



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

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Monthly Report for Trail Managers run on Friday 1st of May 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 (01/05/2019) and the last day of last month (30/04/2020)

**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 (01/05/2019) and the last day of last month (30/04/2020)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/05/2019) and the last day of last month (30/04/2020)

**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 (01/04/2020) and the last day of last month (30/04/2020)

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/04/2020) and the last day of last month (30/04/2020)

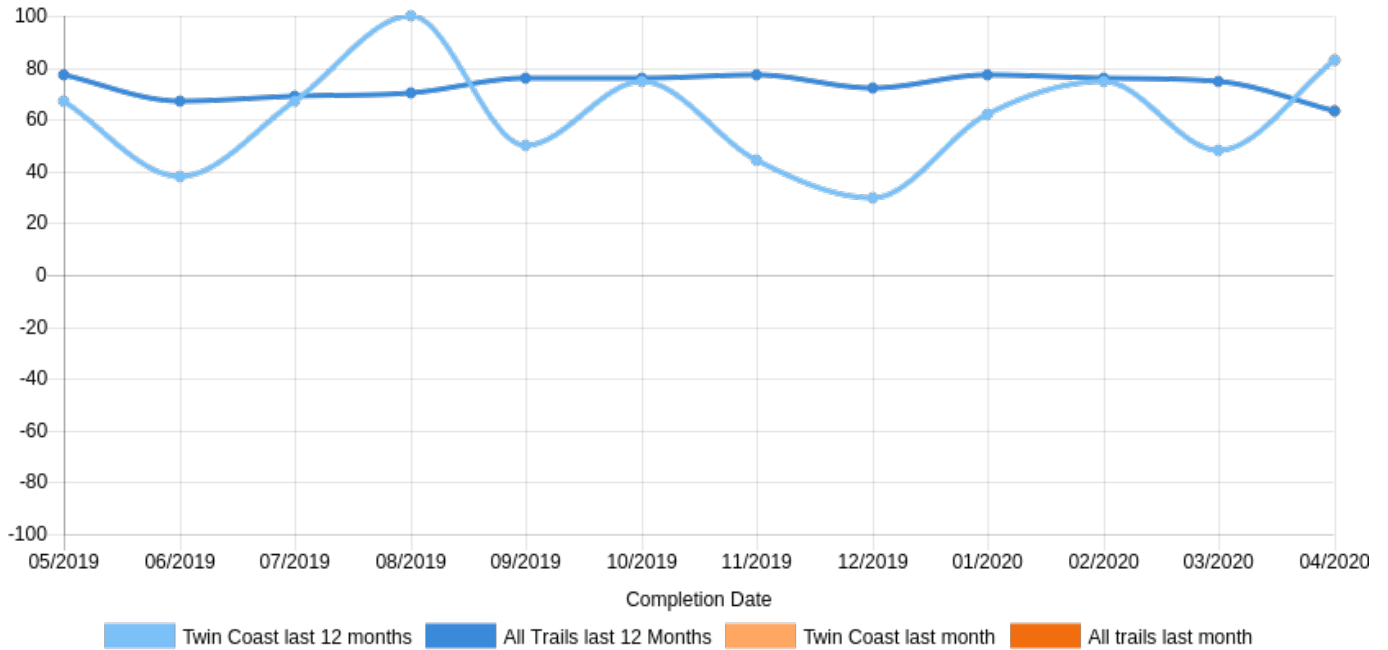
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	59	74	83	63

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)



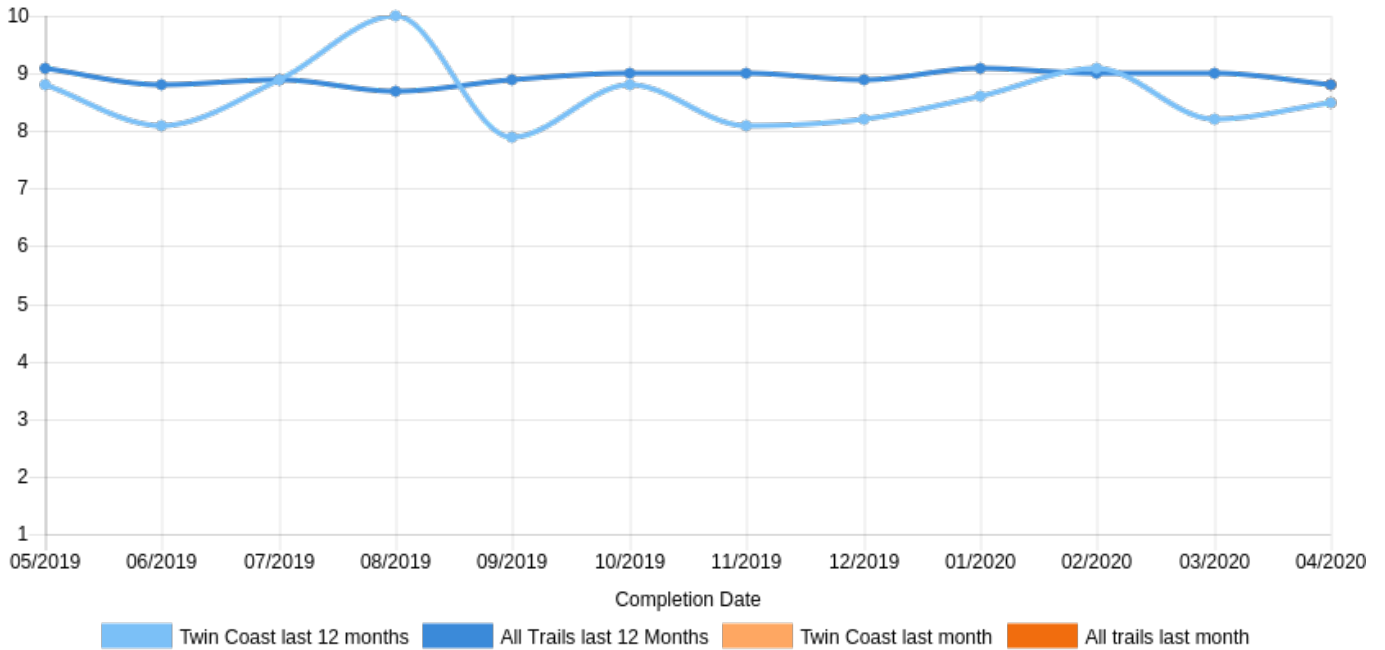
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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	8.5	8.8

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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)	52%	58%	67%	45%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	8%	10%	0%	6%
The AA guide	17%	7%	0%	8%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	3%	2%	0%	1%
Newspaper or magazine	15%	10%	0%	8%
Travel guide/book	5%	7%	17%	12%
Trail brochure/map	10%	13%	0%	10%
Trail website	30%	16%	0%	13%
New Zealand Cycle Trail website	38%	18%	33%	21%
Social media (e.g. Facebook, Twitter, blog)	11%	12%	0%	10%
Other (please specify)	12%	18%	0%	37%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	33%	39%	33%	21%
I was visiting the area	67%	61%	67%	79%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 100 / 151 (66%) | All Trails last 12 Months 2882 / 4700 (61%) | Twin Coast last month 4 / 6 (67%) | All trails last month 374 / 471 (79%)

	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	78%	75%	25%	74%
No - I was already visiting or had planned to visit for other reasons	22%	25%	75%	26%

## Trail use

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	48%	52%	50%	33%
Cycling/walking for relaxation	36%	41%	0%	23%
Commuting to/from school or work	0%	2%	0%	0%
Training for an event	5%	8%	17%	5%
Cycling holiday	50%	37%	17%	52%
Walking holiday	0%	2%	0%	1%
Sightseeing	23%	20%	17%	13%
Spending time/socialising with friends/family	37%	32%	17%	19%
Other (please specify)	6%	9%	0%	27%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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)	13%	11%	0%	18%
Cycling the trail (on a mountain bike)	52%	55%	83%	64%
Cycling the trail (on a electric bicycle/e-bike)	15%	10%	0%	6%
Cycling the trail (on a e-mountain bike)	9%	7%	0%	3%
Cycling the trail (on a hybrid bike)	5%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	8%	0%	3%
Running/jogging	1%	4%	17%	2%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	3%	2%	0%	2%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 100 / 151 (66%) | All Trails last 12 Months 2881 / 4700 (61%) | Twin Coast last month 4 / 6 (67%) | All trails last month 374 / 471 (79%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.85	3.57	2	2.41

## Extended stay in area

Sample Size: Twin Coast last 12 months 22 / 151 (15%) | All Trails last 12 Months 723 / 4700 (15%) | Twin Coast last month 3 / 6 (50%) | All trails last month 96 / 471 (20%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	27%	12%	0%	5%
No	73%	88%	100%	95%

## Extra nights in area

Sample Size: Twin Coast last 12 months 6 / 151 (4%) | All Trails last 12 Months 90 / 4700 (2%) | Twin Coast last month 0 / 6 (0%) | All trails last month 5 / 471 (1%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2.33	1.99	1.6

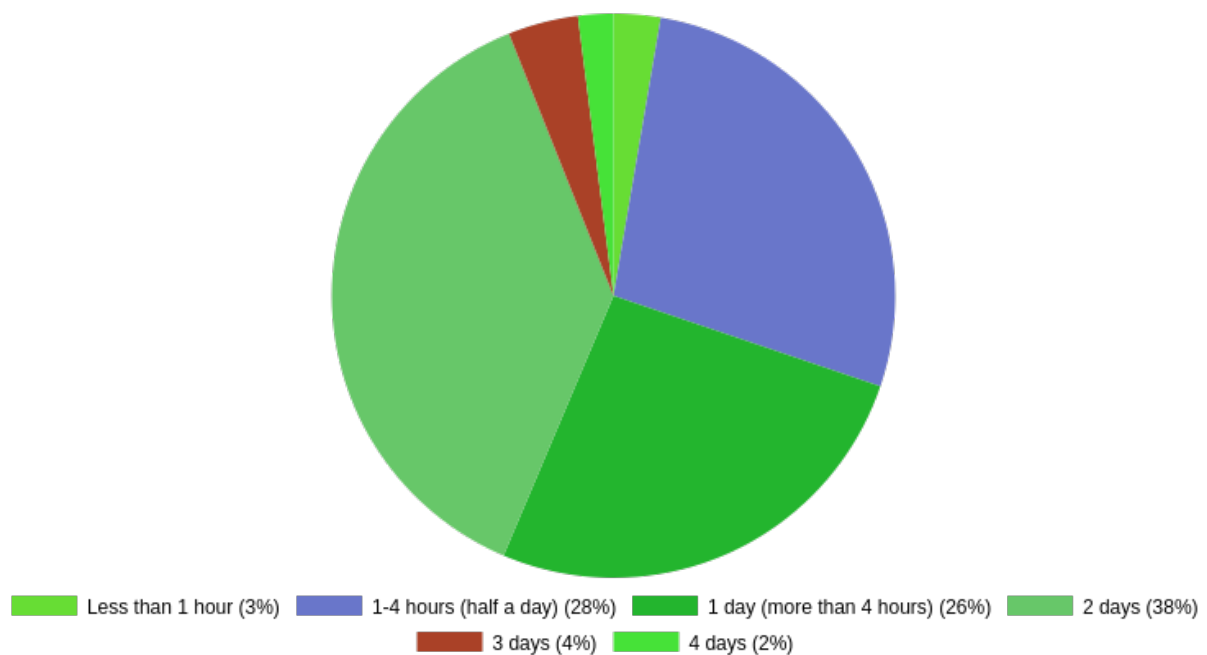
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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:	3.69	3.55	1.5	3.14
Children, aged 14 years or less:	0.42	0.33	0.0	0.15

## Time spent on the trail

Sample Size: Twin Coast last 12 months 149 / 151 (99%)



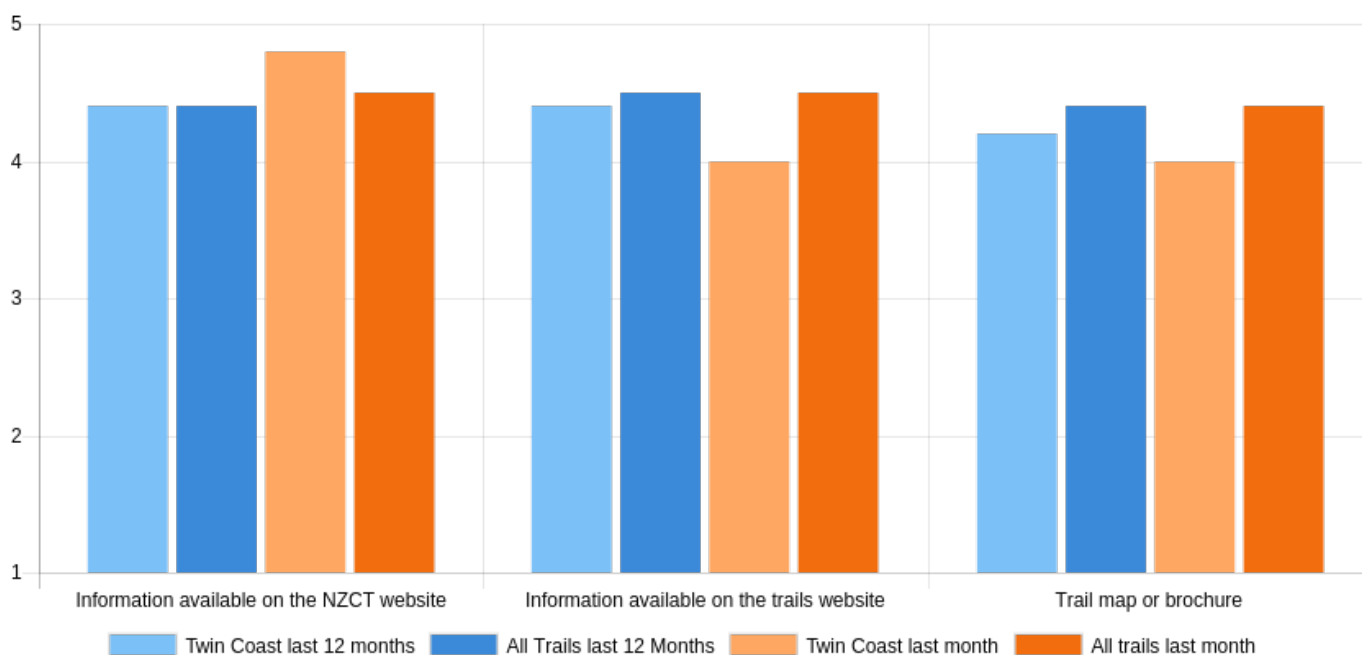
## Time spent on the trail

Sample Size: Twin Coast last 12 months 149 / 151 (99%) | All Trails last 12 Months 4698 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Less than 1 hour	3%	4%	0%	2%
1-4 hours (half a day)	28%	40%	17%	25%
1 day (more than 4 hours)	26%	18%	67%	31%
2 days	38%	15%	17%	25%
3 days	4%	7%	0%	6%
4 days	2%	8%	0%	5%
5 days	0%	4%	0%	2%
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 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)



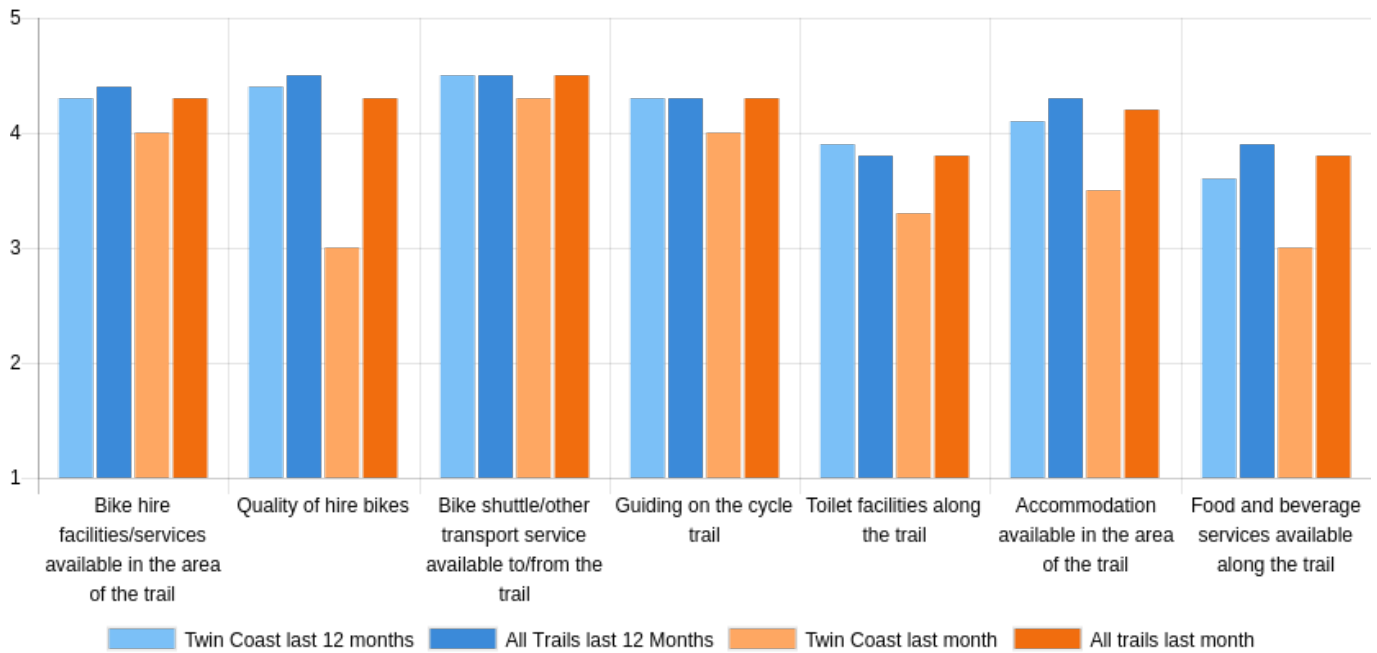
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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	4.4	4.4	4.8	4.5
Information available on the trails website	4.4	4.5	4.0	4.5
Trail map or brochure	4.2	4.4	4.0	4.4

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

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)



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

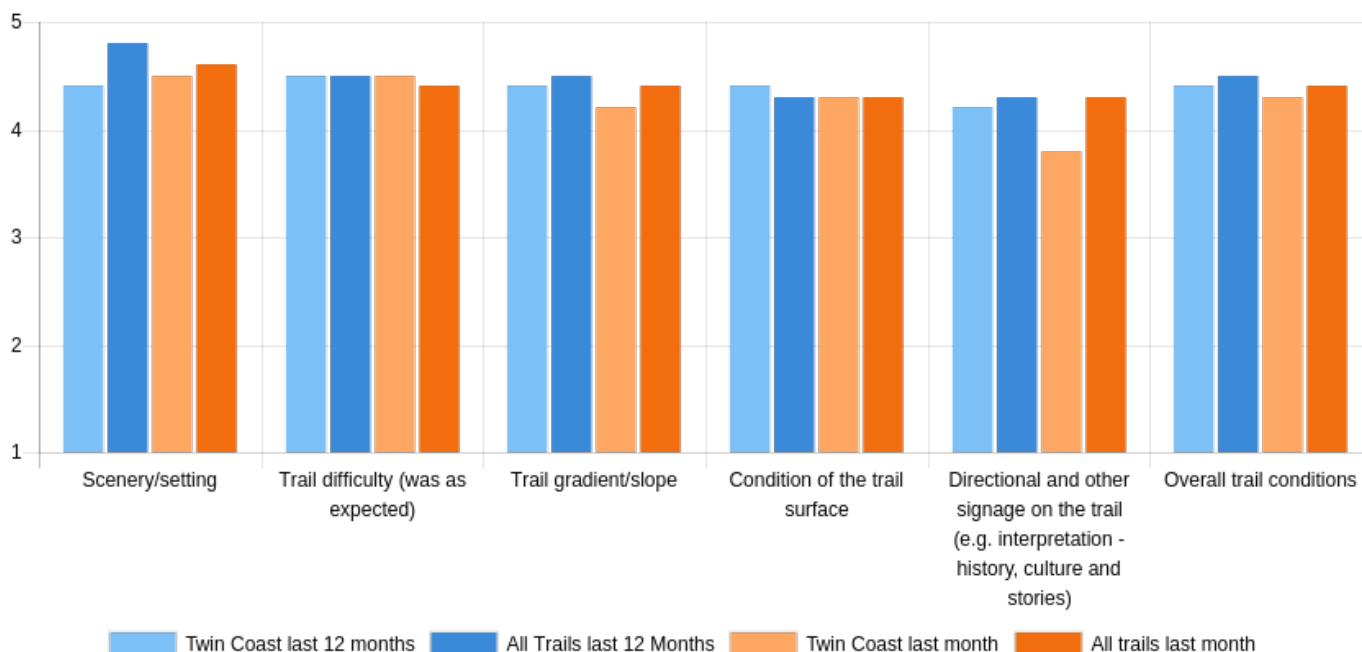
Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	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	4.4	4.0	4.3
Quality of hire bikes	4.4	4.5	3.0	4.3
Bike shuttle/other transport service available to/from the trail	4.5	4.5	4.3	4.5
Guiding on the cycle trail	4.3	4.3	4.0	4.3
Toilet facilities along the trail	3.9	3.8	3.3	3.8
Accommodation available in the area of the trail	4.1	4.3	3.5	4.2
Food and beverage services available along the trail	3.6	3.9	3.0	3.8



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

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)



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

Sample Size: Twin Coast last 12 months 150 / 151 (99%) | All Trails last 12 Months 4699 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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	4.5	4.6
Trail difficulty (was as expected)	4.5	4.5	4.5	4.4
Trail gradient/slope	4.4	4.5	4.2	4.4
Condition of the trail surface	4.4	4.3	4.3	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.3	3.8	4.3
Overall trail conditions	4.4	4.5	4.3	4.4

## Gender

Sample Size: Twin Coast last 12 months 151 / 151 (100%) | All Trails last 12 Months 4700 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	40%	51%	50%	58%
Female	59%	49%	50%	42%
Gender diverse	1%	1%	0%	0%

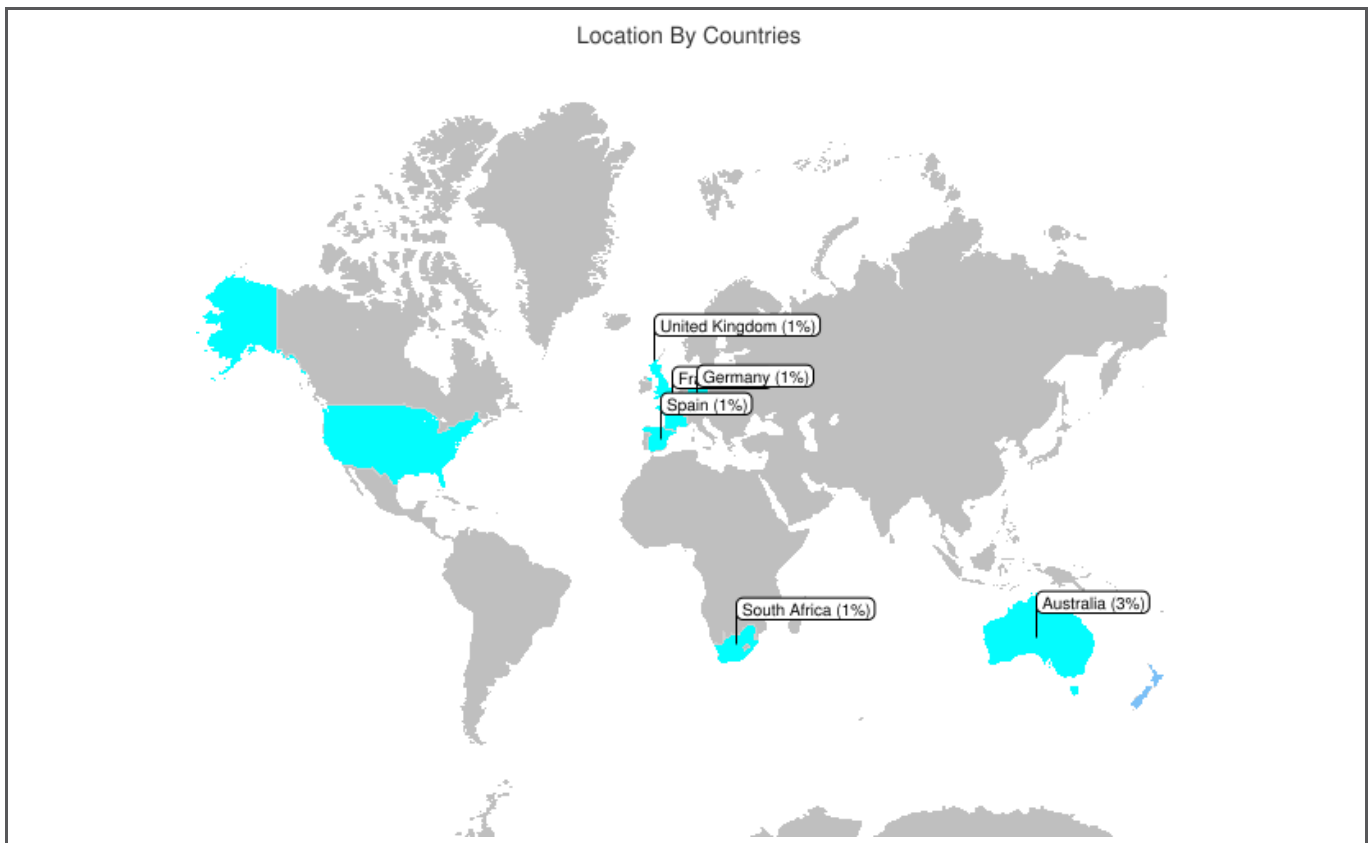
## Age

Sample Size: Twin Coast last 12 months 151 / 151 (100%) | All Trails last 12 Months 4700 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (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%	0%
20 to 29 years	1%	4%	0%	2%
30 to 39 years	9%	9%	33%	5%
40 to 49 years	21%	20%	33%	16%
50 to 59 years	34%	30%	17%	41%
60 to 69 years	26%	27%	17%	31%
70 years or more	7%	9%	0%	6%
Would prefer not to say	1%	0%	0%	0%

## Location

Sample Size: Twin Coast last 12 months 151 / 151 (100%)



## Location

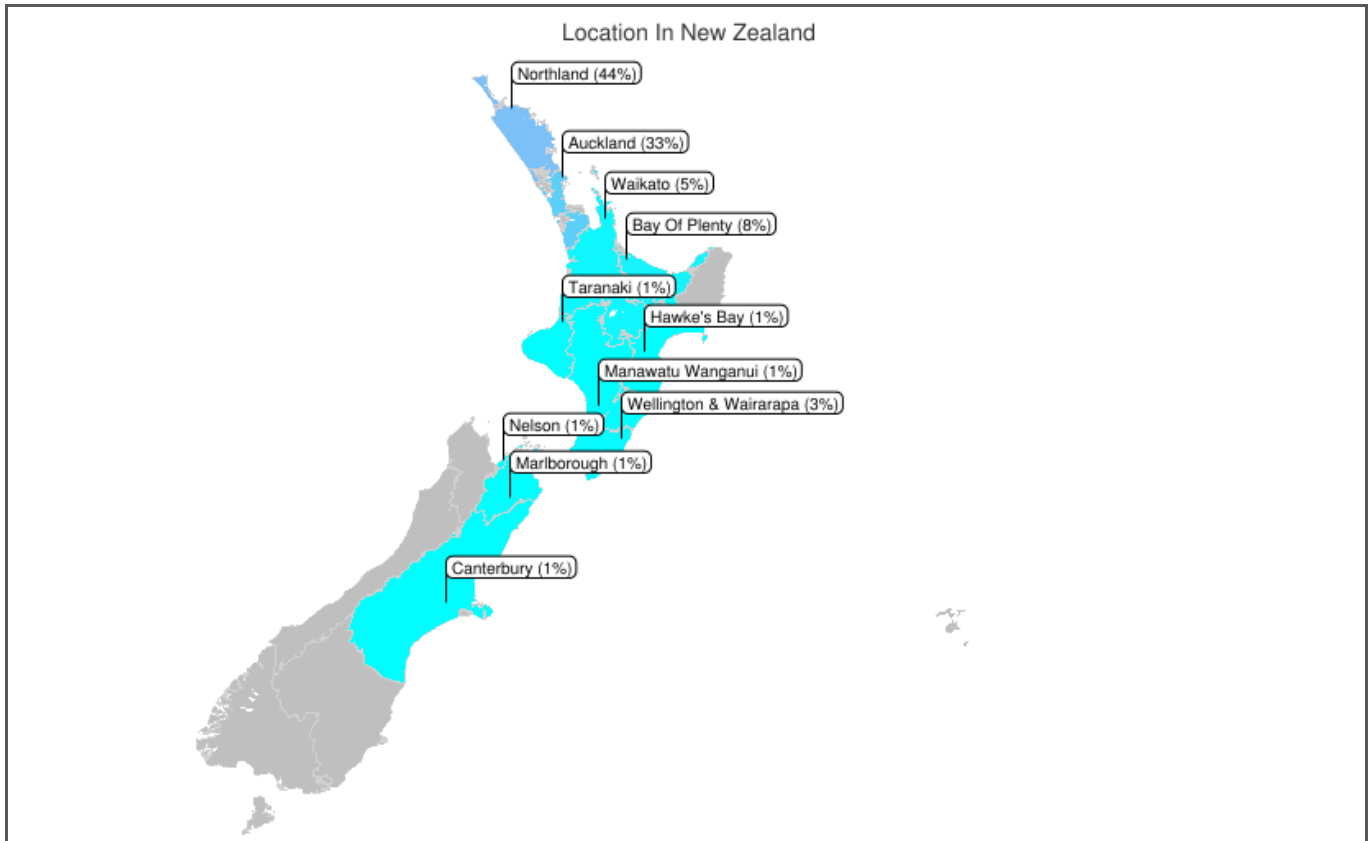
Sample Size: Twin Coast last 12 months 151 / 151 (100%) | All Trails last 12 Months 4700 / 4700 (100%) | Twin Coast last month 6 / 6 (100%) | All trails last month 471 / 471 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	3%	6%	0%	4%
France	1%	0%	0%	0%
Germany	1%	1%	0%	0%
New Zealand	91%	87%	100%	90%
South Africa	1%	0%	0%	0%

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

## Location

Sample Size: Twin Coast last 12 months 137 / 151 (91%)



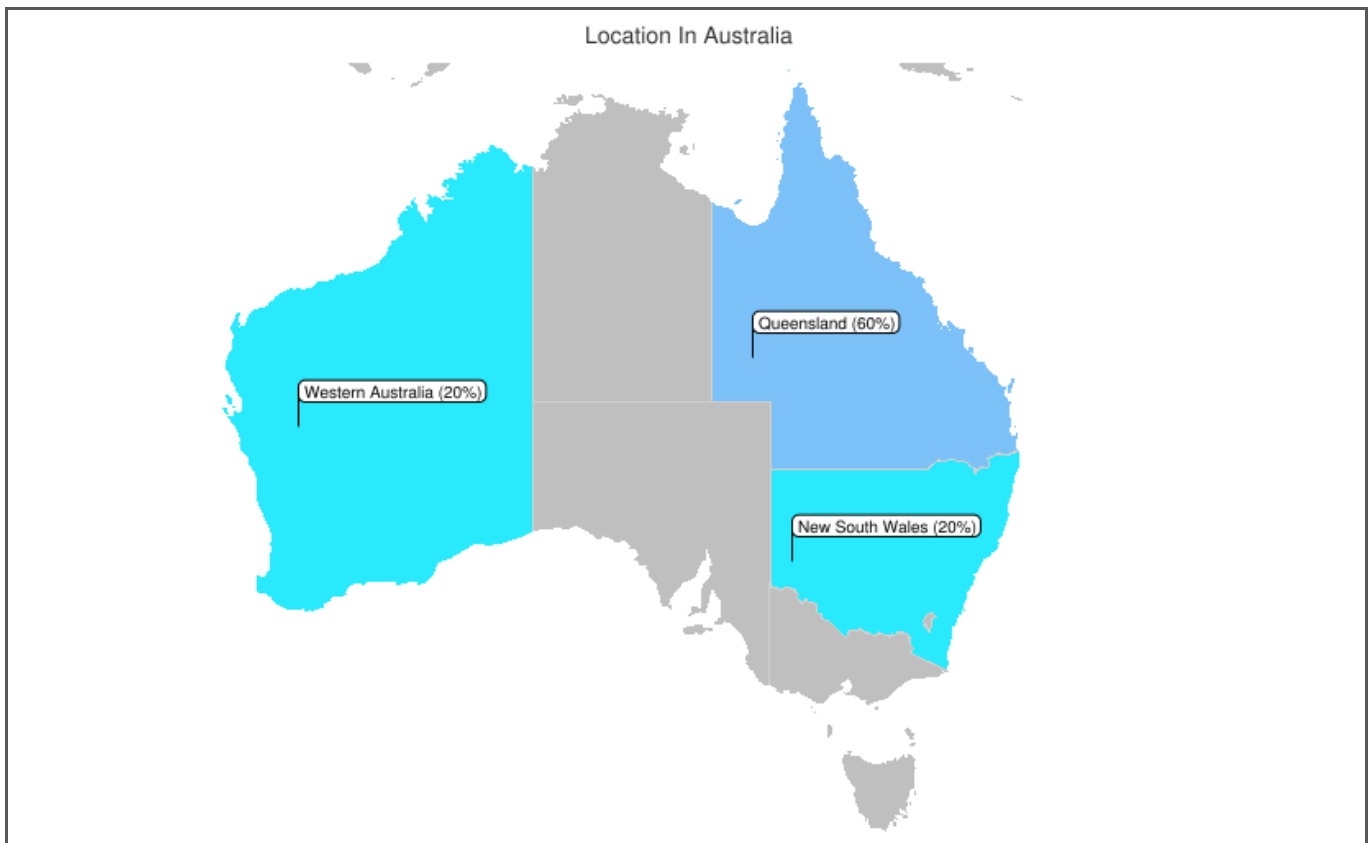
## Location

Sample Size: Twin Coast last 12 months 137 / 151 (91%) | All Trails last 12 Months 4107 / 4700 (87%) | Twin Coast last month 6 / 6 (100%) | All trails last month 425 / 471 (90%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	44%	3%	33%	2%
Auckland	33%	14%	50%	22%
Waikato	5%	13%	0%	18%
Bay Of Plenty	8%	12%	17%	16%
Hawke's Bay	1%	5%	0%	2%
Taranaki	1%	1%	0%	2%
Manawatu Wanganui	1%	2%	0%	1%
Wellington	3%	10%	0%	10%
Nelson	1%	6%	0%	4%
Marlborough	1%	1%	0%	3%
Canterbury	1%	9%	0%	12%

## Location

Sample Size: Twin Coast last 12 months 5 / 151 (3%)



## Location

Sample Size: Twin Coast last 12 months 5 / 151 (3%) | All Trails last 12 Months 295 / 4700 (6%) | Twin Coast last month 0 / 6 (0%) | All trails last month 21 / 471 (4%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
New South Wales	20%	34%	29%
Queensland	60%	28%	48%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 5 / 6 (83%)

TWIN COAST LAST MONTH
we liked the bridge over the marshes
The Hokianga harbour views and the serenity of the area
The Left Bank Restaurant was amazing
I enjoyed the view, but it was too long.
scenery and how flat it is

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

Sample Size: Twin Coast last month 3 / 6 (50%)

TWIN COAST LAST MONTH
We stayed in a converted train caboose
The signage to the start of the track was not good... I had to ask someone at the marina where to go.
more toilet or water stops