



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Sunday 1st of March 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 (01/02/2020) and the last day of last month (29/02/2020)

**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 16 / 16 (100%) | International 1 / 1 (100%) | Domestic 8 / 8 (100%) | Local 7 / 7 (100%) | getsmart Benchmark 675 / 675 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	69%	0%	63%	86%	68%
9	13%	0%	13%	14%	13%
8	0%	0%	0%	0%	11%
7	13%	100%	13%	0%	4%
6	6%	0%	13%	0%	1%
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)	75	0	63	100	76

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 16 / 16 (100%) | International 1 / 1 (100%) | Domestic 8 / 8 (100%) | Local 7 / 7 (100%) | getsmart Benchmark 675 / 675 (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%	1%
5	0%	0%	0%	0%	3%
6	6%	100%	0%	0%	1%
7	6%	0%	13%	0%	6%
8	13%	0%	25%	0%	18%
9	25%	0%	25%	29%	20%
10 (very satisfied)	50%	0%	38%	71%	51%
Average	9.1	6.0	8.9	9.7	9.0

## Comments - Most enjoyed about experience

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
separate bike path, nice scenery - especially at the beginning up to Kawakawa

## Comments - Most enjoyed about experience

Sample Size: Domestic 8 / 8 (100%)

DOMESTIC
The ends were far the best parts. Kawakawa to Okaihau was a bit uninspiring (although there were the odd nice bits)
diverse scenery how people live
Riding for several hours with no traffic to worry about
The scenery was lovely. The trail was in good condition and we felt very safe.
What a fantastic asset for Northland. A beautiful part of the world & by cycling the trail you get to see it from a different perspective. We thoroughly enjoyed it.
Great scenery. Lovely accommodation on a relaxing holiday.
The trail surface and condition was excellent. Nice scenery especially on the Okaihau to Horeke section. Fantastic icecream at Horeke thank goodness because nothing else in way of food or drink.
it was a well maintained trail and well signposted. we cycled west to east on the twin coast trail in one day. An excellent experience.

## Comments - Most enjoyed about experience

Sample Size: Local 7 / 7 (100%)

LOCAL
I enjoy he trail riding as you dont have any traffic to get through. Quiet and peace full. Great seanary and history.
Meeting the people along the trail - the services provided along the trail
Excellent experience, will look at how we can encourage more people to complete the trail and increase staff knowledge about other businesses associated with the site to assist in making reccomendations to other visitors about local activities and providers
Horeke is my hometown but to see its beauty from the cycle trail was magical. You can see that an enormous amount of work has gone into the Cycle Trail...well done
The variety of scenery The fantastic condition of the trail
scenery, stop at the toilet, bush tracks, Wairere Boulders at the end - beautiful lunch
meeting new people while enjoying a bike ride. peaceful scenery and calming

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

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
NO BARRIERS!!!! they were so annoying with my panniers, i had to get them off every 5 minutes and even damaged my handlebar tape due to some of the barriers being too high for my bike. this was a big fault of the trail which otherwise could have been very pleasant...

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

Sample Size: Domestic 6 / 8 (75%)

DOMESTIC
Horeke has no food Tour companies could provide a packed lunch( at a cost) for cyclists to enjoy at end of trail at the stunning setting of the Mangugnu Mission House
Nothing
We would like to have ridden further than what we did but we needed to turn around to get back to our vehicles. The cost of shuttles for cyclists is prohibitive. This means you can only do a portion of the trail at any one time rather than completing coast to coast.
It would have been good to have a few more seats in shaded areas to stop and have a drink and snack. The squeeze bars were a bit of a pain but we did realise that it stopped our bums being numb by having to get off and on the bike so many times.
Food and drink place at Horeke.
The cafe owner at okaihau was not friendly and welcoming. We left before purchasing anything. Property owners in the north need to do a big tidy up of their property as there were many car wrecks , old dilapidated boats , and alot rubbish. Whilst i appreciate people all live different lives, land that simply stores rubbish and items that can no longer be used is an eye saw.

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

Sample Size: Local 7 / 7 (100%)

LOCAL
Nothing to offer as it is everything that could be expected.
More stories from the trail, Maori and NZ European stories - very little information along the way and I expected some Pou Pou along the trail?
no complaints, enjoyable experience
Being more fit haha
More cultural, historical info panels
A tour guide
at the end of the trail in horeke a cold refreshment. such a shame the Horeke tavern is closed.