



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/04/2019) and the last day of last month (31/03/2020)

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 (01/04/2019) and the last day of last month (31/03/2020)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/04/2019) and the last day of last month (31/03/2020)

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 (01/03/2020) and the last day of last month (31/03/2020)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/03/2020) and the last day of last month (31/03/2020)

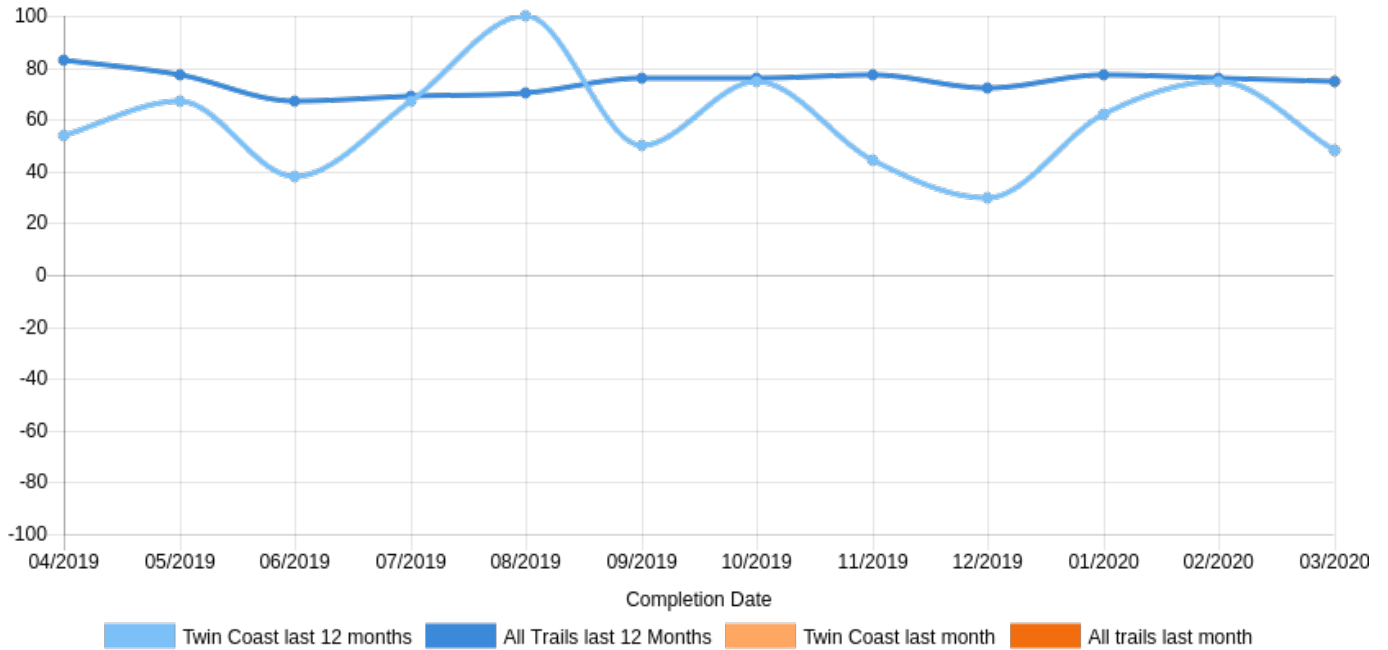
Net Promoter Score©

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	76	48	75

Net Promoter Score©

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)



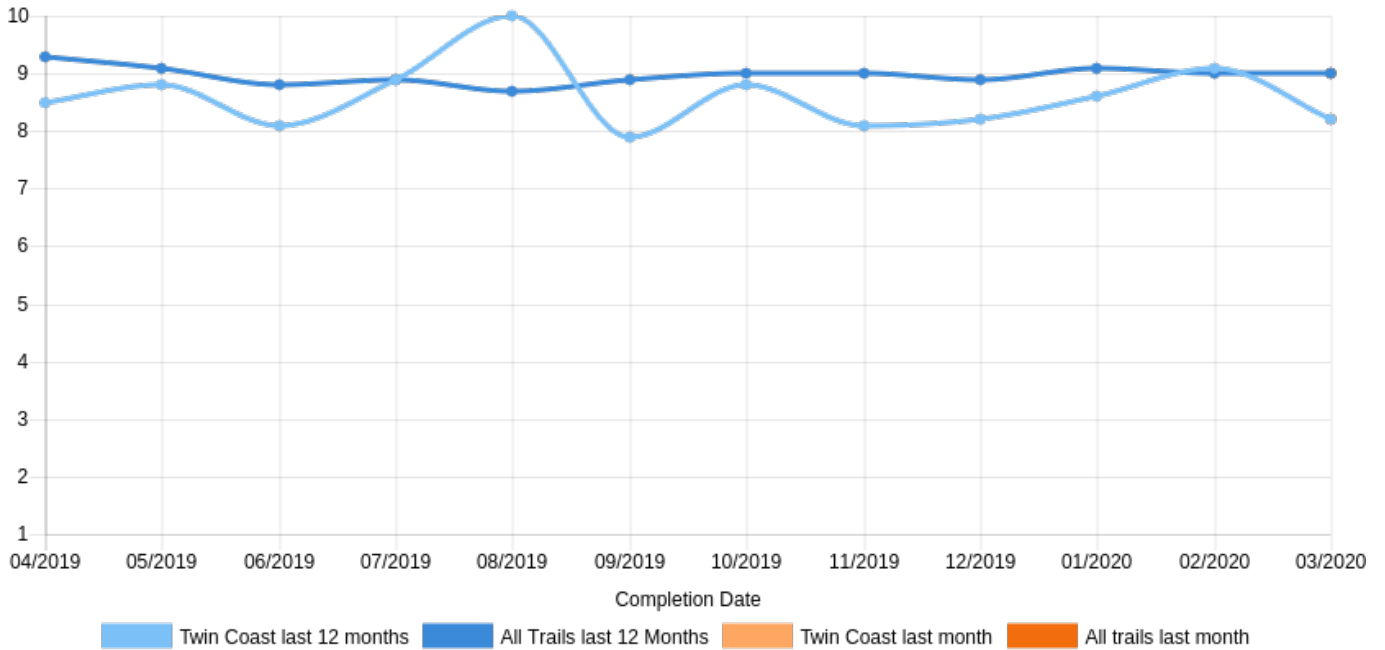
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.5	9.0	8.2	9.0

Overall Satisfaction

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4599 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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%	60%	67%	59%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	9%	10%	10%	10%
The AA guide	18%	7%	14%	8%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	5%	3%
Newspaper or magazine	18%	11%	29%	9%
Travel guide/book	5%	7%	10%	7%
Trail brochure/map	9%	14%	5%	14%
Trail website	30%	17%	29%	20%
New Zealand Cycle Trail website	38%	19%	24%	22%
Social media (e.g. Facebook, Twitter, blog)	10%	12%	19%	12%
Other (please specify)	12%	16%	14%	16%

Local or visitor to area

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4599 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	30%	39%	43%	30%
I was visiting the area	70%	61%	57%	70%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 118 / 171 (69%) | All Trails last 12 Months 2811 / 4601 (61%) | Twin Coast last month 12 / 21 (57%) | All trails last month 503 / 720 (70%)

	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	82%	76%	83%	76%
No - I was already visiting or had planned to visit for other reasons	18%	24%	17%	24%

Trail use

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4599 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	49%	53%	57%	49%
Cycling/walking for relaxation	38%	43%	43%	39%
Commuting to/from school or work	0%	2%	0%	4%
Training for an event	4%	8%	10%	7%
Cycling holiday	53%	37%	52%	42%
Walking holiday	0%	2%	0%	3%
Sightseeing	25%	21%	24%	22%
Spending time/socialising with friends/family	36%	34%	19%	28%
Other (please specify)	6%	6%	5%	9%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4599 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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)	14%	10%	5%	10%
Cycling the trail (on a mountain bike)	54%	55%	38%	47%
Cycling the trail (on a electric bicycle/e-bike)	14%	10%	33%	12%
Cycling the trail (on a e-mountain bike)	8%	8%	5%	10%
Cycling the trail (on a hybrid bike)	4%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	4%	9%	19%	11%
Running/jogging	0%	4%	0%	6%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	2%	1%	0%	2%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 118 / 171 (69%) | All Trails last 12 Months 2809 / 4601 (61%) | Twin Coast last month 12 / 21 (57%) | All trails last month 503 / 720 (70%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.85	3.73	2.75	4.01

Extended stay in area

Sample Size: Twin Coast last 12 months 21 / 171 (12%) | All Trails last 12 Months 659 / 4601 (14%) | Twin Coast last month 2 / 21 (10%) | All trails last month 122 / 720 (17%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	29%	14%	0%	8%
No	71%	86%	100%	92%

Extra nights in area

Sample Size: Twin Coast last 12 months 6 / 171 (4%) | All Trails last 12 Months 92 / 4601 (2%) | Twin Coast last month 0 / 21 (0%) | All trails last month 10 / 720 (1%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2.33	2.08	1.4

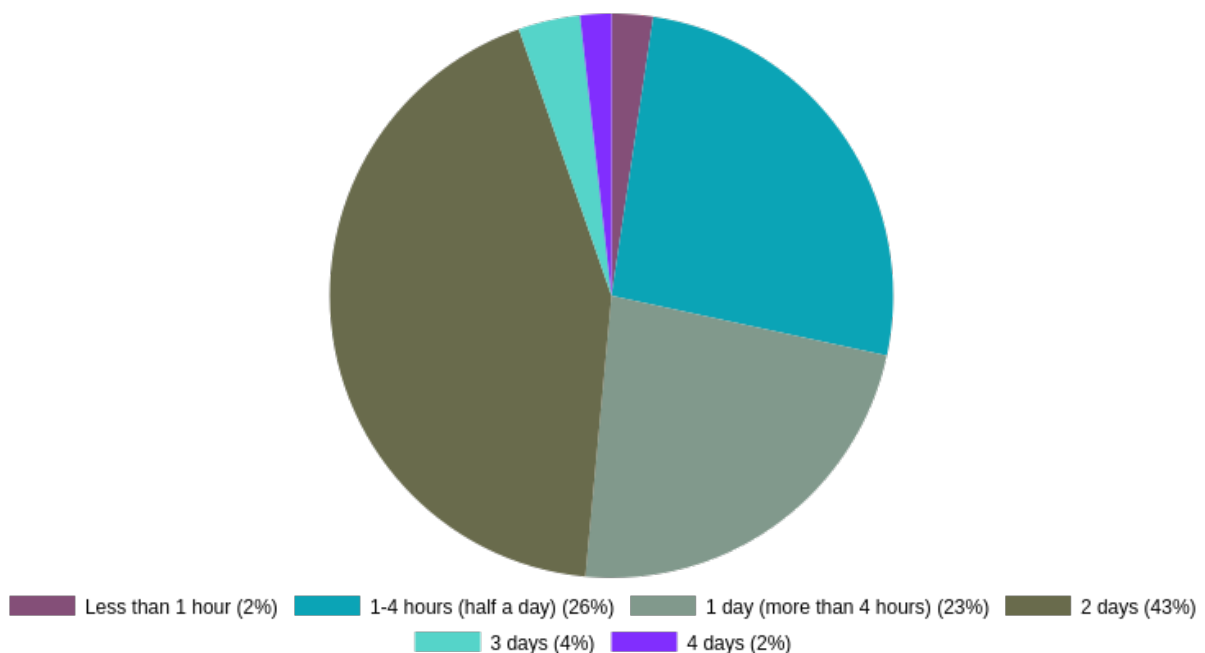
Travel Party Numbers

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4599 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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:	3.71	3.67	4.19	4.41
Children, aged 14 years or less:	0.43	0.35	0.05	0.15

Time spent on the trail

Sample Size: Twin Coast last 12 months 169 / 171 (99%)



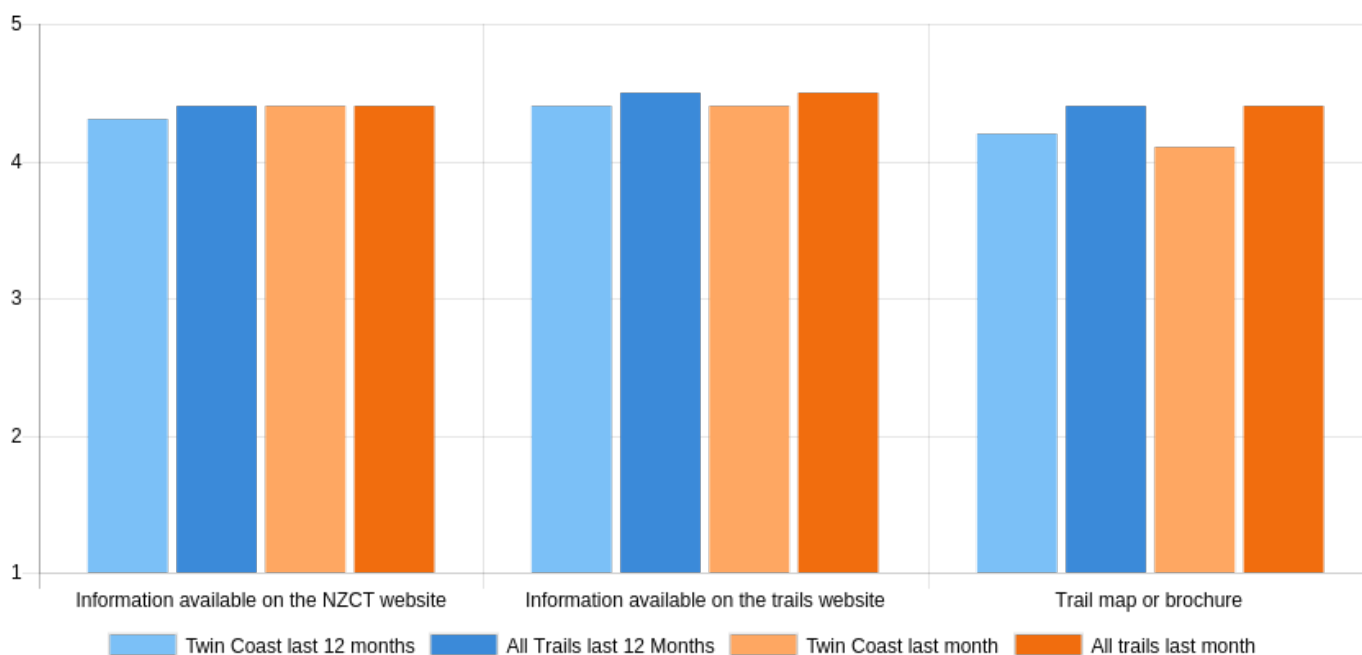
Time spent on the trail

Sample Size: Twin Coast last 12 months 169 / 171 (99%) | All Trails last 12 Months 4598 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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%	5%	5%
1-4 hours (half a day)	26%	40%	33%	36%
1 day (more than 4 hours)	23%	16%	24%	17%
2 days	43%	14%	33%	14%
3 days	4%	8%	5%	7%
4 days	2%	10%	0%	13%
5 days	0%	4%	0%	5%
6 days or more	0%	4%	0%	3%

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

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)



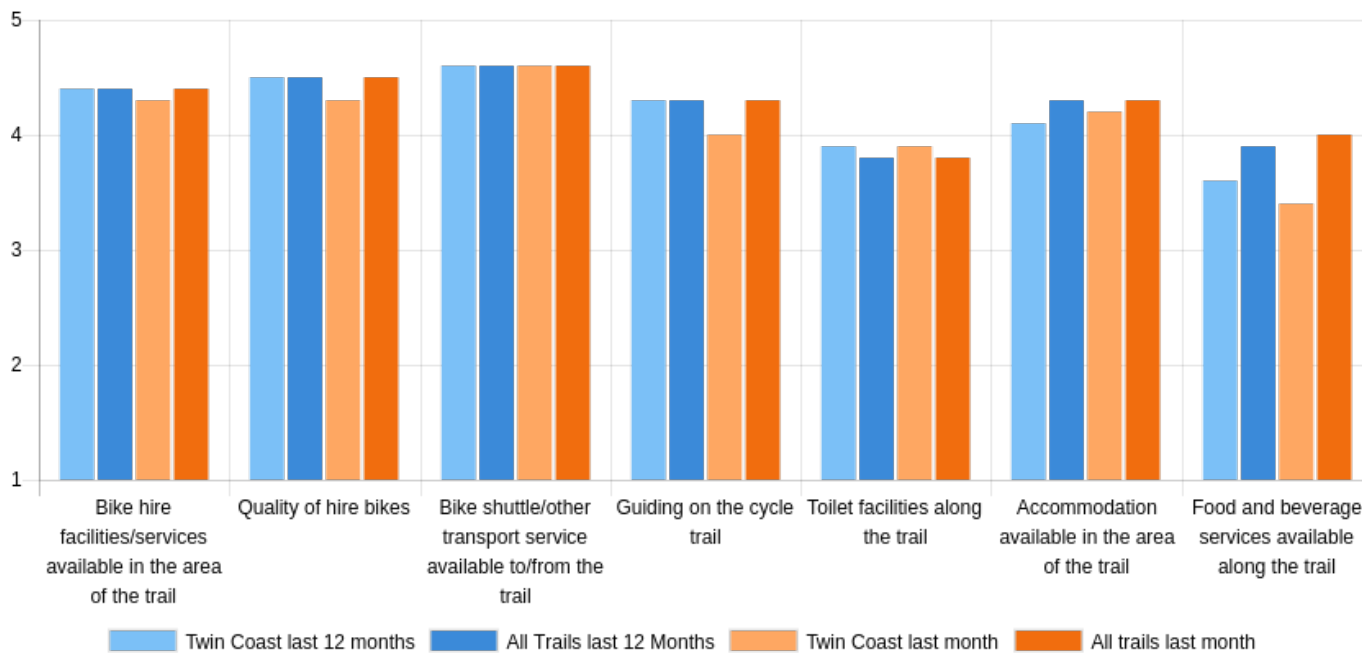
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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	4.4	4.5	4.4	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 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)



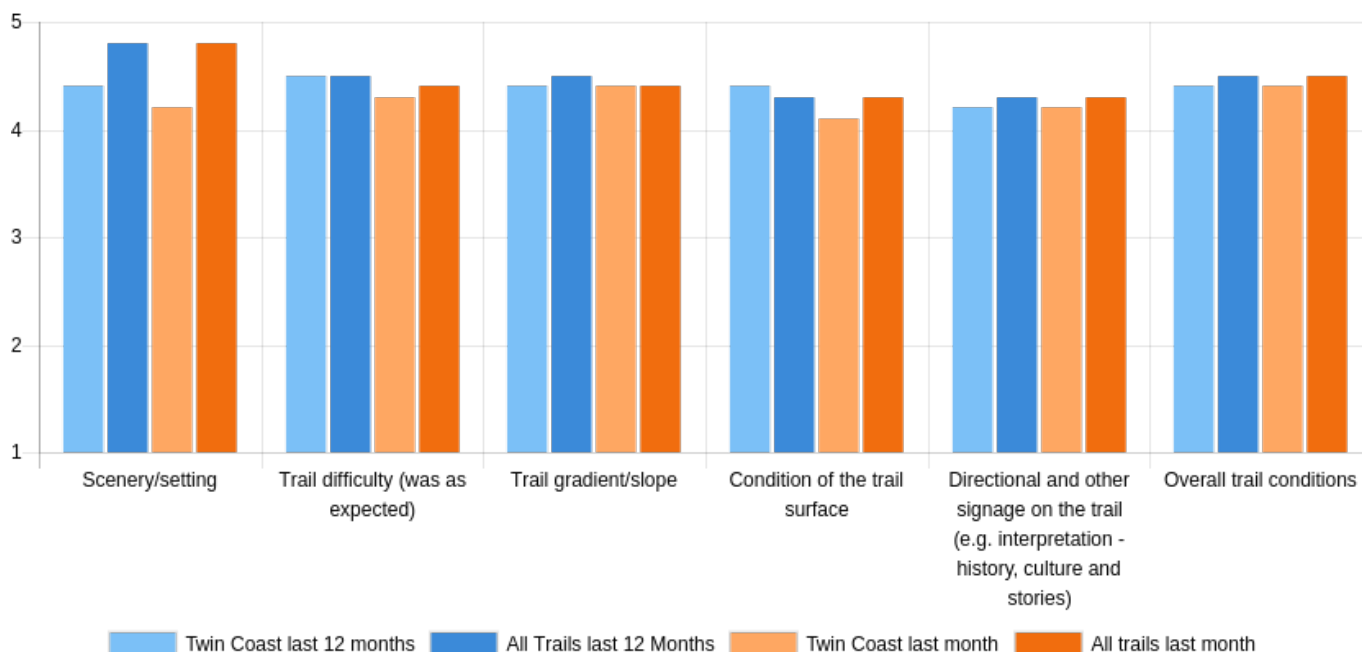
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

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	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	4.4	4.4	4.3	4.4
Quality of hire bikes	4.5	4.5	4.3	4.5
Bike shuttle/other transport service available to/from the trail	4.6	4.6	4.6	4.6
Guiding on the cycle trail	4.3	4.3	4.0	4.3
Toilet facilities along the trail	3.9	3.8	3.9	3.8
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	3.4	4.0

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

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)



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

Sample Size: Twin Coast last 12 months 170 / 171 (99%) | All Trails last 12 Months 4600 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Scenery/setting	4.4	4.8	4.2	4.8
Trail difficulty (was as expected)	4.5	4.5	4.3	4.4
Trail gradient/slope	4.4	4.5	4.4	4.4
Condition of the trail surface	4.4	4.3	4.1	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.3	4.2	4.3
Overall trail conditions	4.4	4.5	4.4	4.5

Gender

Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4601 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	38%	51%
Female	57%	50%	62%	48%
Gender diverse	1%	0%	0%	0%

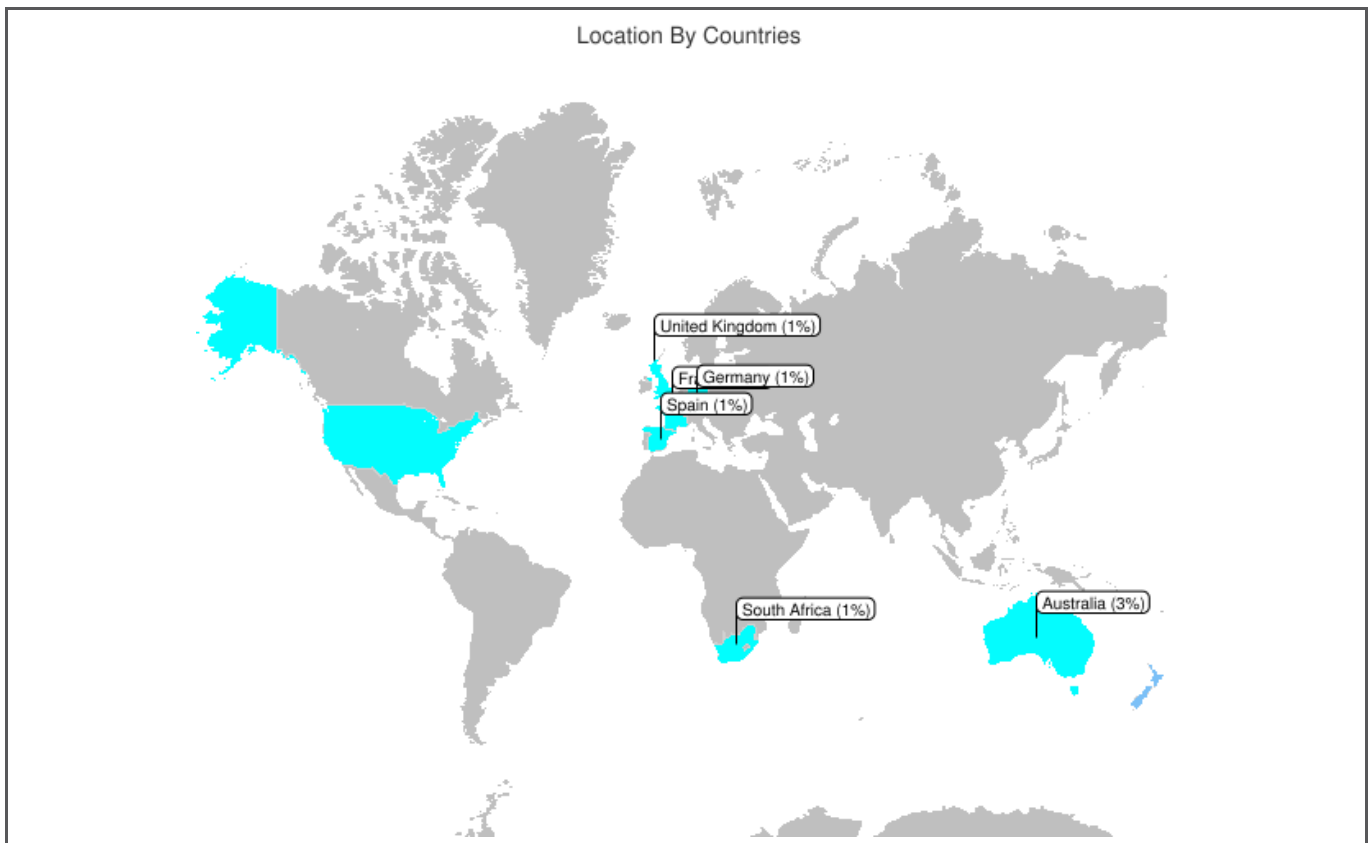
Age

Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4601 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (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	1%	4%	0%	3%
30 to 39 years	6%	10%	0%	8%
40 to 49 years	20%	20%	24%	17%
50 to 59 years	35%	28%	29%	27%
60 to 69 years	27%	26%	33%	30%
70 years or more	8%	10%	14%	14%
Would prefer not to say	1%	0%	0%	0%

Location

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



Location

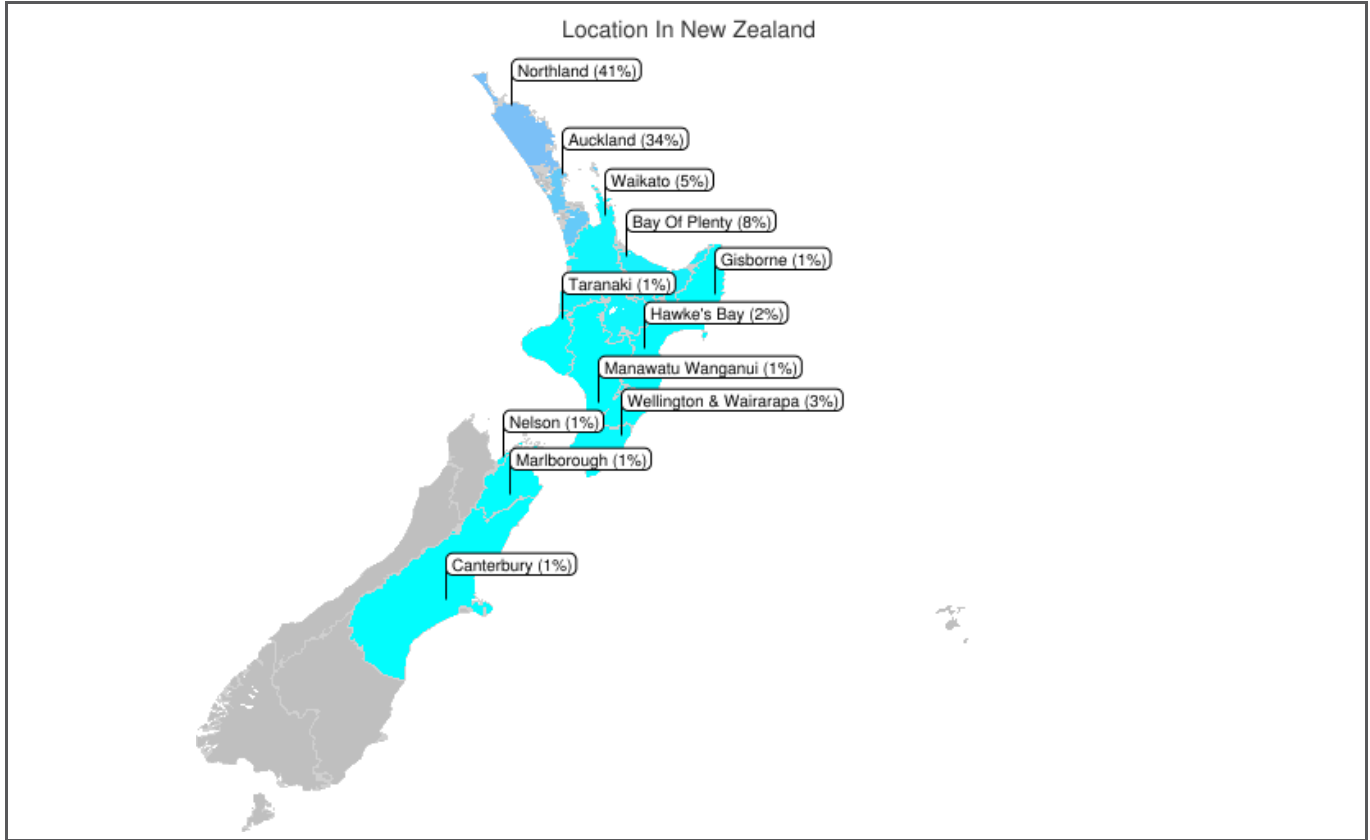
Sample Size: Twin Coast last 12 months 171 / 171 (100%) | All Trails last 12 Months 4601 / 4601 (100%) | Twin Coast last month 21 / 21 (100%) | All trails last month 720 / 720 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	3%	7%	5%	9%
France	1%	0%	0%	0%
Germany	1%	1%	0%	0%
New Zealand	92%	87%	86%	84%
South Africa	1%	0%	0%	0%

Spain	1%	0%	0%	0%
United Kingdom	1%	2%	5%	2%
United States	2%	1%	5%	2%

Location

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



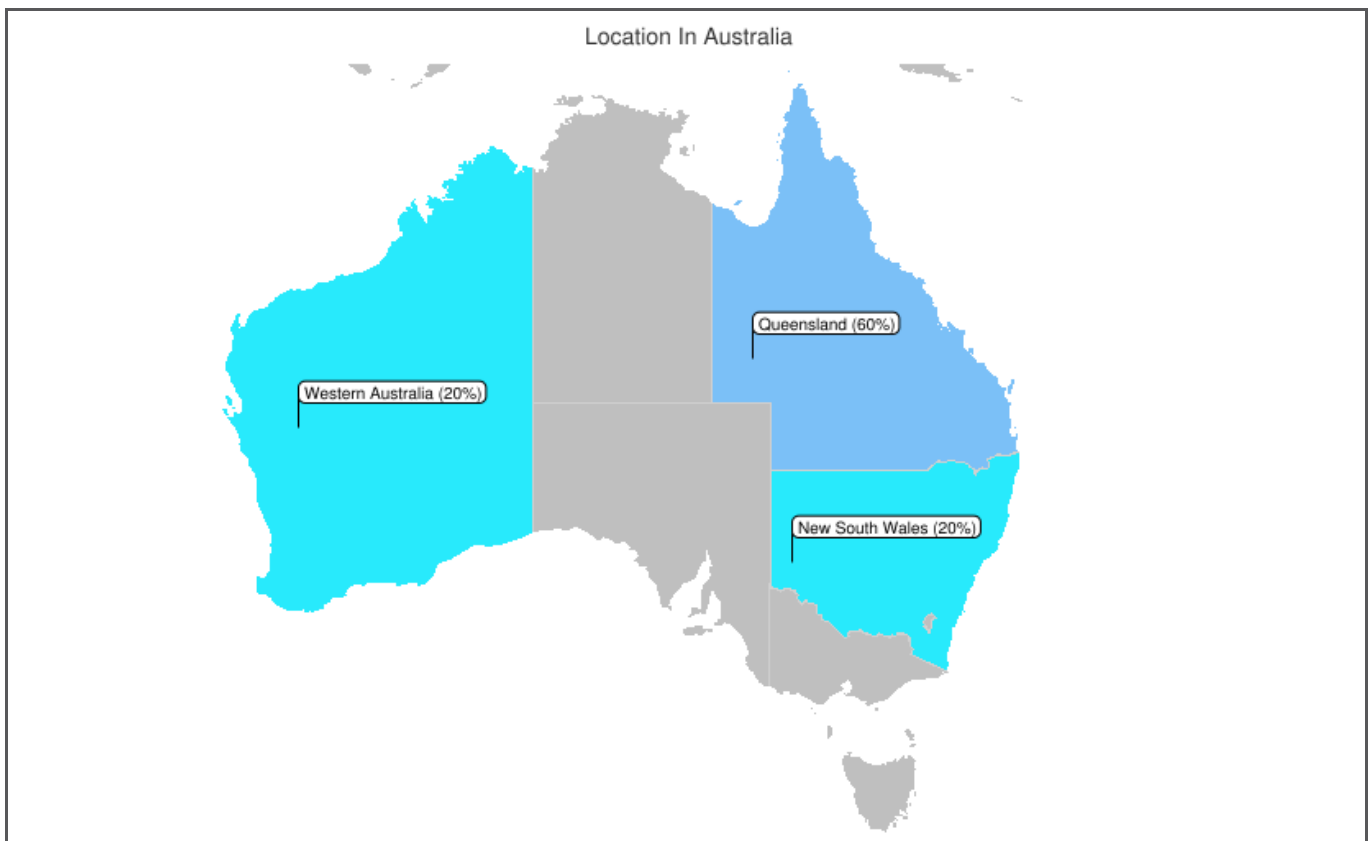
Location

Sample Size: Twin Coast last 12 months 157 / 171 (92%) | All Trails last 12 Months 4002 / 4601 (87%) | Twin Coast last month 18 / 21 (86%) | All trails last month 602 / 720 (84%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	41%	3%	56%	4%
Auckland	34%	14%	28%	16%
Waikato	5%	12%	6%	13%
Bay Of Plenty	8%	11%	6%	11%
Gisborne	1%	1%	0%	1%
Hawke's Bay	2%	6%	6%	4%
Taranaki	1%	1%	0%	2%
Manawatu Wanganui	1%	2%	0%	2%
Wellington	3%	10%	0%	9%
Nelson	1%	6%	0%	4%
Marlborough	1%	1%	0%	1%
Canterbury	1%	9%	0%	7%

Location

Sample Size: Twin Coast last 12 months 5 / 171 (3%)



Location

Sample Size: Twin Coast last 12 months 5 / 171 (3%) | All Trails last 12 Months 309 / 4601 (7%) | Twin Coast last month 1 / 21 (5%) | All trails last month 62 / 720 (9%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	20%	35%	0%	29%

Queensland	60%	26%	100%	37%
Western Australia	20%	5%	0%	0%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 20 / 21 (95%)

TWIN COAST LAST MONTH
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.
It was October and there was nothing open at the west coast end .But we often do day rides from the Opuia end which has shops etc opened all year .
utukura valley
The views and wild life birds and butterflies
The scenery.
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
Opuia to Kawakawa was nice along the water
I enjoyed the places of interest enroute, the trail through trees and alongside the stream.
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.
Rode it in 2 parts - Kaikohe to Opuia 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.
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...
Beautiful area, enjoyed the variety on the different stages of the ride.
enjoyed the whole ride
Delightful people we met (the lady (loanthe?) 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.
Enjoyable trail close to home.
rail scenery at start of trip
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...
The last section to opua was really good and interesting

Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 18 / 21 (86%)

TWIN COAST LAST MONTH
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!
there was an aggressive dog at the house next to the marae toilet
maybe some more challenging sections like the skills area
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 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 knobbly tyres on my Ebike as they enabled stability.
The number of narrow gateway thingies that we had to stop and push the bikes through, particularly on the Kaikohe to Opuia 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.
the boat trip across to kohukohu
Nil
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
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.
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.
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.