



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/03/2019) and the last day of last month (29/02/2020)

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 (01/03/2019) and the last day of last month (29/02/2020)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/03/2019) and the last day of last month (29/02/2020)

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 (01/02/2020) and the last day of last month (29/02/2020)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/02/2020) and the last day of last month (29/02/2020)

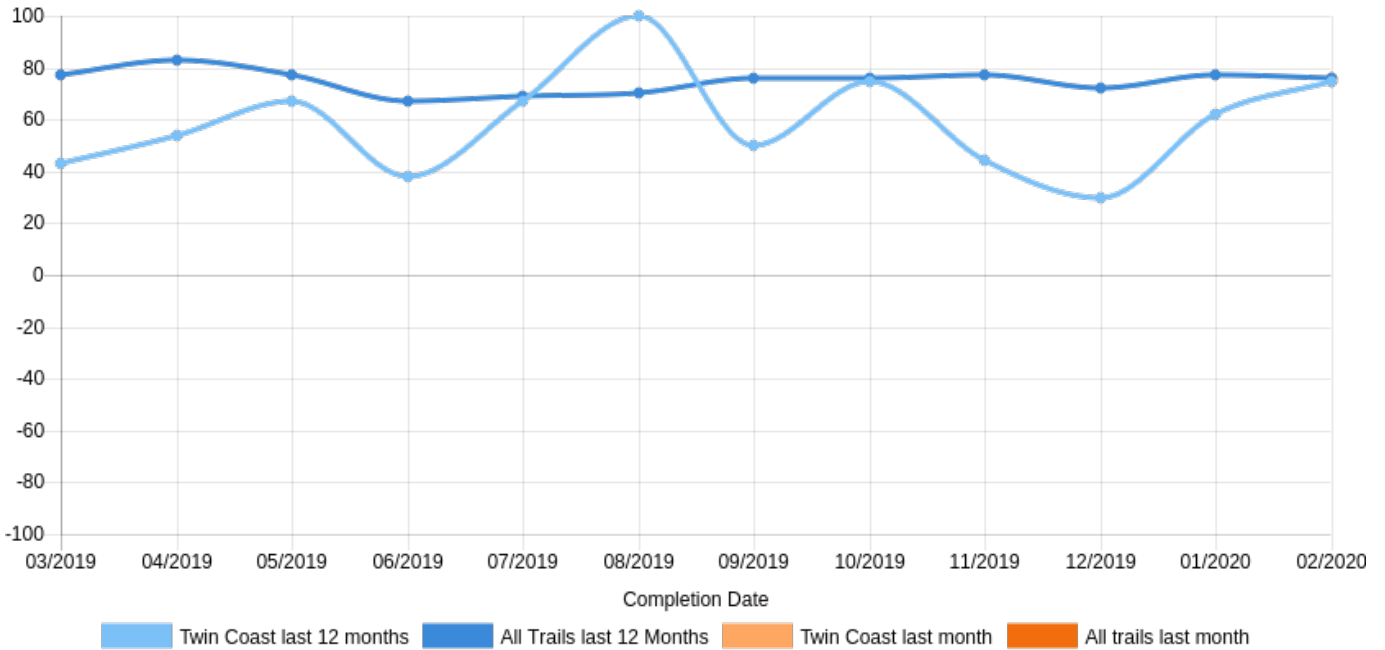
Net Promoter Score©

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4196 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	56	76	75	76

Net Promoter Score©

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4196 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)



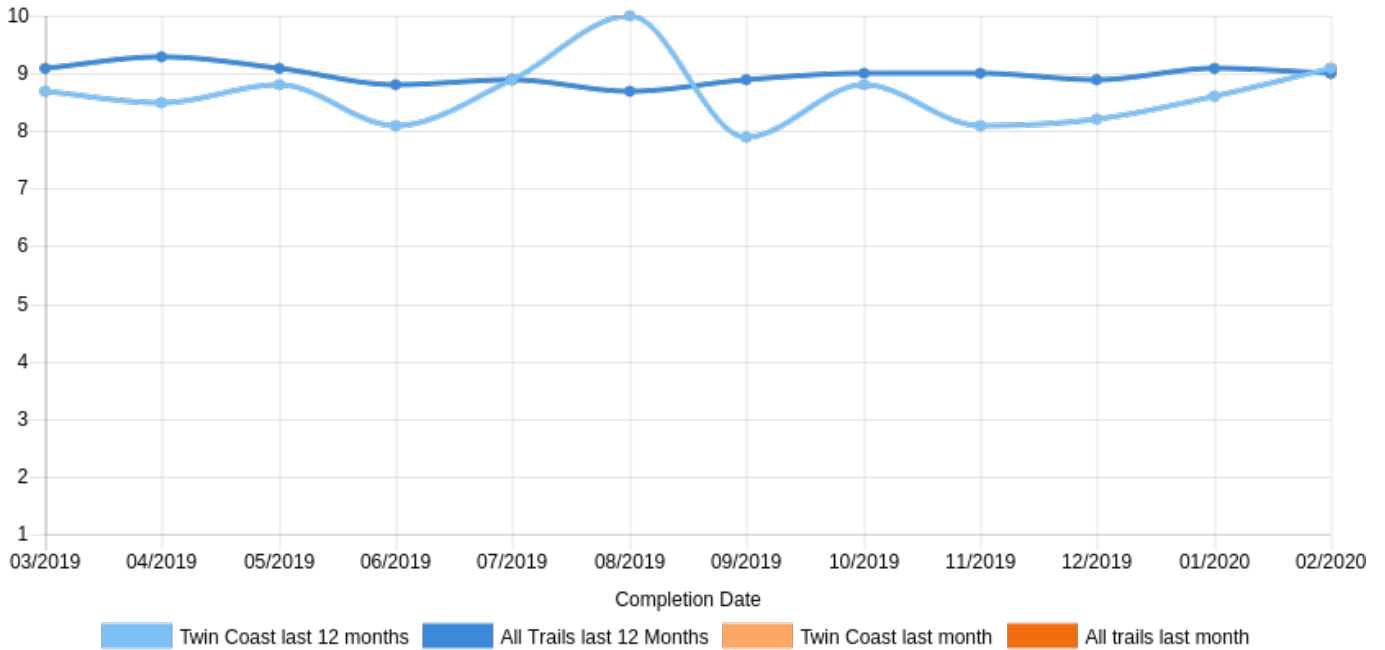
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

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

Overall Satisfaction

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 167 / 171 (98%) | All Trails last 12 Months 4193 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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)	48%	61%	56%	60%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	9%	10%	13%	10%
The AA guide	17%	7%	13%	6%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	6%	2%
Newspaper or magazine	17%	11%	6%	9%
Travel guide/book	6%	7%	6%	7%
Trail brochure/map	11%	14%	13%	16%
Trail website	29%	17%	38%	15%
New Zealand Cycle Trail website	40%	19%	31%	15%
Social media (e.g. Facebook, Twitter, blog)	10%	12%	13%	10%
Other (please specify)	11%	15%	6%	18%

Local or visitor to area

Sample Size: Twin Coast last 12 months 167 / 171 (98%) | All Trails last 12 Months 4193 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	27%	40%	44%	46%
I was visiting the area	73%	60%	56%	54%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 122 / 171 (71%) | All Trails last 12 Months 2538 / 4197 (60%) | Twin Coast last month 9 / 16 (56%) | All trails last month 364 / 675 (54%)

	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%	77%	89%	72%
No - I was already visiting or had planned to visit for other reasons	19%	23%	11%	28%

Trail use

Sample Size: Twin Coast last 12 months 168 / 171 (98%) | All Trails last 12 Months 4194 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	46%	53%	31%	57%
Cycling/walking for relaxation	36%	44%	19%	43%
Commuting to/from school or work	0%	2%	0%	7%
Training for an event	3%	8%	6%	9%
Cycling holiday	53%	38%	44%	33%
Walking holiday	1%	3%	0%	3%
Sightseeing	25%	22%	19%	20%
Spending time/socialising with friends/family	36%	35%	44%	36%
Other (please specify)	6%	6%	19%	5%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 168 / 171 (98%) | All Trails last 12 Months 4194 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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)	16%	10%	31%	9%
Cycling the trail (on a mountain bike)	55%	57%	38%	56%
Cycling the trail (on a electric bicycle/e-bike)	11%	10%	19%	11%
Cycling the trail (on a e-mountain bike)	8%	7%	13%	8%
Cycling the trail (on a hybrid bike)	5%	3%	0%	3%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	2%	8%	0%	9%
Running/jogging	1%	3%	0%	3%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	2%	1%	0%	1%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 123 / 171 (72%) | All Trails last 12 Months 2537 / 4197 (60%) | Twin Coast last month 9 / 16 (56%) | All trails last month 363 / 675 (54%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.87	3.67	2	3.71

Extended stay in area

Sample Size: Twin Coast last 12 months 24 / 171 (14%) | All Trails last 12 Months 572 / 4197 (14%) | Twin Coast last month 1 / 16 (6%) | All trails last month 100 / 675 (15%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	29%	16%	0%	17%
No	71%	84%	100%	83%

Extra nights in area

Sample Size: Twin Coast last 12 months 7 / 171 (4%) | All Trails last 12 Months 91 / 4197 (2%) | Twin Coast last month 0 / 16 (0%) | All trails last month 17 / 675 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2.29	2.13	2.71

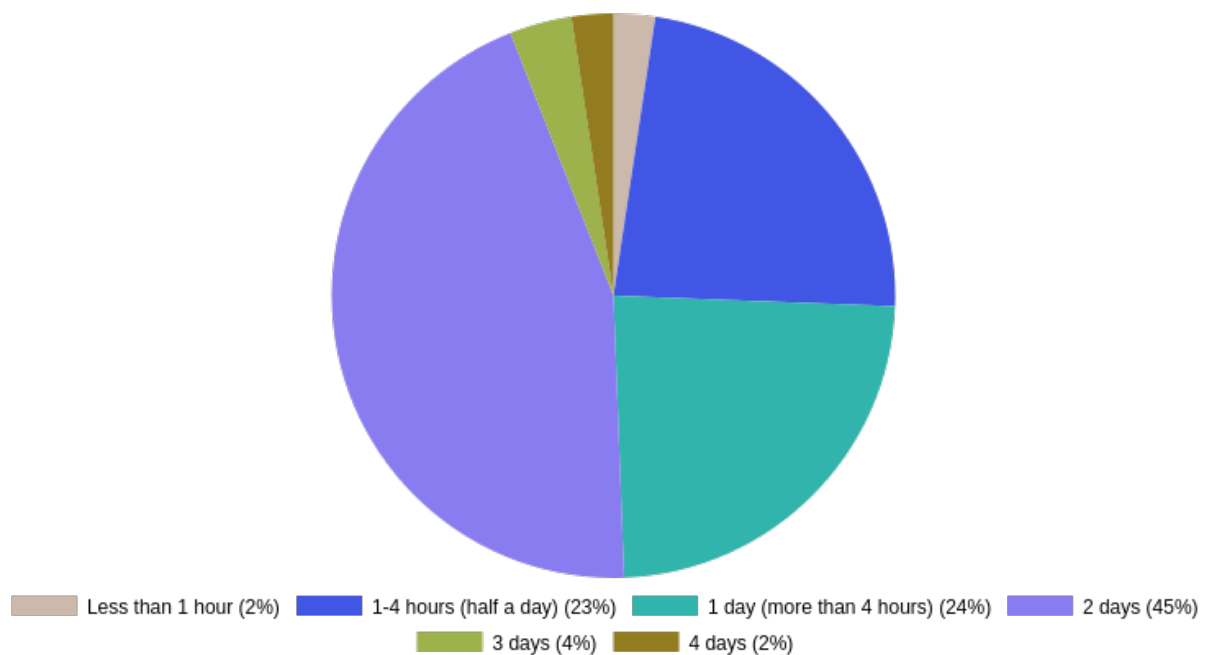
Travel Party Numbers

Sample Size: Twin Coast last 12 months 168 / 171 (98%) | All Trails last 12 Months 4194 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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:	3.51	3.62	6.06	3.3
Children, aged 14 years or less:	0.45	0.4	0.25	0.21

Time spent on the trail

Sample Size: Twin Coast last 12 months 168 / 171 (98%)



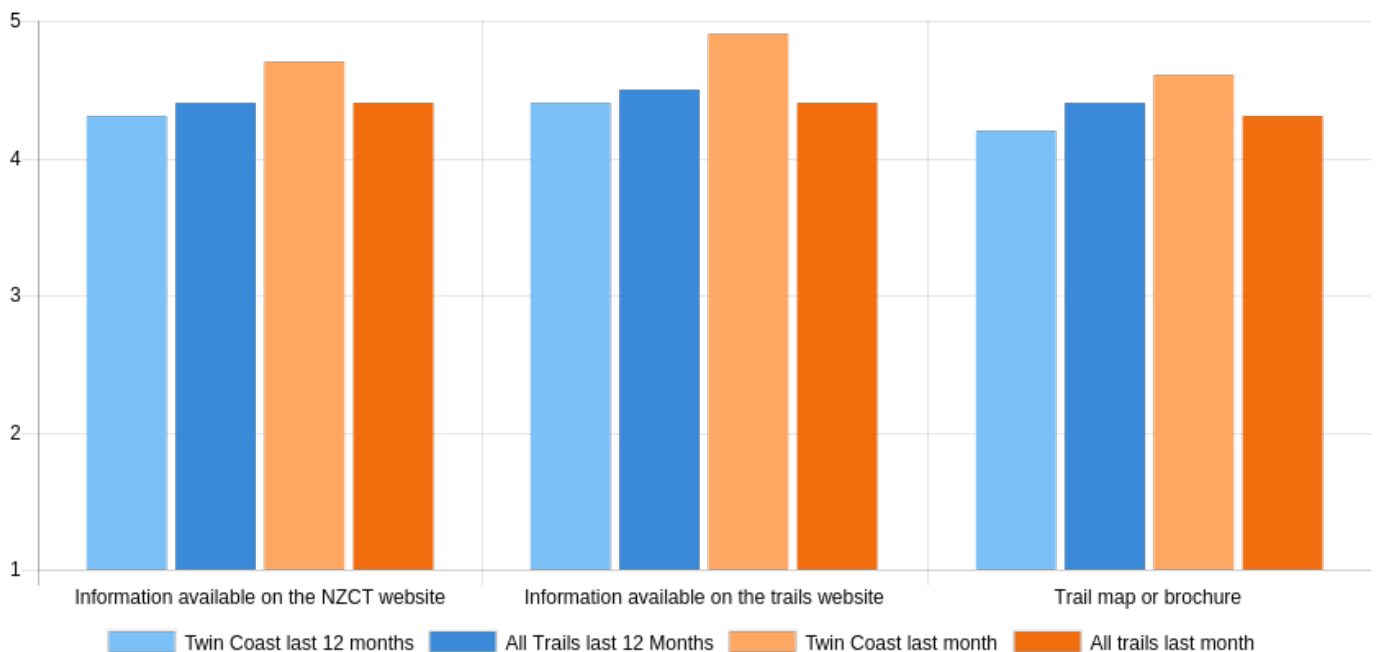
Time spent on the trail

Sample Size: Twin Coast last 12 months 168 / 171 (98%) | All Trails last 12 Months 4193 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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%	4%
1-4 hours (half a day)	23%	39%	50%	46%
1 day (more than 4 hours)	24%	15%	6%	12%
2 days	45%	15%	38%	16%
3 days	4%	9%	0%	8%
4 days	2%	10%	6%	7%
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 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)



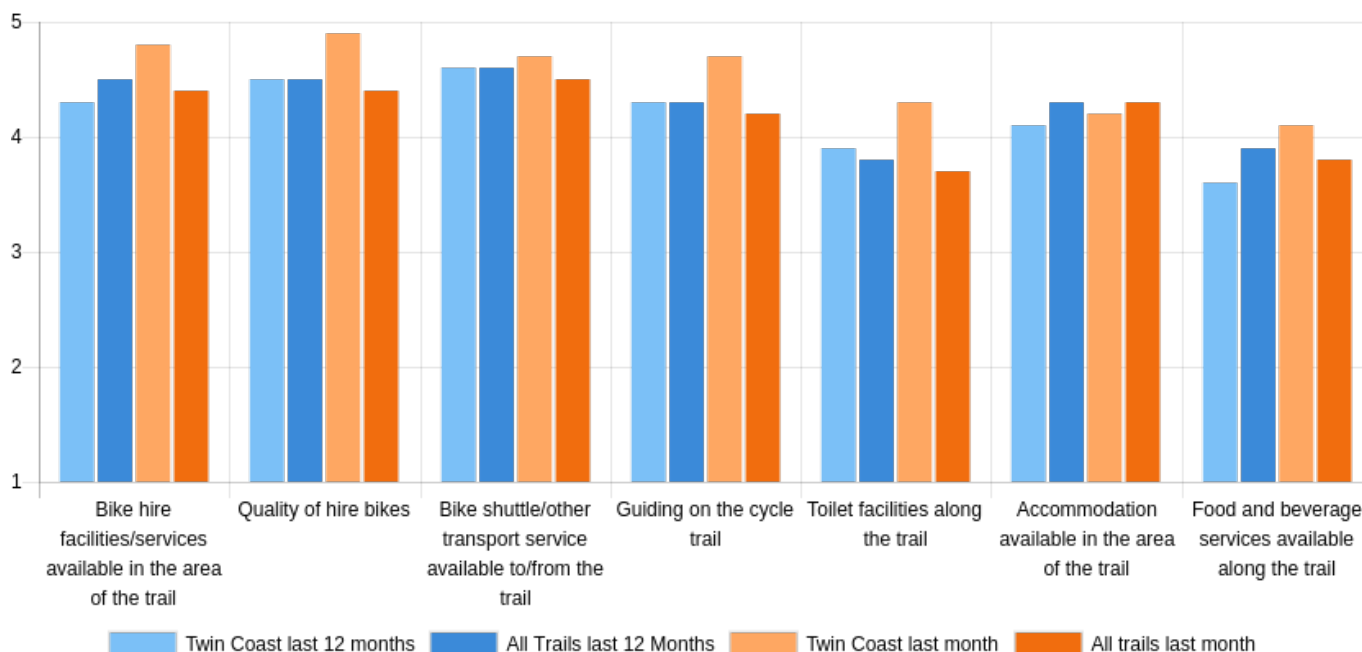
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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	4.7	4.4
Information available on the trails website	4.4	4.5	4.9	4.4
Trail map or brochure	4.2	4.4	4.6	4.3

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

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)



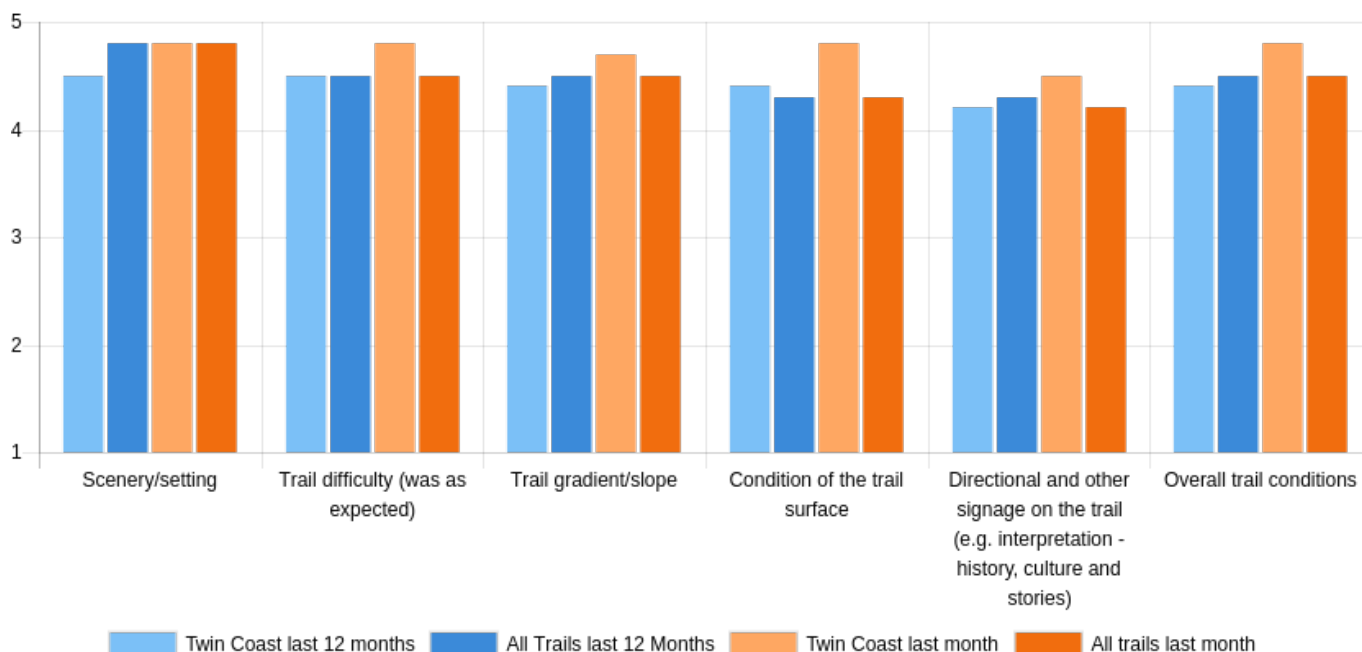
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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	4.8	4.4
Quality of hire bikes	4.5	4.5	4.9	4.4
Bike shuttle/other transport service available to/from the trail	4.6	4.6	4.7	4.5
Guiding on the cycle trail	4.3	4.3	4.7	4.2
Toilet facilities along the trail	3.9	3.8	4.3	3.7
Accommodation available in the area of the trail	4.1	4.3	4.2	4.3
Food and beverage services available along the trail	3.6	3.9	4.1	3.8

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

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)



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

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4195 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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	4.8	4.8
Trail difficulty (was as expected)	4.5	4.5	4.8	4.5
Trail gradient/slope	4.4	4.5	4.7	4.5
Condition of the trail surface	4.4	4.3	4.8	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.3	4.5	4.2
Overall trail conditions	4.4	4.5	4.8	4.5

Gender

Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4197 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	44%	51%
Female	56%	49%	56%	49%
Gender diverse	1%	0%	0%	1%

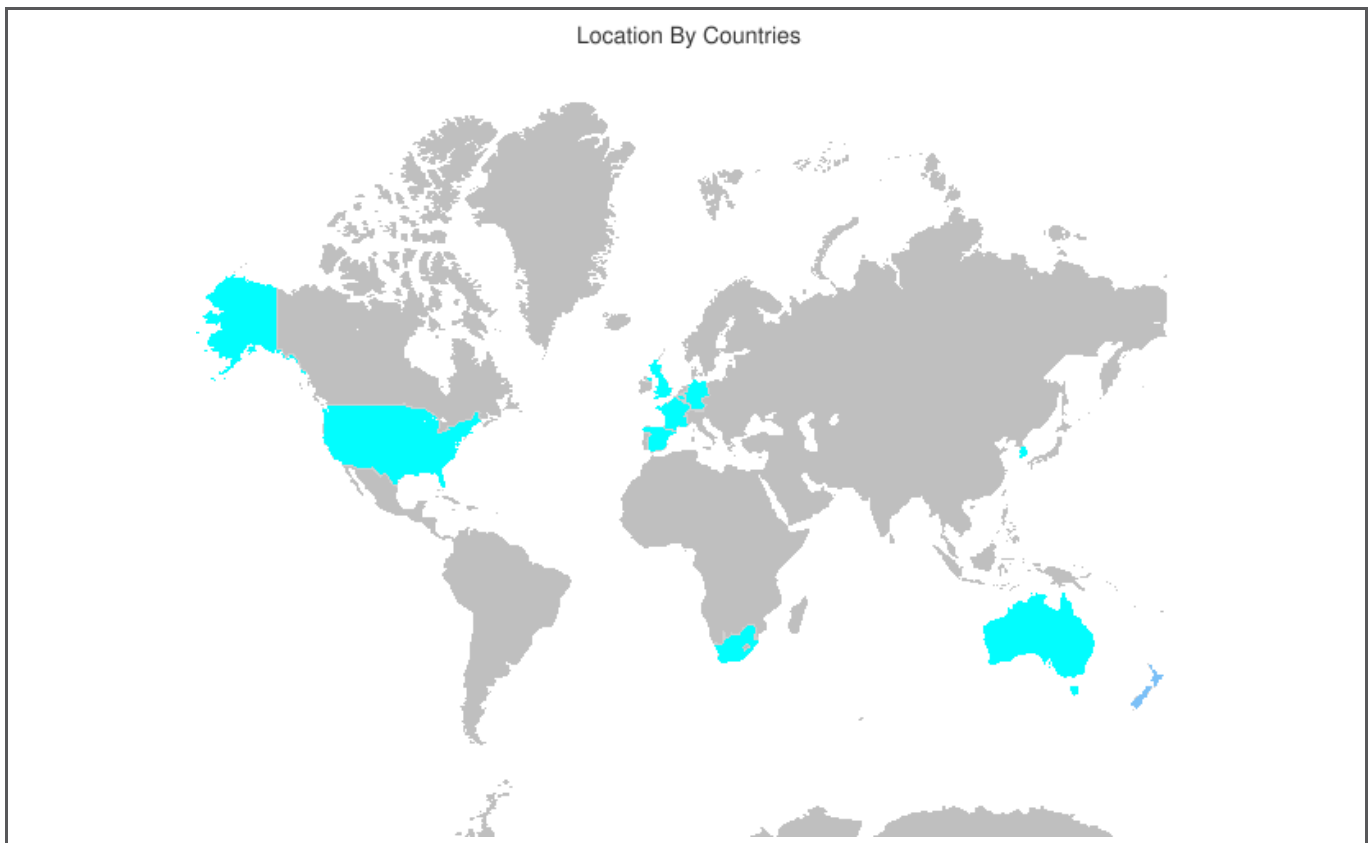
Age

Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4197 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (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	2%	4%	0%	5%
30 to 39 years	6%	9%	19%	11%
40 to 49 years	20%	21%	31%	20%
50 to 59 years	35%	29%	19%	26%
60 to 69 years	27%	26%	31%	27%
70 years or more	7%	9%	0%	10%
Would prefer not to say	1%	0%	0%	0%

Location

Sample Size: Twin Coast last 12 months 171 / 171 (100%)



Location

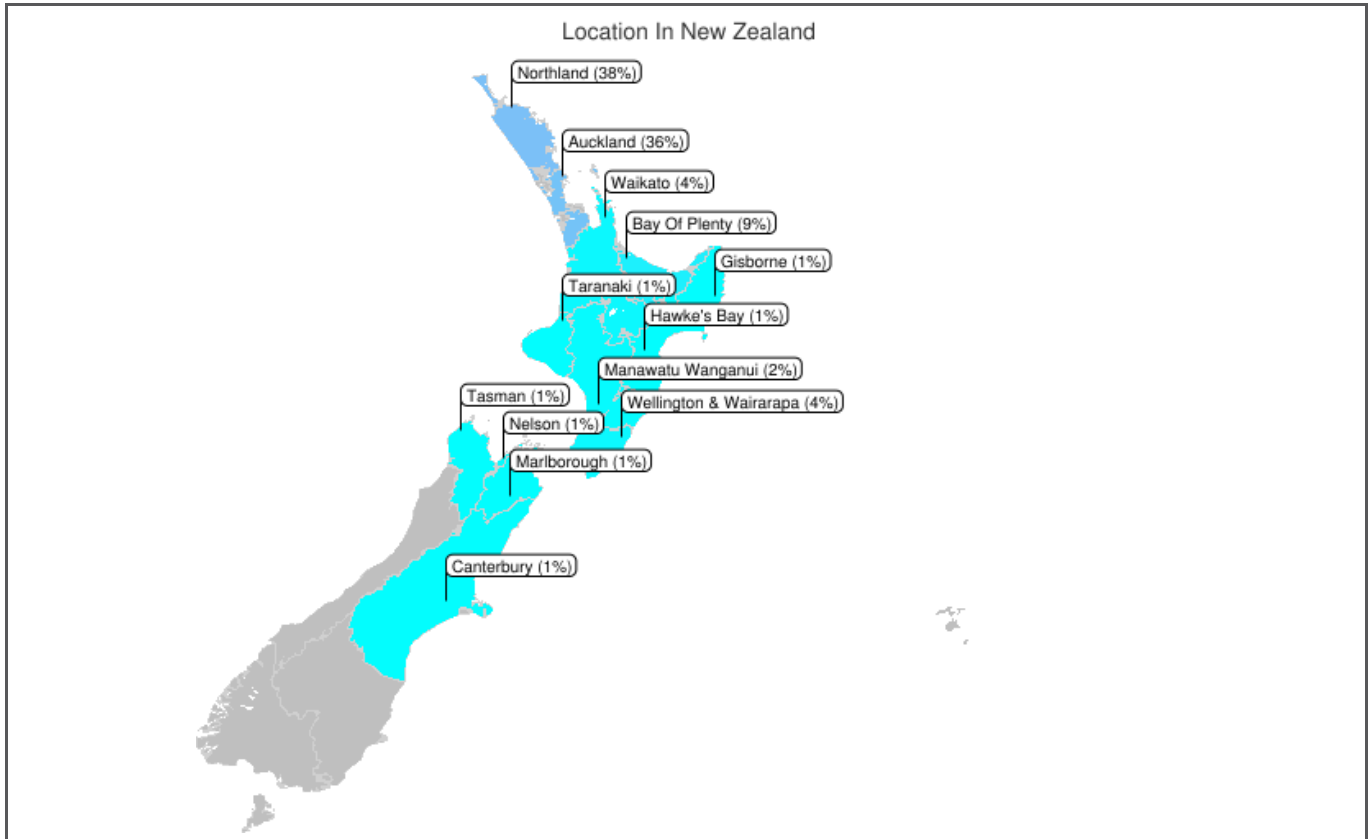
Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4197 / 4197 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 675 / 675 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	7%	0%	7%
Belgium	1%	0%	0%	0%
France	1%	0%	0%	0%
Germany	1%	1%	0%	2%
Korea, Republic Of	1%	0%	0%	0%

New Zealand	92%	87%	94%	82%
South Africa	1%	0%	0%	0%
Spain	1%	0%	6%	0%
United Kingdom	1%	2%	0%	3%
United States	2%	1%	0%	2%

Location

Sample Size: Twin Coast last 12 months 157 / 171 (92%)



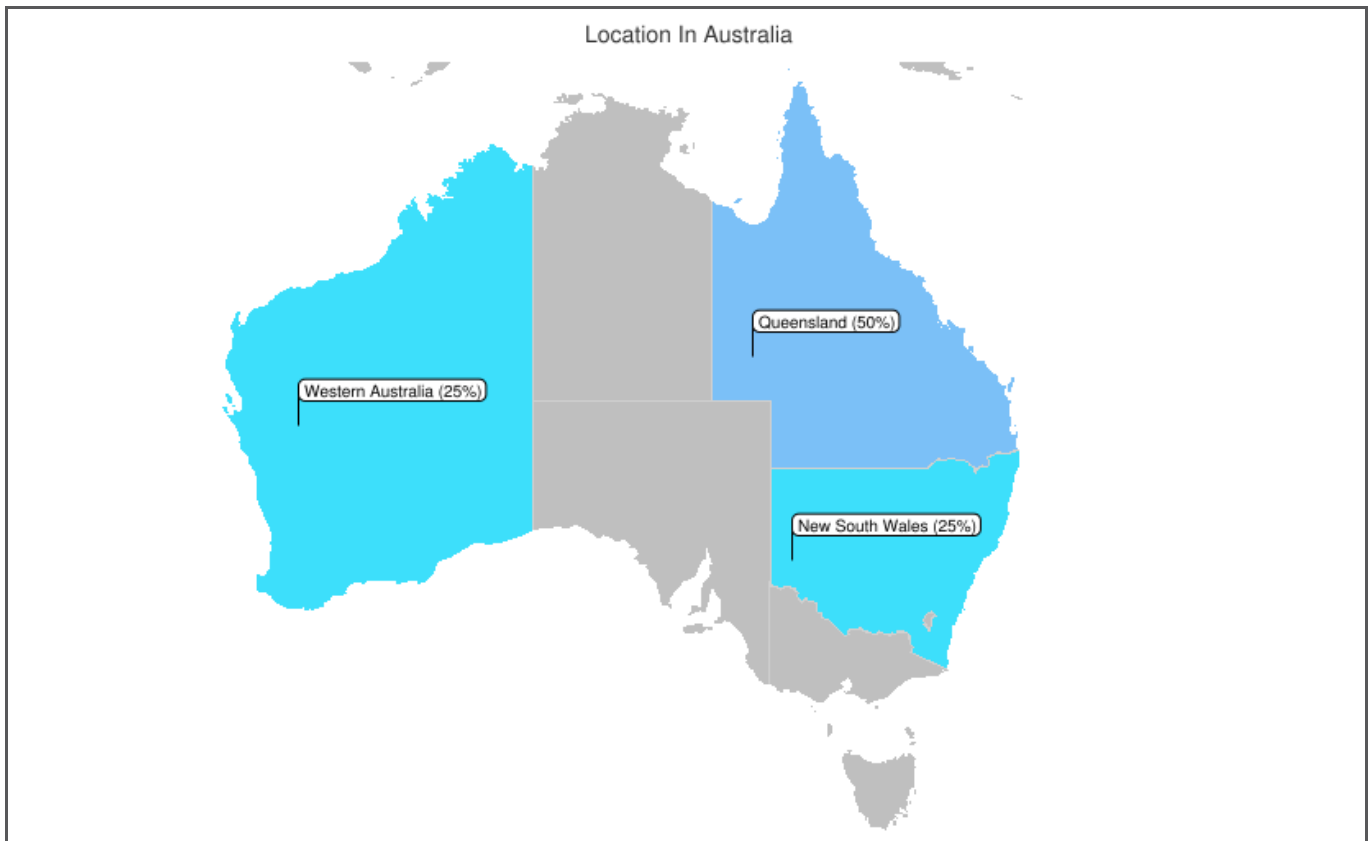
Location

Sample Size: Twin Coast last 12 months 157 / 171 (92%) | All Trails last 12 Months 3655 / 4197 (87%) | Twin Coast last month 15 / 16 (94%) | All trails last month 551 / 675 (82%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	38%	3%	47%	2%
Auckland	36%	14%	33%	9%
Waikato	4%	12%	13%	12%
Bay Of Plenty	9%	11%	0%	7%
Gisborne	1%	1%	0%	0%
Hawke's Bay	1%	6%	0%	2%
Taranaki	1%	1%	0%	1%
Manawatu Wanganui	2%	2%	0%	1%
Wellington	4%	10%	0%	11%
Tasman	1%	4%	0%	7%
Nelson	1%	7%	0%	7%
Marlborough	1%	1%	0%	1%
Canterbury	1%	9%	7%	11%

Location

Sample Size: Twin Coast last 12 months 4 / 171 (2%)



Location

Sample Size: Twin Coast last 12 months 4 / 171 (2%) | All Trails last 12 Months 279 / 4197 (7%) | Twin Coast last month 0 / 16 (0%) | All trails last month 44 / 675 (7%)

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

New South Wales	25%	38%	18%
Queensland	50%	23%	25%
Western Australia	25%	5%	7%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 16 / 16 (100%)

TWIN COAST LAST MONTH
separate bike path, nice scenery - especially at the beginning up to Kawakawa
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.
I enjoy he trail riding as you dont have any traffic to get through. Quiet and peace full. Great seanary and history.
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.
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: Twin Coast last month 14 / 16 (88%)

TWIN COAST LAST MONTH
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...
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.
Nothing to offer as it is everything that could be expected.
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. Whlst i appreciate people all live different lives, land that simply stores rubbish and items that can no longer be used is an eye saw.
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.