



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Saturday 1st of February 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 the first day of last month (01/01/2020) and the last day of last month (31/01/2020)

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 21 / 21 (100%) | International 4 / 4 (100%) | Domestic 12 / 12 (100%) | Local 5 / 5 (100%) | getsmart Benchmark 1044 / 1044 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	52%	50%	58%	40%	69%
9	24%	25%	25%	20%	12%
8	5%	0%	8%	0%	10%
7	5%	25%	0%	0%	4%
6	5%	0%	0%	20%	2%
5	0%	0%	0%	0%	1%
4	0%	0%	0%	0%	1%
3	5%	0%	0%	20%	0%
2	5%	0%	8%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	62	75	75	20	77

Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 21 / 21 (100%) | International 4 / 4 (100%) | Domestic 12 / 12 (100%) | Local 5 / 5 (100%) | getsmart Benchmark 1044 / 1044 (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	5%	0%	0%	20%	0%
4	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	1%
6	5%	0%	8%	0%	2%
7	10%	0%	8%	20%	4%
8	14%	50%	8%	0%	14%
9	33%	25%	33%	40%	22%
10 (very satisfied)	33%	25%	42%	20%	54%
Average	8.6	8.8	8.9	7.6	9.1

Comments - Most enjoyed about experience

Sample Size: International 4 / 4 (100%)

INTERNATIONAL
Great surface to ride along, the signage and marking were good. The scenery was fantastic.
farmland entering horeke was georgous
Varied scenery, quiet, peaceful, could go at our ien pace snd just spend time together. lots of scenery surprises along the way - lively ride
Good for touring cyclists

Comments - Most enjoyed about experience

Sample Size: Domestic 7 / 12 (58%)

DOMESTIC
Left Bank hotel in Kaikohe is fantastic base.. Road to Opua 1st day and Mission House second. 2nd day along river etc fantastic !!
Biking Uakura Valley. Staying at Horeke Hotel Ice creams at Okaihau
the gradient and surface were very suitable for riding with kids and we loved catching the train.
the pub at the finish on 2nd day and the scenery
time in nature, the boardwalk nr Horeke and train ride in Kawakawa
Just loved it. We stayed in Kaikohe and so went downhill both ways - best idea ever! Outstanding. Only downside was not being able to have a cold beer on arrival in Horeke because the pub owner was AWOL.
We were looked after very well by Top Trail owners Ray & Robyn. Their B&B accommodation was excellent. Their pick up service was great.

Comments - Most enjoyed about experience

Sample Size: Local 4 / 5 (80%)

LOCAL
I was very impressed with the amount of effort and hard work that has gone into the completion of the cycle trails. very privileged to have shared this experience
Very scenic along the river between Okaihau and Horeke.
having a tunnel bridges railway with a train
time with family and friends

Comments - What might have made the experience more enjoyable

Sample Size: International 4 / 4 (100%)

INTERNATIONAL
The end point of the trail could have services and better signage to indicate the end. Thankfully a food van was nearby for refreshments.
I had to takeoff my bags at half of the road crossings. I spoke with the woman who lil spoke with the woman who lives next to the picnic area above Horeke. She was unaware and uncomfortable that i told her that your app said she provided rooms. i felt intrusive
if we'd planned it better to go all the way, stay over, then come back the following day. we made it to Mint for a meal, then back again. Or provide bike hire until 8.30 am the following day to allow time to attempt there and back in a day
N/A

Comments - What might have made the experience more enjoyable

Sample Size: Domestic 9 / 12 (75%)

DOMESTIC
Great weather w great ride from Kaikohe to Opuia.
A beer at Horeke, but pub has closed. No cold drinks at Mission House either
more trail markers or clearer maps enroute so you knew where you were on a section of the trail. better access to trail maps or brochures as i didn't find the maps on the website that useful or easy to use.
riding with friends. the trail itself
no food or drinks in Horeke. you need to remove the Horeke hotel feom your website and all information. the owner is a rude asshole. poor Transport options from Horeke very expensive never again because of these issues
less cycle gate
The cold beer. :) There was also a funny experience at the bakery cafe in Okaihau where the food was great but the service not at all. Loved everything about the trail itself.
Everything is what we expected. Well done
Cafe, food, water available at Horeke

Comments - What might have made the experience more enjoyable

Sample Size: Local 2 / 5 (40%)

LOCAL
nothing at all
The metal barriers to pass through are very difficult. We had one bike with panniers that was a struggle to get through and 2 bikes carrying small children on bike seats. It would have been almost impossible for the parents to have managed to get these bikes through if there hadn't been extra adults to help. This trail is most definitely not family friendly and I wouldn't recommend to friends with younger children. Trailers for small children are not possible on this trail. It is nowhere near as attractive to families as the Otago Cycle trail.