



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Wednesday 1st of April 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 (01/03/2020) and the last day of last month (31/03/2020)

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 3 / 3 (100%) | Domestic 9 / 9 (100%) | Local 9 / 9 (100%) | getsmart Benchmark 720 / 720 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	62%	33%	67%	67%	67%
9	5%	33%	0%	0%	12%
8	5%	0%	0%	11%	11%
7	10%	0%	0%	22%	5%
6	10%	0%	22%	0%	1%
5	0%	0%	0%	0%	1%
4	0%	0%	0%	0%	1%
3	0%	0%	0%	0%	0%
2	5%	33%	0%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	5%	0%	11%	0%	1%
Net Promoter Score© (NPS)	48	33	33	67	75

Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 21 / 21 (100%) | International 3 / 3 (100%) | Domestic 9 / 9 (100%) | Local 9 / 9 (100%) | getsmart Benchmark 720 / 720 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	1%
2	5%	0%	11%	0%	1%
3	0%	0%	0%	0%	0%
4	5%	33%	0%	0%	0%
5	0%	0%	0%	0%	1%
6	10%	0%	11%	11%	2%
7	14%	33%	11%	11%	6%
8	5%	0%	0%	11%	14%
9	24%	0%	33%	22%	23%
10 (very satisfied)	38%	33%	33%	44%	52%
Average	8.2	7.0	8.0	8.8	9.0

Comments - Most enjoyed about experience

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
The views and wild life birds and butterflies
Rode it in 2 parts - Kaikohe to Opua one day, Kaikohe to Horeke the second day. Gave us 2 predominantly downhill rides! Loved the second day ride - more variation in terrain and scenery.
rail scenery at start of trip

Comments - Most enjoyed about experience

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
the variety and change of scenery
staying at Horeke Hotel & learning about the history of the area from owner Peter Maddren. he gave us great service too by providing bikes & transporting us to & from Trail.
rode section from kawakawa to opua... have ridden before as well as the entire trail on another day... really like the original artefacts left in place at the side of the trail on this section.... historical aspect adds another dimension to a great ride...only negative was the concrete path laid at the kawakawa end
Opua to Kawakawa was nice along the water
I enjoyed the places of interest enroute, the trail through trees and alongside the stream.
Beautiful area, enjoyed the variety on the different stages of the ride.
enjoyed the whole ride
Delightful people we met (the lady (Ioanthe?) at Mangungu mission house; our hosts at Horeke hotel; people at cafes where we stopped for food; skipper of "Ranui" launch). The diverse scenery and the fascinating and important history of this part of the country. A big thank you to all the landowners whose properties we passed through or beside. Greatly appreciated being able to ride here.
The last section to opua was really good and interesting

Comments - Most enjoyed about experience

Sample Size: Local 8 / 9 (89%)

LOCAL
It was October and there was nothing open at the west coast end .But we often do day rides from the Opua end which has shops etc opened all year .
utukura valley
The scenery.
Great to have a trail like this, lots of work has been done in the last few years on the track which is fantastic. Great to be out there and see soo many visitors using the trail. Great investment in Northland.
the only negative i hve is the Horeke pub is not open for business...His very rude
Ability to combine e-bike expedition with visit to Kaikohe (incl Left Bank) & Ngawha Springs. Many great days out from Kerikeri, & with visitors...
Enjoyable trail close to home.
Cross-country sectors away from roads were excellent. Met one other group of riders... gave them a 5 minute headstart and never saw another rider (travelling West)....utterly brilliant neuro trip. Absolute gem; an asset to the Far North. Oh year, beer at Horeke @ the end... and the boardwalk....

Comments - What might have made the experience more enjoyable

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
maybe some more challenging sections like the skills area
The number of narrow gateway thingies that we had to stop and push the bikes through, particularly on the Kaikohe to Opua day. Slowed progress down considerably. I was going to ride my hybrid bike, but am glad I borrowed an entry level mtb which was great. Tricky on a hybrid I think.
i HATE the very frequent rail guards forcing us to dismount and carefully and slowly wend our way between the damn steel tubes! Sometimes they would be at the bottom of a hill, negating the joy of a downhill. But usually they were just so frequent it made the trail not enjoyable. In addition, there was nothing to see after the train near Kawakawa. We would not cycle this trail again.

Comments - What might have made the experience more enjoyable

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
na
Having access to food & drink along the way between Kaikohe & Kawakawa. We were lead to believe we could buy between those points but there was nothing!
the absence of concrete path on the rural part of the trail....gravel would have been more appropriate
get rid of this stupid stops, wickling true, back on the bike, next stop, wickling true..... hope the guy who voted for this stupid things was fired !
The loose metal surface made riding tricky in places. Three cyclists got injured due to the surface. One was seriously injured. I was glad that I had knobby tyres on my Ebike as they enabled stability.
We felt there were not as many options for food on the trail as the brochures suggest. Wecycled from Kaiwaka to Opuia with nothing until Kawakawa. had we known wed have packed a picnic. Second day we cycled Kaiwaka back to Horeke. it was very hot and we ran out of water. We hadnt realised there was drinking water at a toilet block near a campsite. This needs to be better signposted. We thoroughly enjoyed our ride so dont like to complain but feel the food and water facilities need further explanation in the brochures.
some form of tea, coffee, food at the end (Moreke)
I dont think so
Fewer squeeze gates to go through. Constantly disrupted rythm on the bike. Also was a bit too much of the track beside or on the road.

Comments - What might have made the experience more enjoyable

Sample Size: Local 6 / 9 (67%)

LOCAL
there was an aggressive dog at the house next to the marae toilet
Need for more toilets and access to fresh water along the way.
i have concerns about the safety of my vehicle parked at the entry. Perhaps cameras in the carparks.
the boat trip across to kohukohu
Nil
At the time (this was a couple of years ago), the council-provided website was very poorly maintained & I got the useful information from the App.