



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/02/2019) and the last day of last month (31/01/2020)

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 (01/02/2019) and the last day of last month (31/01/2020)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/02/2019) and the last day of last month (31/01/2020)

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 (01/01/2020) and the last day of last month (31/01/2020)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/01/2020) and the last day of last month (31/01/2020)

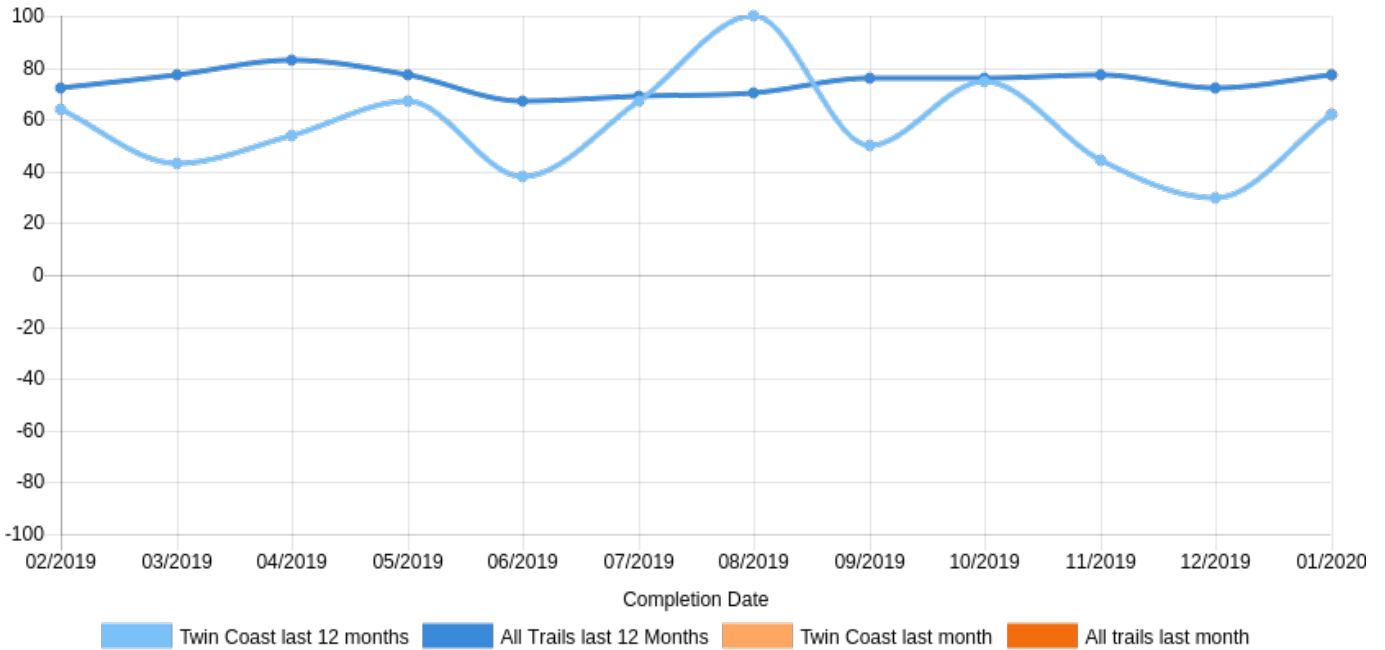
Net Promoter Score©

Sample Size: Twin Coast last 12 months 187 / 188 (99%) | All Trails last 12 Months 3863 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	56	76	62	77

Net Promoter Score©

Sample Size: Twin Coast last 12 months 187 / 188 (99%) | All Trails last 12 Months 3863 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)



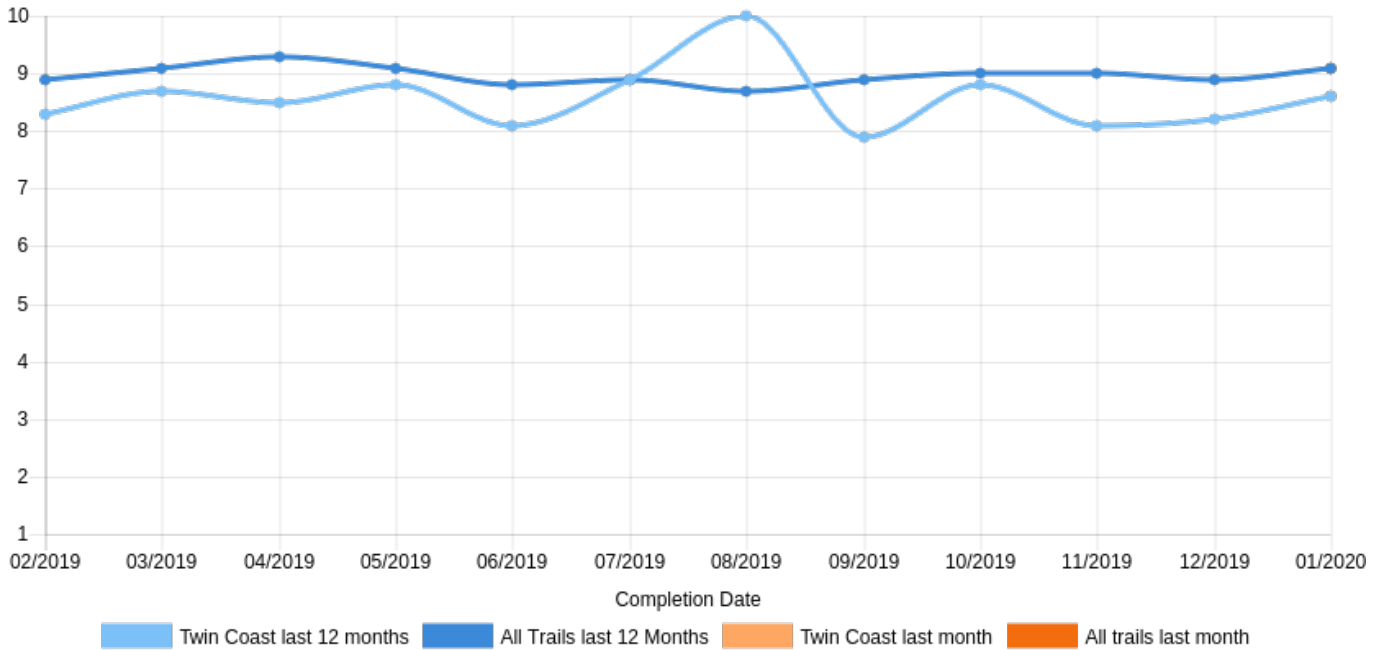
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.5	9.1	8.6	9.1

Overall Satisfaction

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 184 / 188 (98%) | All Trails last 12 Months 3859 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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%	61%	48%	61%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	8%	10%	19%	11%
The AA guide	16%	7%	29%	6%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	5%	2%
Newspaper or magazine	17%	11%	19%	10%
Travel guide/book	5%	7%	0%	6%
Trail brochure/map	9%	14%	19%	13%
Trail website	26%	17%	48%	17%
New Zealand Cycle Trail website	40%	20%	38%	18%
Social media (e.g. Facebook, Twitter, blog)	9%	12%	24%	10%
Other (please specify)	10%	15%	5%	16%

Local or visitor to area

Sample Size: Twin Coast last 12 months 184 / 188 (98%) | All Trails last 12 Months 3859 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	28%	37%	24%	40%
I was visiting the area	72%	63%	76%	60%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 132 / 188 (70%) | All Trails last 12 Months 2429 / 3864 (63%) | Twin Coast last month 16 / 21 (76%) | All trails last month 630 / 1044 (60%)

	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%	78%	75%	67%
No - I was already visiting or had planned to visit for other reasons	19%	22%	25%	33%

Trail use

Sample Size: Twin Coast last 12 months 185 / 188 (98%) | All Trails last 12 Months 3860 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	51%	53%	43%	55%
Cycling/walking for relaxation	39%	44%	57%	46%
Commuting to/from school or work	0%	1%	0%	1%
Training for an event	2%	8%	0%	10%
Cycling holiday	44%	36%	43%	35%
Walking holiday	1%	2%	0%	2%
Sightseeing	27%	24%	33%	23%
Spending time/socialising with friends/family	40%	37%	52%	37%
Other (please specify)	5%	6%	5%	5%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 185 / 188 (98%) | All Trails last 12 Months 3860 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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)	15%	11%	5%	10%
Cycling the trail (on a mountain bike)	56%	58%	52%	61%
Cycling the trail (on a electric bicycle/e-bike)	9%	9%	19%	7%
Cycling the trail (on a e-mountain bike)	6%	7%	0%	6%
Cycling the trail (on a hybrid bike)	8%	3%	19%	3%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	8%
Running/jogging	2%	3%	0%	3%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	2%	1%	5%	2%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 133 / 188 (71%) | All Trails last 12 Months 2430 / 3864 (63%) | Twin Coast last month 16 / 21 (76%) | All trails last month 629 / 1044 (60%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.97	3.63	3.69	3.94

Extended stay in area

Sample Size: Twin Coast last 12 months 23 / 188 (12%) | All Trails last 12 Months 474 / 3864 (12%) | Twin Coast last month 4 / 21 (19%) | All trails last month 208 / 1044 (20%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	30%	16%	25%	13%
No	70%	84%	75%	87%

Extra nights in area

Sample Size: Twin Coast last 12 months 7 / 188 (4%) | All Trails last 12 Months 75 / 3864 (2%) | Twin Coast last month 1 / 21 (5%) | All trails last month 27 / 1044 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.29	2	1	1.41

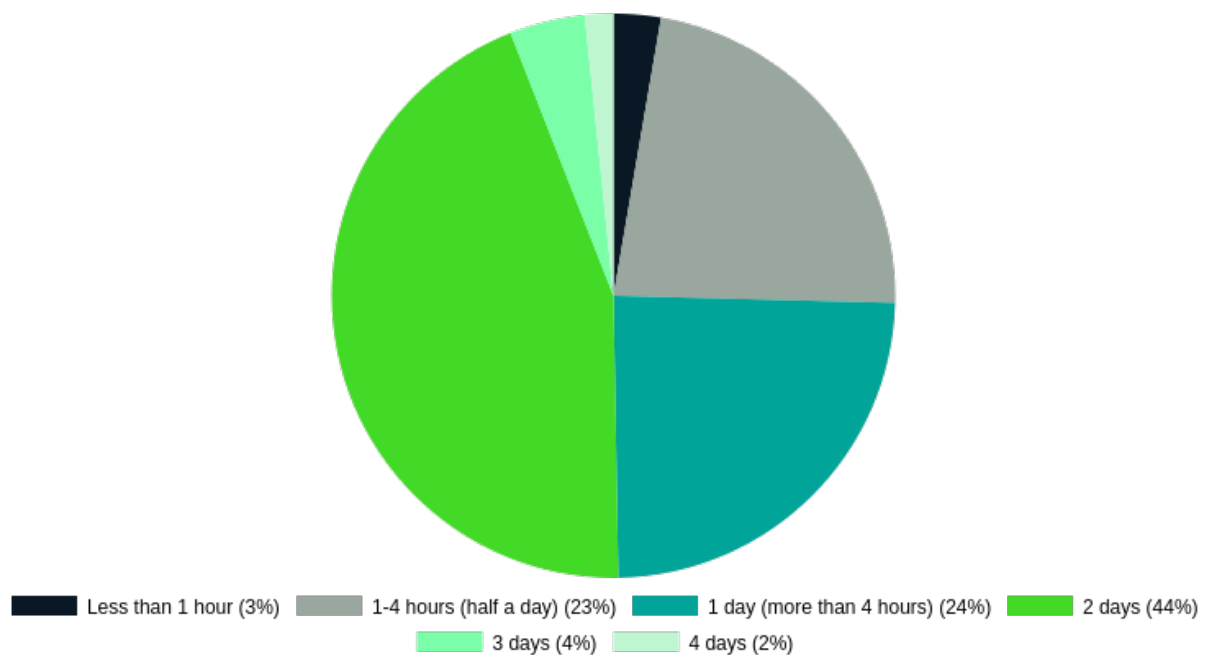
Travel Party Numbers

Sample Size: Twin Coast last 12 months 185 / 188 (98%) | All Trails last 12 Months 3860 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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:	3.42	3.69	2.95	2.83
Children, aged 14 years or less:	0.47	0.44	0.52	0.35

Time spent on the trail

Sample Size: Twin Coast last 12 months 185 / 188 (98%)



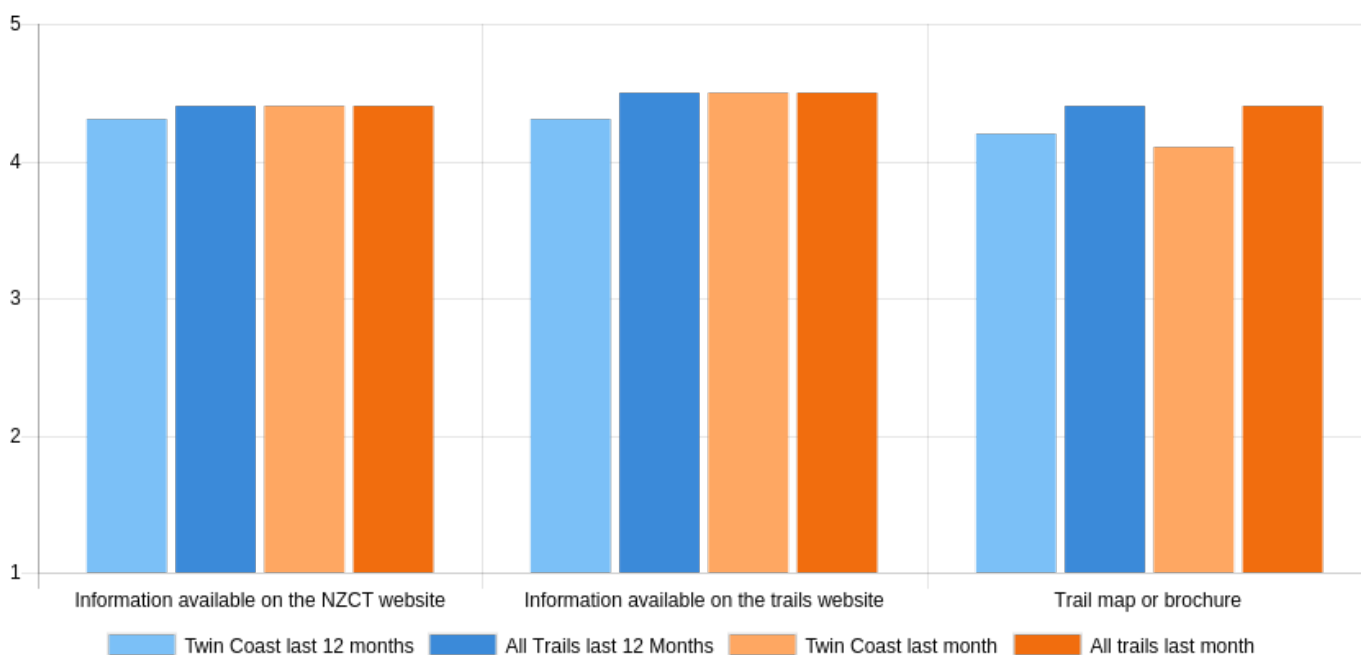
Time spent on the trail

Sample Size: Twin Coast last 12 months 185 / 188 (98%) | All Trails last 12 Months 3859 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	3%	3%	5%	3%
1-4 hours (half a day)	23%	36%	29%	45%
1 day (more than 4 hours)	24%	16%	33%	17%
2 days	44%	15%	29%	13%
3 days	4%	10%	0%	7%
4 days	2%	11%	5%	8%
5 days	0%	5%	0%	3%
6 days or more	0%	4%	0%	4%

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

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)



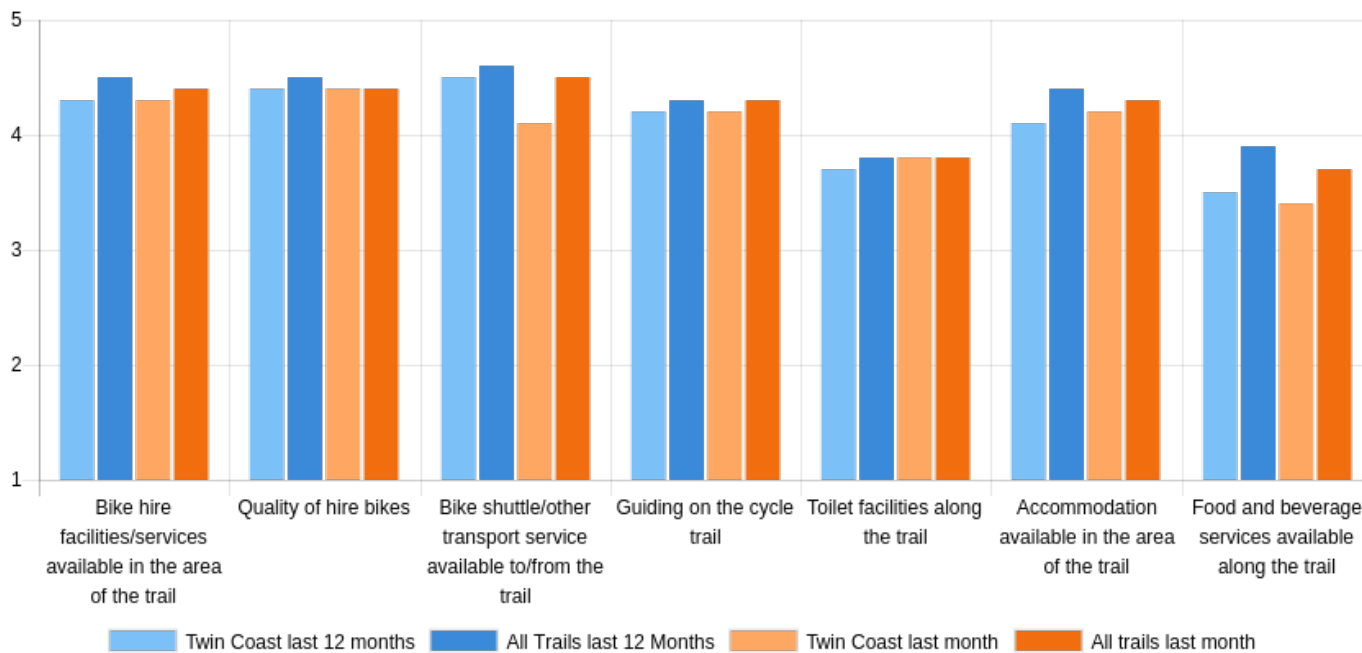
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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	4.3	4.4	4.4	4.4
Information available on the trails website	4.3	4.5	4.5	4.5
Trail map or brochure	4.2	4.4	4.1	4.4

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

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)



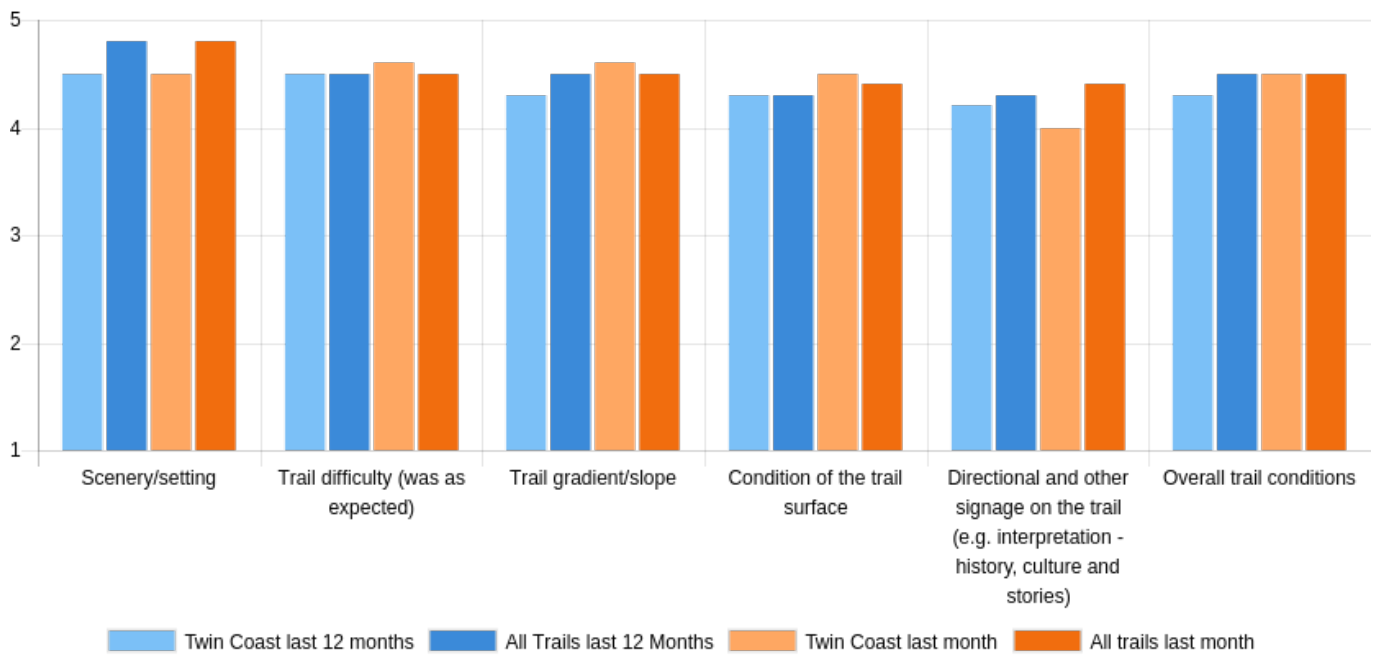
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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	4.5	4.3	4.4
Quality of hire bikes	4.4	4.5	4.4	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.6	4.1	4.5
Guiding on the cycle trail	4.2	4.3	4.2	4.3
Toilet facilities along the trail	3.7	3.8	3.8	3.8
Accommodation available in the area of the trail	4.1	4.4	4.2	4.3
Food and beverage services available along the trail	3.5	3.9	3.4	3.7

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

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)



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

Sample Size: Twin Coast last 12 months 186 / 188 (99%) | All Trails last 12 Months 3861 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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)	4.5	4.5	4.6	4.5
Trail gradient/slope	4.3	4.5	4.6	4.5
Condition of the trail surface	4.3	4.3	4.5	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.3	4.0	4.4
Overall trail conditions	4.3	4.5	4.5	4.5

Gender

Sample Size: Twin Coast last 12 months 188 / 188 (100%) | All Trails last 12 Months 3864 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	51%	52%	53%
Female	57%	49%	48%	47%
Gender diverse	1%	0%	0%	0%

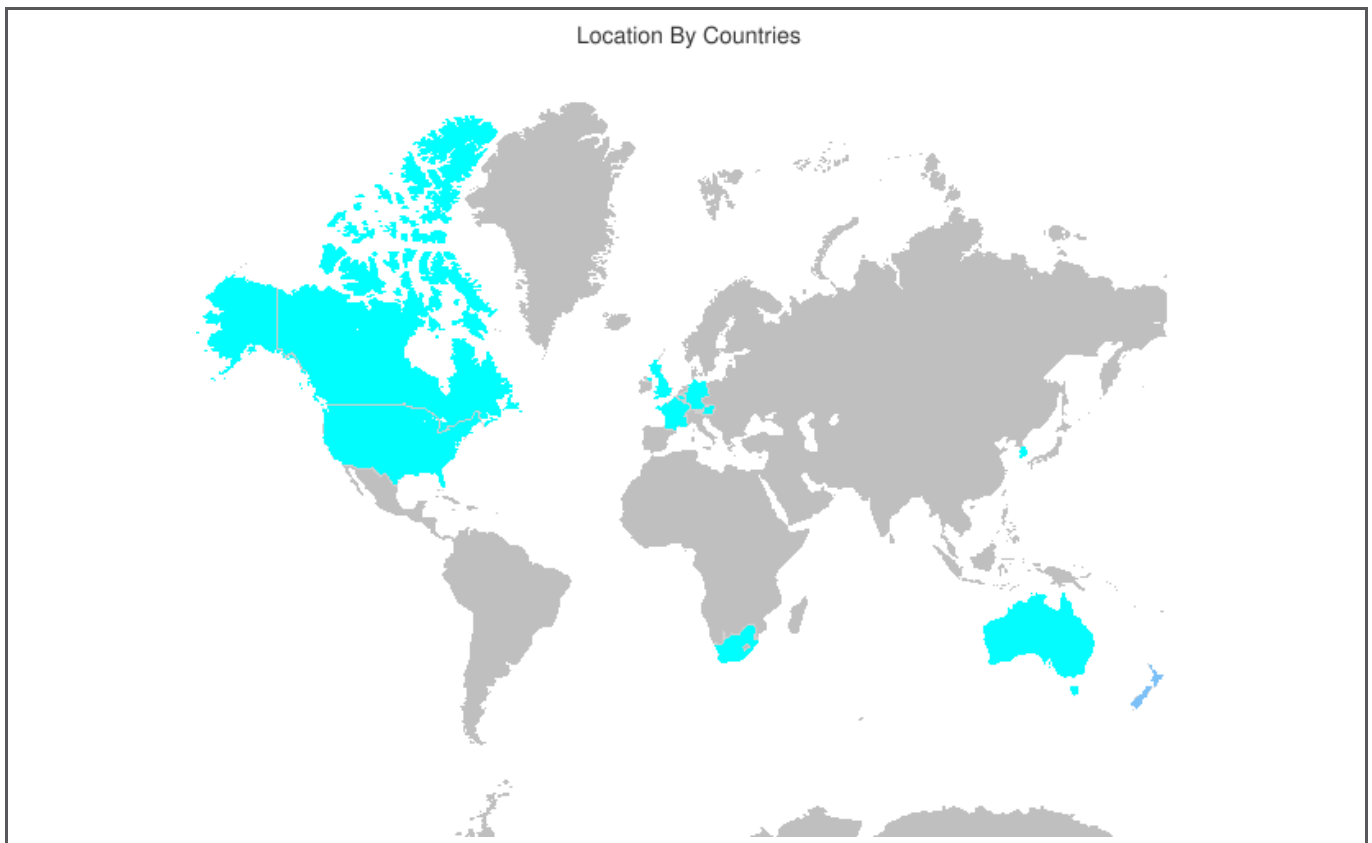
Age

Sample Size: Twin Coast last 12 months 188 / 188 (100%) | All Trails last 12 Months 3864 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (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%	0%	2%
20 to 29 years	2%	4%	0%	4%
30 to 39 years	6%	9%	0%	10%
40 to 49 years	19%	21%	24%	23%
50 to 59 years	37%	29%	38%	29%
60 to 69 years	27%	26%	29%	25%
70 years or more	7%	9%	10%	6%
Would prefer not to say	1%	0%	0%	1%

Location

Sample Size: Twin Coast last 12 months 188 / 188 (100%)



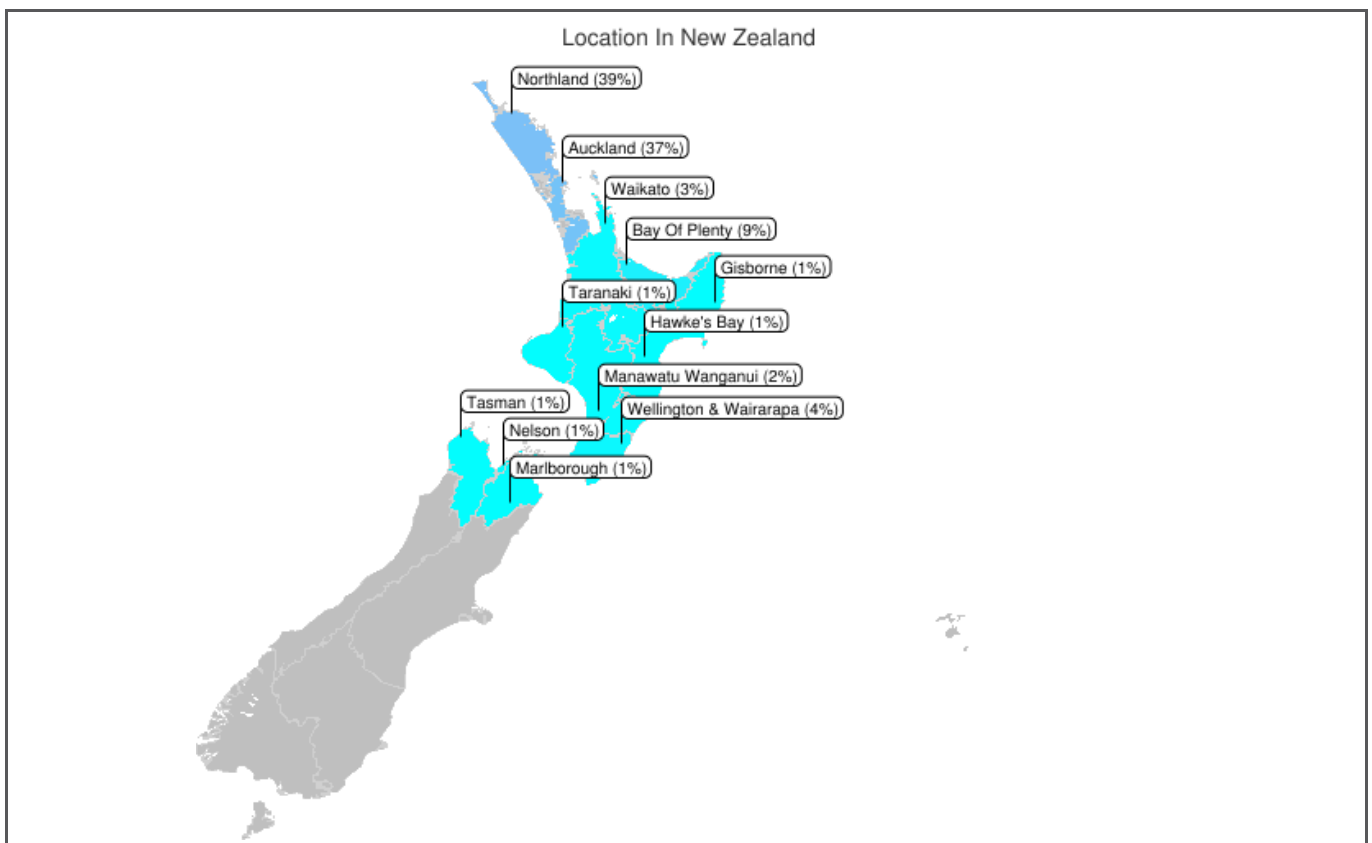
Location

Sample Size: Twin Coast last 12 months 188 / 188 (100%) | All Trails last 12 Months 3864 / 3864 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 1044 / 1044 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	3%	7%	5%	6%
Austria	1%	0%	0%	0%
Belgium	1%	0%	0%	0%
Canada	1%	0%	0%	0%
France	1%	0%	0%	0%
Germany	1%	1%	0%	1%
Korea, Republic Of	1%	0%	0%	0%
New Zealand	91%	88%	81%	88%
South Africa	1%	0%	5%	0%
United Kingdom	1%	1%	5%	2%
United States	2%	1%	5%	1%

Location

Sample Size: Twin Coast last 12 months 172 / 188 (91%)



Location

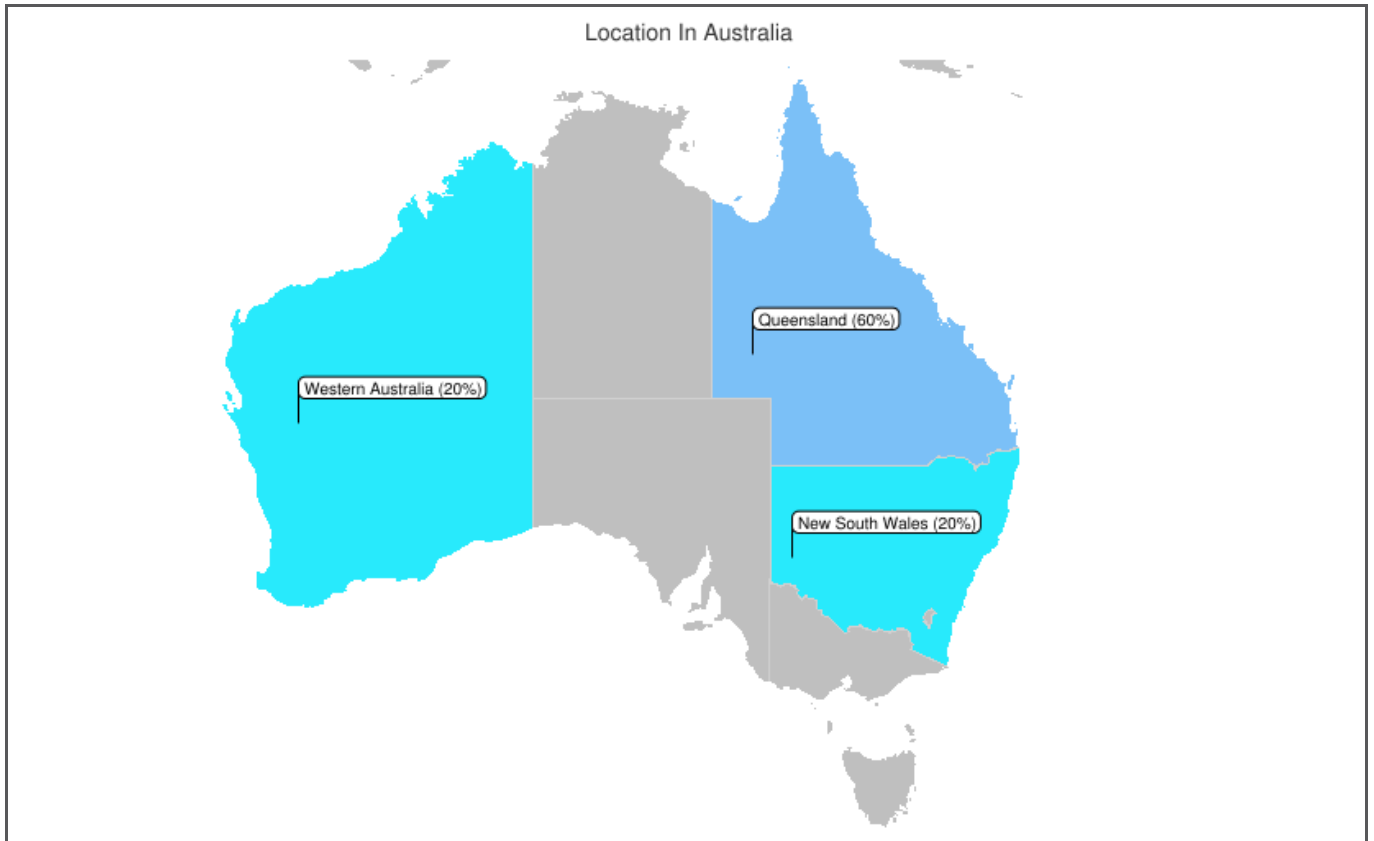
Sample Size: Twin Coast last 12 months 172 / 188 (91%) | All Trails last 12 Months 3409 / 3864 (88%) | Twin Coast last month 17 / 21 (81%) | All trails last month 920 / 1044 (88%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	39%	3%	41%	2%
Auckland	37%	16%	29%	12%

Waikato	3%	11%	12%	10%
Bay Of Plenty	9%	12%	12%	14%
Gisborne	1%	1%	0%	1%
Hawke's Bay	1%	7%	0%	2%
Taranaki	1%	1%	0%	1%
Manawatu Wanganui	2%	2%	6%	2%
Wellington	4%	10%	0%	19%
Tasman	1%	4%	0%	3%
Nelson	1%	6%	0%	6%
Marlborough	1%	2%	0%	1%

Location

Sample Size: Twin Coast last 12 months 5 / 188 (3%)



Location

Sample Size: Twin Coast last 12 months 5 / 188 (3%) | All Trails last 12 Months 252 / 3864 (7%) | Twin Coast last month 1 / 21 (5%) | All trails last month 58 / 1044 (6%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	20%	40%	100%	41%
Queensland	60%	23%	0%	19%
Western Australia	20%	6%	0%	5%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 15 / 21 (71%)

TWIN COAST LAST MONTH
Left Bank hotel in Kaikohe is fantastic base.. Road to Opua 1st day and Mission House second. 2nd day along river etc fantastic !!
Biking Utahara Valley. Staying at Horeke Hotel Ice creams at Okaihau
Great surface to ride along, the signage and marking were good. The scenery was fantastic.
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
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
Very scenic along the river between Okaihau and Horeke.
time in nature, the boardwalk nr Horeke and train ride in Kawakawa
farmland entering horeke was gorgeous
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.
Varied scenery, quiet, peaceful, could go at our own pace and just spend time together. lots of scenery surprises along the way - lively ride
We were looked after very well by Top Trail owners Ray & Robyn. Their B&B accommodation was excellent. Their pick up service was great.
having a tunnel bridges railway with a train
Good for touring cyclists
time with family and friends

Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 15 / 21 (71%)

TWIN COAST LAST MONTH
Great weather w great ride from Kaikohe to Opuia.
A beer at Horeke, but pub has closed. No cold drinks at Mission House either
The end point of the trail could have services and better signage to indicate the end. Thankfully a food van was nearby for refreshments.
nothing at all
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
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.
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
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
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.
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
Everything is what we expected. Well done
Cafe, food, water available at Horeke
N/A