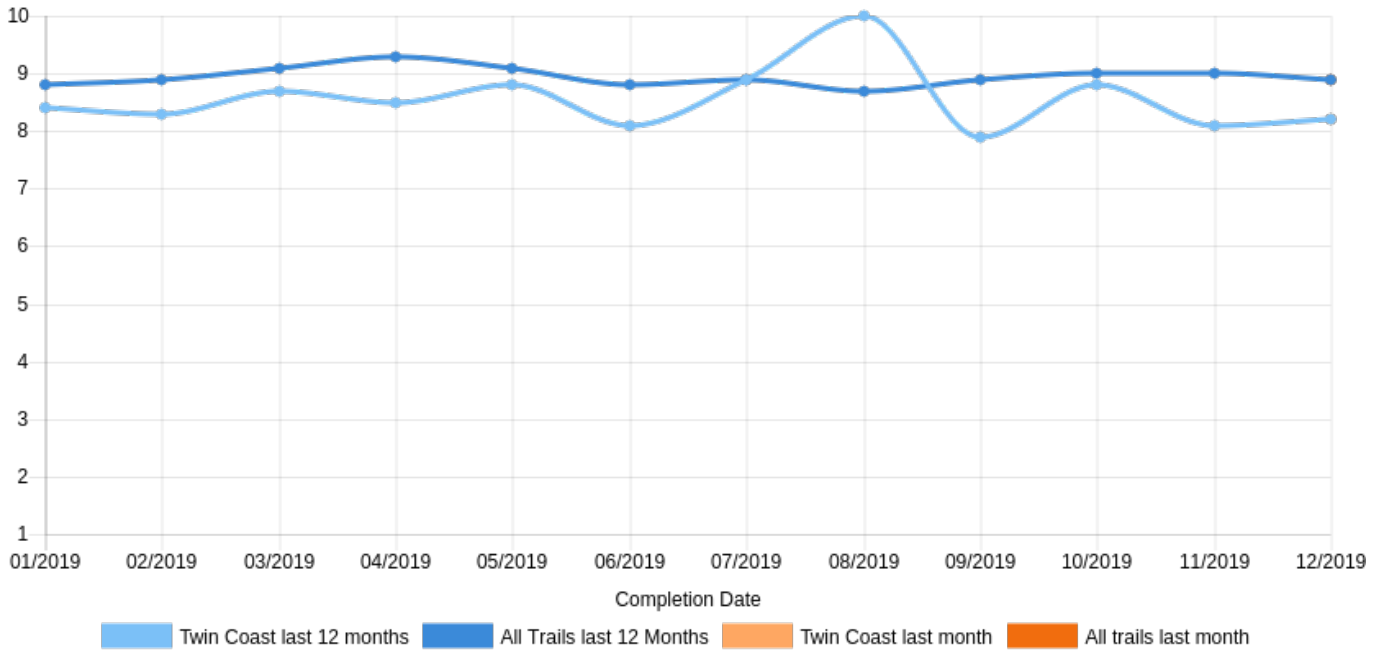
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4245 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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	8.2	8.9

Overall Satisfaction

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4245 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 201 / 206 (98%) | All Trails last 12 Months 4240 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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%	60%	50%	62%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	7%	10%	0%	11%
The AA guide	15%	6%	0%	5%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	1%	0%	3%
Newspaper or magazine	16%	12%	10%	11%
Travel guide/book	7%	6%	0%	5%
Trail brochure/map	8%	14%	0%	13%
Trail website	22%	18%	40%	16%
New Zealand Cycle Trail website	39%	20%	40%	17%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	0%	12%
Other (please specify)	11%	15%	10%	17%

Local or visitor to area

Sample Size: Twin Coast last 12 months 201 / 206 (98%) | All Trails last 12 Months 4240 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	26%	40%	30%	45%
I was visiting the area	74%	60%	70%	55%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 148 / 206 (72%) | All Trails last 12 Months 2553 / 4249 (60%) | Twin Coast last month 7 / 10 (70%) | All trails last month 296 / 534 (55%)

	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	81%	80%	57%	76%
No - I was already visiting or had planned to visit for other reasons	19%	20%	43%	24%

Trail use

Sample Size: Twin Coast last 12 months 202 / 206 (98%) | All Trails last 12 Months 4242 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	56%	80%	53%
Cycling/walking for relaxation	40%	47%	50%	43%
Commuting to/from school or work	0%	2%	0%	1%
Training for an event	3%	8%	0%	9%
Cycling holiday	36%	24%	40%	31%
Walking holiday	0%	2%	0%	2%
Sightseeing	31%	28%	10%	16%
Spending time/socialising with friends/family	41%	38%	40%	32%
Other (please specify)	4%	7%	0%	5%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 202 / 206 (98%) | All Trails last 12 Months 4242 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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%	10%	0%	6%
Cycling the trail (on a mountain bike)	57%	59%	60%	56%
Cycling the trail (on a electric bicycle/e-bike)	8%	9%	20%	10%
Cycling the trail (on a e-mountain bike)	9%	6%	10%	9%
Cycling the trail (on a hybrid bike)	6%	3%	0%	4%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	8%	0%	10%
Running/jogging	1%	4%	0%	4%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	1%	1%	10%	1%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 149 / 206 (72%) | All Trails last 12 Months 2556 / 4249 (60%) | Twin Coast last month 7 / 10 (70%) | All trails last month 296 / 534 (55%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.8	3.45	3.71	3.8

Extended stay in area

Sample Size: Twin Coast last 12 months 19 / 206 (9%) | All Trails last 12 Months 266 / 4249 (6%) | Twin Coast last month 3 / 10 (30%) | All trails last month 70 / 534 (13%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	32%	18%	33%	7%
No	68%	82%	67%	93%

Extra nights in area

Sample Size: Twin Coast last 12 months 6 / 206 (3%) | All Trails last 12 Months 48 / 4249 (1%) | Twin Coast last month 1 / 10 (10%) | All trails last month 5 / 534 (1%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.5	2.33	3	3.2

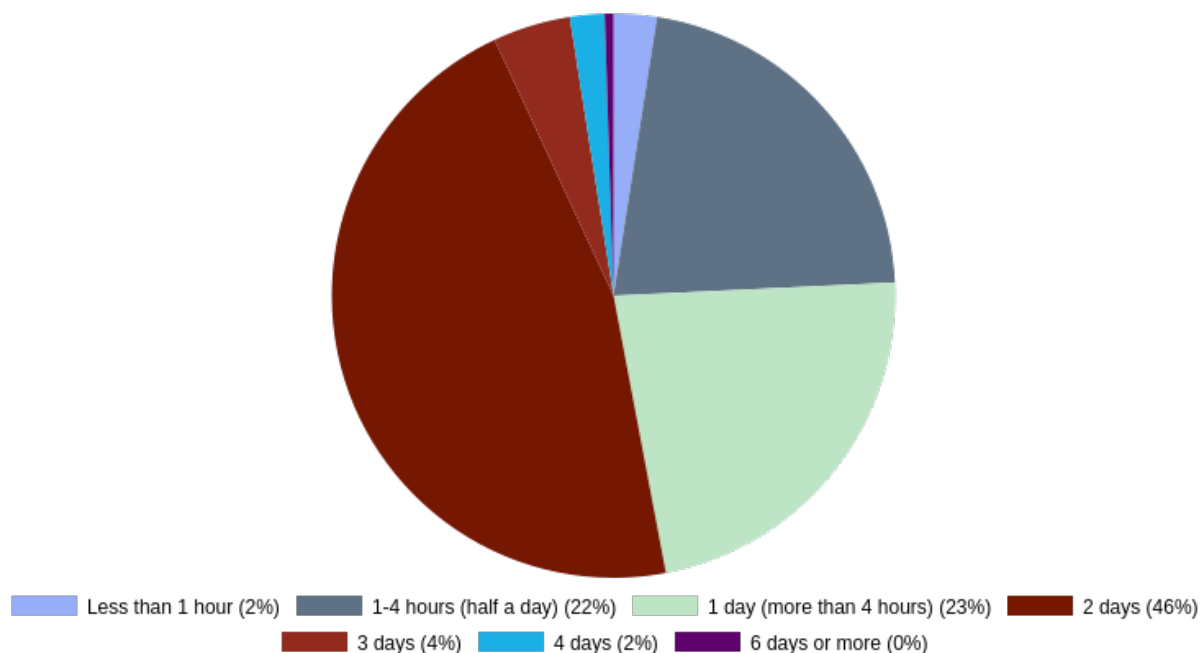
Travel Party Numbers

Sample Size: Twin Coast last 12 months 202 / 206 (98%) | All Trails last 12 Months 4242 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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:	3.52	3.71	3.9	3.93
Children, aged 14 years or less:	0.46	0.51	0.5	0.53

Time spent on the trail

Sample Size: Twin Coast last 12 months 202 / 206 (98%)



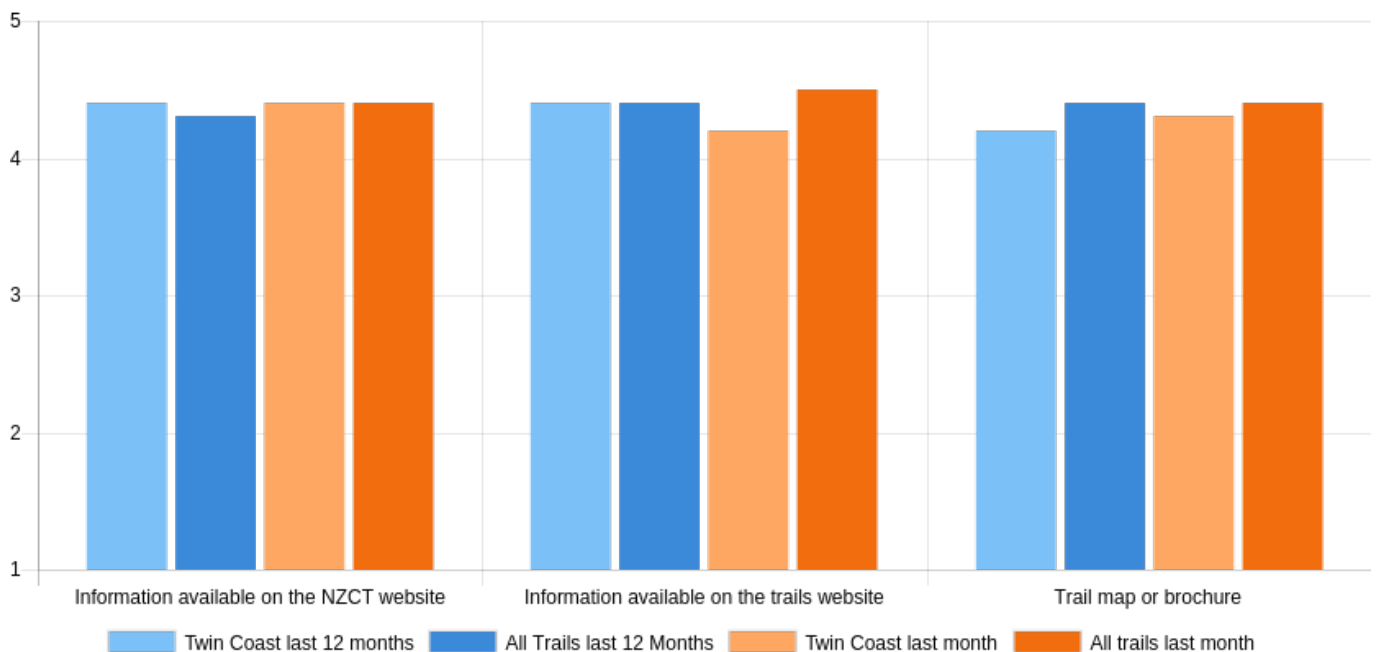
Time spent on the trail

Sample Size: Twin Coast last 12 months 202 / 206 (98%) | All Trails last 12 Months 4241 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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%	5%
1-4 hours (half a day)	22%	36%	10%	43%
1 day (more than 4 hours)	23%	18%	50%	19%
2 days	46%	15%	40%	10%
3 days	4%	10%	0%	7%
4 days	2%	10%	0%	5%
5 days	0%	5%	0%	5%
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 203 / 206 (99%) | All Trails last 12 Months 4244 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)



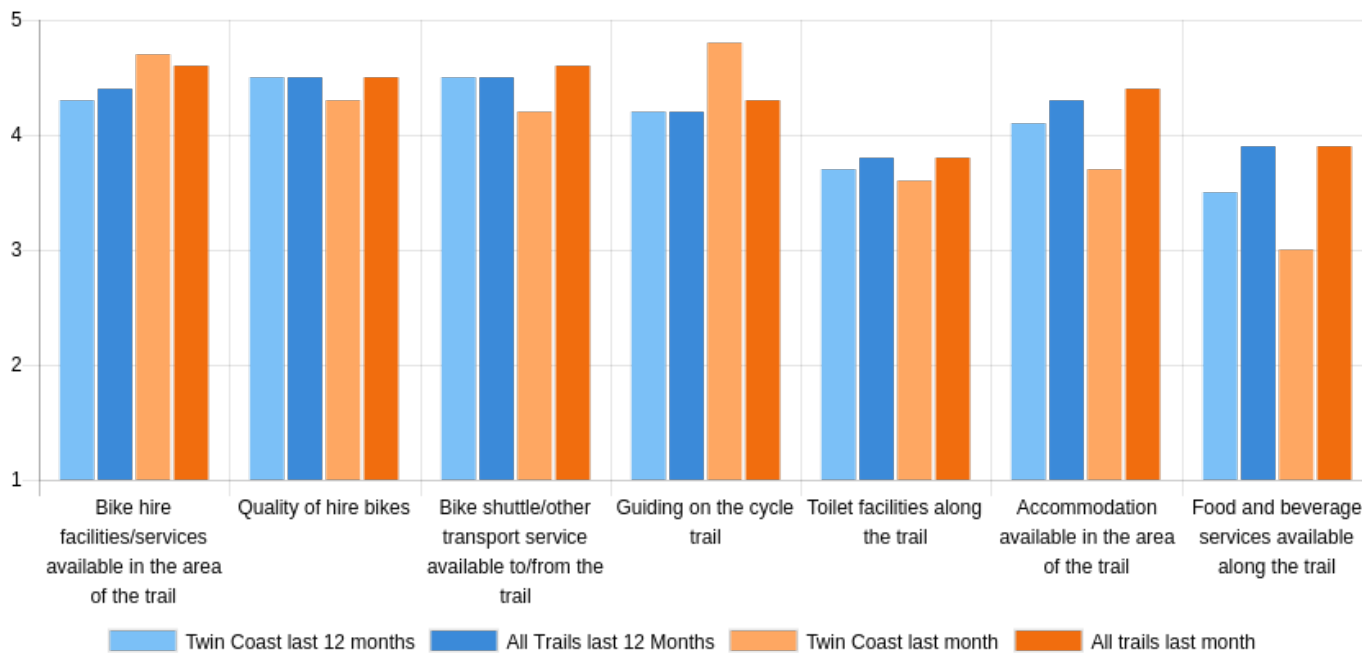
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4244 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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	4.4	4.4
Information available on the trails website	4.4	4.4	4.2	4.5
Trail map or brochure	4.2	4.4	4.3	4.4

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

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4244 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)



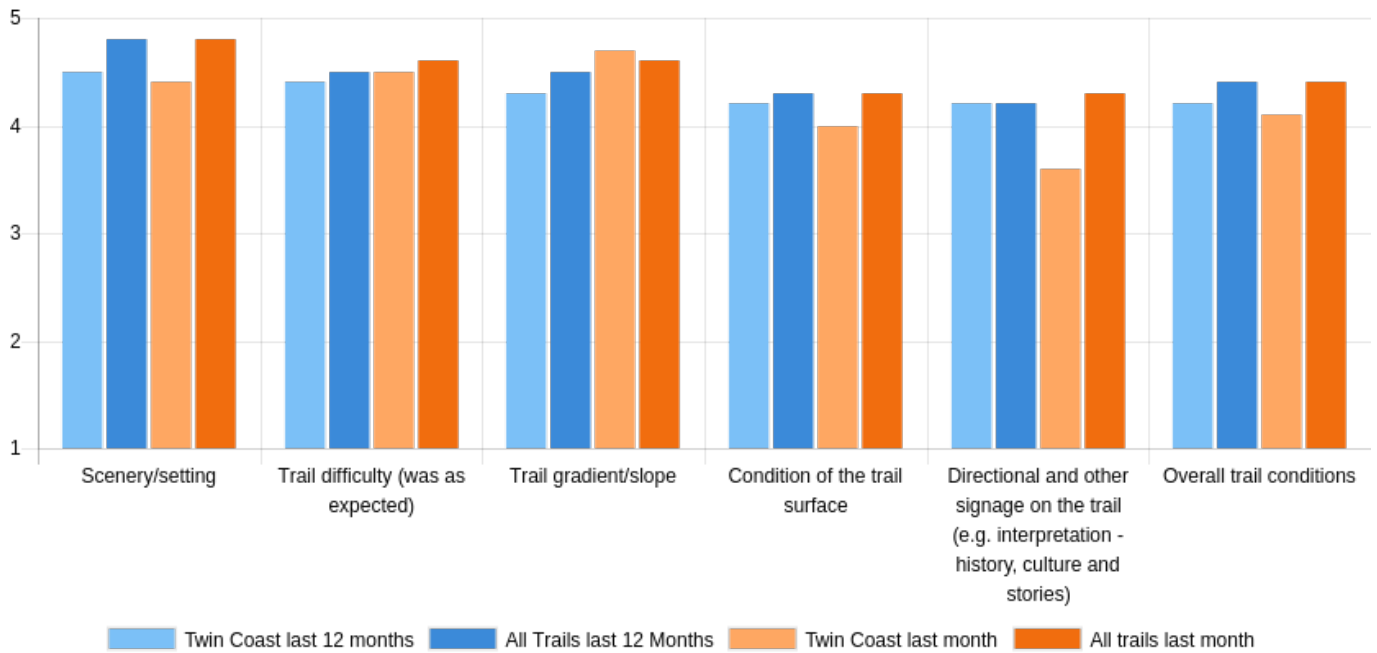
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4244 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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	4.6
Quality of hire bikes	4.5	4.5	4.3	4.5
Bike shuttle/other transport service available to/from the trail	4.5	4.5	4.2	4.6
Guiding on the cycle trail	4.2	4.2	4.8	4.3
Toilet facilities along the trail	3.7	3.8	3.6	3.8
Accommodation available in the area of the trail	4.1	4.3	3.7	4.4
Food and beverage services available along the trail	3.5	3.9	3.0	3.9

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

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4245 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)



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

Sample Size: Twin Coast last 12 months 203 / 206 (99%) | All Trails last 12 Months 4245 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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	4.5	4.5	4.6
Trail gradient/slope	4.3	4.5	4.7	4.6
Condition of the trail surface	4.2	4.3	4.0	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	3.6	4.3
Overall trail conditions	4.2	4.4	4.1	4.4

Gender

Sample Size: Twin Coast last 12 months 206 / 206 (100%) | All Trails last 12 Months 4249 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	39%	49%	50%	52%
Female	60%	50%	50%	48%
Gender diverse	1%	1%	0%	0%

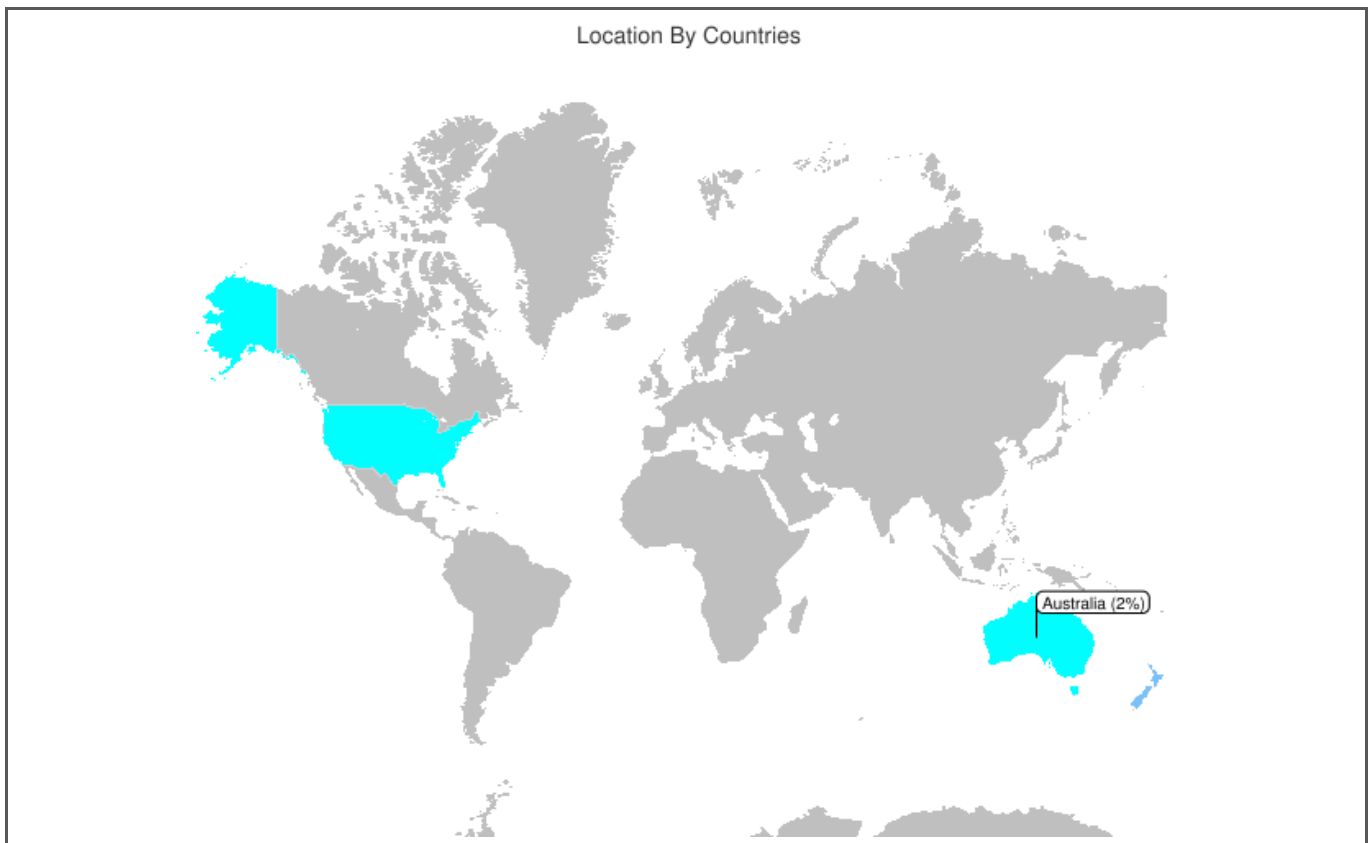
Age

Sample Size: Twin Coast last 12 months 206 / 206 (100%) | All Trails last 12 Months 4248 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (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%	3%
20 to 29 years	1%	5%	0%	5%
30 to 39 years	7%	10%	0%	9%
40 to 49 years	21%	22%	30%	18%
50 to 59 years	34%	30%	30%	28%
60 to 69 years	27%	23%	20%	27%
70 years or more	7%	8%	20%	9%
Would prefer not to say	1%	0%	0%	1%

Location

Sample Size: Twin Coast last 12 months 206 / 206 (100%)



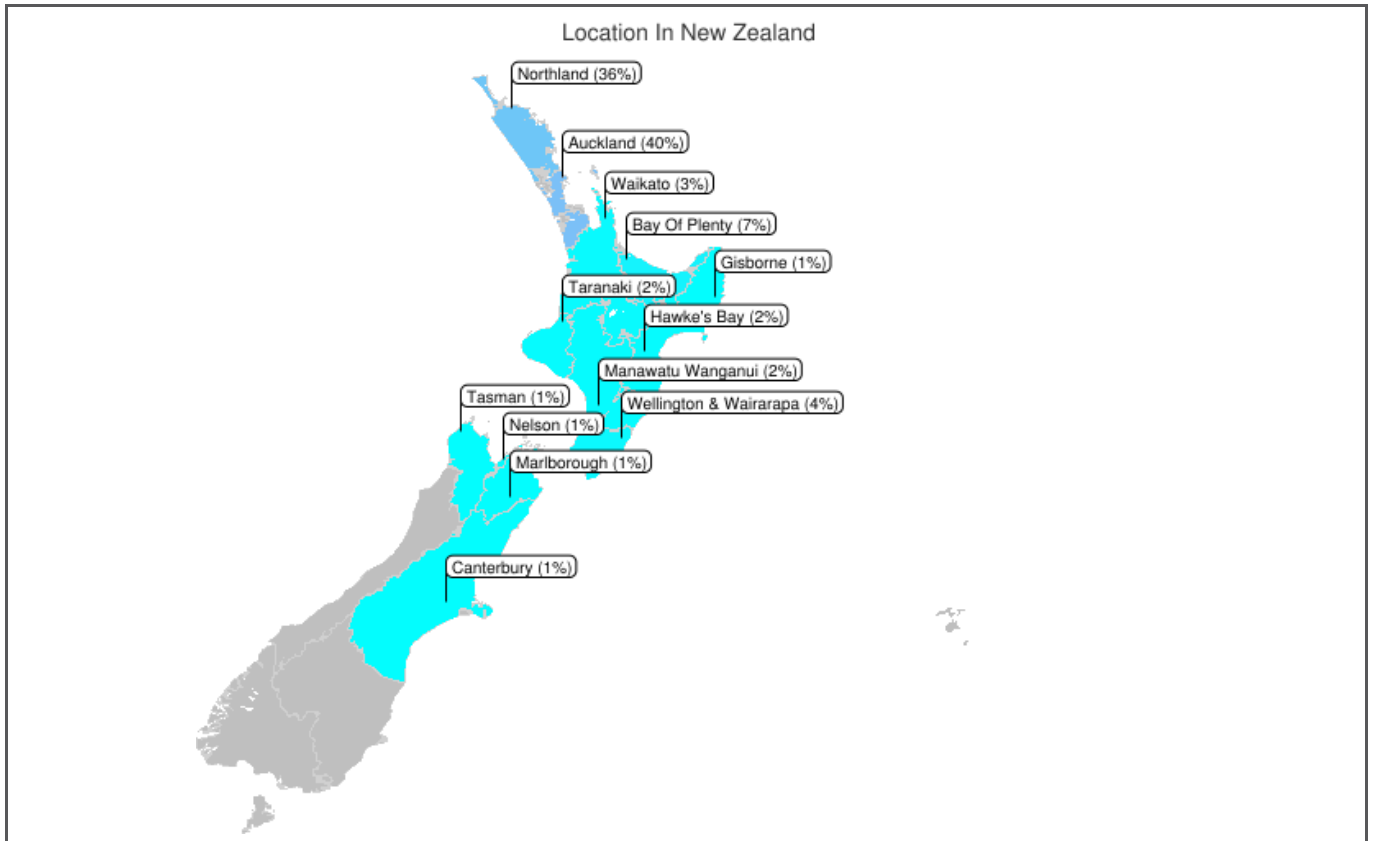
Location

Sample Size: Twin Coast last 12 months 206 / 206 (100%) | All Trails last 12 Months 4249 / 4249 (100%) | Twin Coast last month 10 / 10 (100%) | All trails last month 534 / 534 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	6%	0%	8%
New Zealand	93%	90%	100%	86%
United States	1%	1%	0%	1%

Location

Sample Size: Twin Coast last 12 months 192 / 206 (93%)



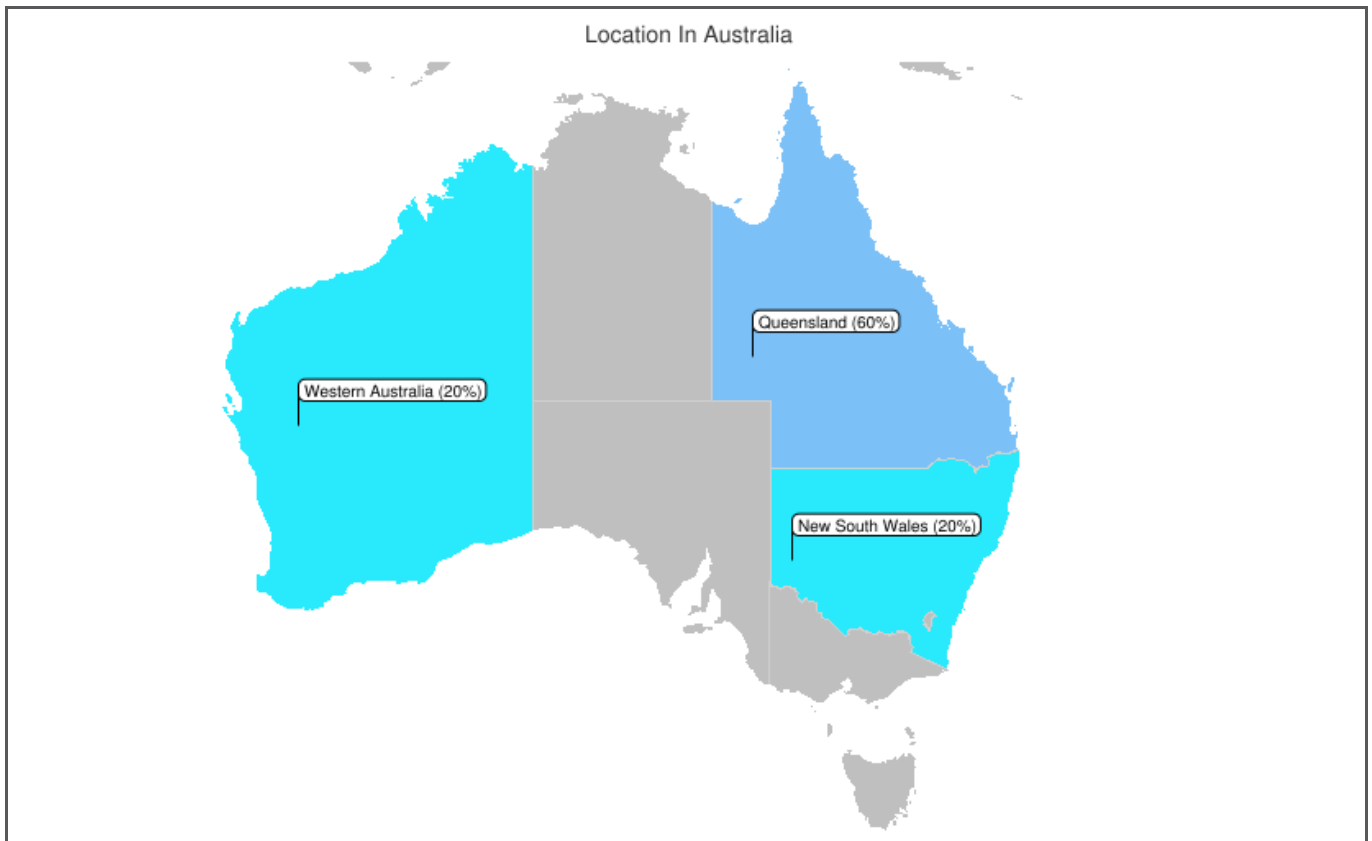
Location

Sample Size: Twin Coast last 12 months 192 / 206 (93%) | All Trails last 12 Months 3823 / 4249 (90%) | Twin Coast last month 10 / 10 (100%) | All trails last month 459 / 534 (86%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	36%	3%	30%	1%
Auckland	40%	15%	50%	12%
Waikato	3%	12%	0%	16%
Bay Of Plenty	7%	9%	0%	21%
Gisborne	1%	1%	0%	0%
Hawke's Bay	2%	7%	0%	2%
Taranaki	2%	1%	0%	1%
Manawatu Wanganui	2%	2%	0%	2%
Wellington	4%	7%	20%	6%
Tasman	1%	5%	0%	2%
Nelson	1%	8%	0%	6%
Marlborough	1%	2%	0%	0%
Canterbury	1%	11%	0%	8%

Location

Sample Size: Twin Coast last 12 months 5 / 206 (2%)



Location

Sample Size: Twin Coast last 12 months 5 / 206 (2%) | All Trails last 12 Months 240 / 4249 (6%) | Twin Coast last month 0 / 10 (0%) | All trails last month 42 / 534 (8%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH

New South Wales	20%	42%	45%
Queensland	60%	25%	29%
Western Australia	20%	6%	0%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 7 / 10 (70%)

TWIN COAST LAST MONTH
great weather, easy track, second day was better in terms of scenery and variety
The fact I was with family and friends who helped me get through "gates" for which keys had been given but did not open gates. The fantastic mobility accessible facilities at Left Bank Accommodation in Kaikohe where we started. In fact I would recommend this as a starting point - I think they even have food but I'd need to check!
The surprise swinging bridge!
The native bush
the trail from Ksikohe to horeke was the best part - lots of information boards and toilets - the trail along the river was very pretty people at left bank kaikohe
could do with some maintenace. some areas impassable unless you are prepared fo ride through very wet areas
away from road, nice scenery and mostly flat

Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 9 / 10 (90%)

TWIN COAST LAST MONTH

lack of good food stops or cafes. we missed out on staying at the hotel in kaikohe but did eat there which was good as there were no other options. motel next door was pretty basic. would like to see someone (local trust?) set up local maori into business servicing the trail .

A map showing where gates are. Updating the website! It was showing the tunnel was closed - the signage was saying it was closed and a detour required. However one member of our group had been told over the phone that it was now open so she took the tunnel as there was no gate or anything else stopping her. Sure enough it was fine. Very poor communication by the website. Keys that opened gates. Gates with padlocks and keys that opened them where there are no gates - ie concrete structure where there 'could have been a gate?' Cycle 'crush' pass only, ie no gate at all!!! eg end of the long stretch of boardwalk beside railway lines. There is no way a train and my trike could have passed. I would be unable to move off - no room at all and I can't stand without holding something. On a single lane close to Opuia we were stopped by 3 cars and their occupants claiming it was their drive and their right to go along it. We knew this was not true and in fact a Trustee and his Wife happened to come along and confirm this. However these occupants were drinking alcohol and were not backing out - I definitely could not pass and 2 of other members of our group chose to turn around with me and back to where I believe their actual driveway was and waited while they drove along the cycle trail and turned left into their private driveway. These people were not exactly threatening but they were not helpful or friendly. When we did cycle back along it toward Opuia at the end there was a 'forestry type' gate which had obviously been disabled for a while and had been pushed right back. The cycle crush sat lonely on the side of the track. One of the vehicle has rego HFT42 - I will be making a complaint to the police and I do want to be contacted please. The people who email or answer queries re the track really should be required to either walk or bike the trail. Someone should weekly check keys with gates. Accessible toilets In Opuia at the end of the track. This is an international entry port - there must be toilets there. There needs to be communication between track and port to make this accessible. Absolutely no facilities at the end of the track.

Fewer barriers overall and improved signage around Moerawa and Kawakawa.

Tranquility

there is a short section before the boardwalk that is very rough track

trail surface

more coffee stop options

Thanks

More shuttles and eating options in Horeke. The "tavern" owner does not appear to be very hospitable to cyclists unless they have paid for his services or made a booking with him.