



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Monday 1st of July 2019

**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 (01/06/2019) and the last day of last month (30/06/2019)

**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 8 / 8 (100%) | International 1 / 1 (100%) | Domestic 4 / 4 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 63 / 63 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	63%	100%	75%	33%	59%
9	0%	0%	0%	0%	14%
8	0%	0%	0%	0%	11%
7	13%	0%	25%	0%	10%
6	13%	0%	0%	33%	3%
5	13%	0%	0%	33%	3%
4	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	38	100	75	-33	67

## Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 1 / 1 (100%) | Domestic 4 / 4 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 63 / 63 (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	13%	0%	0%	33%	3%
5	0%	0%	0%	0%	0%
6	13%	0%	0%	33%	5%
7	13%	0%	25%	0%	13%
8	0%	0%	0%	0%	13%
9	25%	0%	50%	0%	21%
10 (very satisfied)	38%	100%	25%	33%	46%
Average	8.1	10.0	8.8	6.7	8.8

## Comments - Most enjoyed about experience

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
doing whole of trail in one day was a buz, starting at western point at sunrise was lovely, the western half definitely the better half in terms of scenery, but east side ok as well. the kiwi kai cafe in Okaihau was terrific value for breakfast, felt so guilty that i hadn,t paid enough for the food they gave us i gave him an extra 5 dollars, and that probably still wasnt enough. lunch at the bakery in kiakohe 4 dollars for a pie and a can of drink, was also the best value so far in nz.

## Comments - Most enjoyed about experience

Sample Size: Domestic 4 / 4 (100%)

DOMESTIC
first time on the trail. My 12yroid is new to cycling and using gears so Kawakawa to Taumarere was a perfect easy short ride, especially as we wanted to exercise the dog as well. We were going to do there & back, but the Kawakawa Heritage Railway was at Taumarere, so we managed to fit in a train ride (incl bikes and dog) back to Kawakawa. Perfect!
The signage was excellent, i liked the history aspects and the changes of scenery, good distance for a day
Toilets could be a bit cleaner along the way :)
the boardwalk across the mud flats at Horeke

## Comments - Most enjoyed about experience

Sample Size: Local 2 / 3 (67%)

LOCAL
some sections are very scenic. enjoyed rhe marine sections and the valley between Okaihau and Horeke
the downhill after Okaihau, sense of accomplishment, loved the bush areas, board walk was fun.

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

Sample Size: International 1 / 1 (100%)

INTERNATIONAL
nothing it was great

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

Sample Size: Domestic 4 / 4 (100%)

DOMESTIC
took us 15 mins to figure out where to park in Kawakawa. shoulda done more research (on the website)
maps were either very poor cartoon stle or super datail gis style, was a bit unsure i would find my way before i started, luckily the signage was excellent, bit less road side riding would be good
Was amazing we are coming to do it again soon
The Horeke pub owner needs his attitude changed towards cyclists, all he did was complain about cyclists how they use his toilets and water. No food on offer, how hard is it to make a toasted sandwich.

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

Sample Size: Local 3 / 3 (100%)

LOCAL
the trail between Taumarere and Kawakawa is virtually one big puddle after rain. the whole trail could do with some resurfacing
nothing loved it all, stayed at the hotel at Horeke, and then went to Ngawha for a swim
we rode kawakawa to kaikohe on a holiday monday. kawakawa was great, bustling with cafes open. after 34km ride we arrive in kaikohe and there was absolutely nothing. this is the natural half way point where you suggest people break their journey for the whole ride and it had nothing at all. place needs to get its act together. not enough toilets on trail either if you don't want people using the countryside.