



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

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 (01/07/2018) and the last day of last month (30/06/2019)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

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

All trails last month :

Survey Completion Date : Is between the first day of last month (01/06/2019) and the last day of last month (30/06/2019)

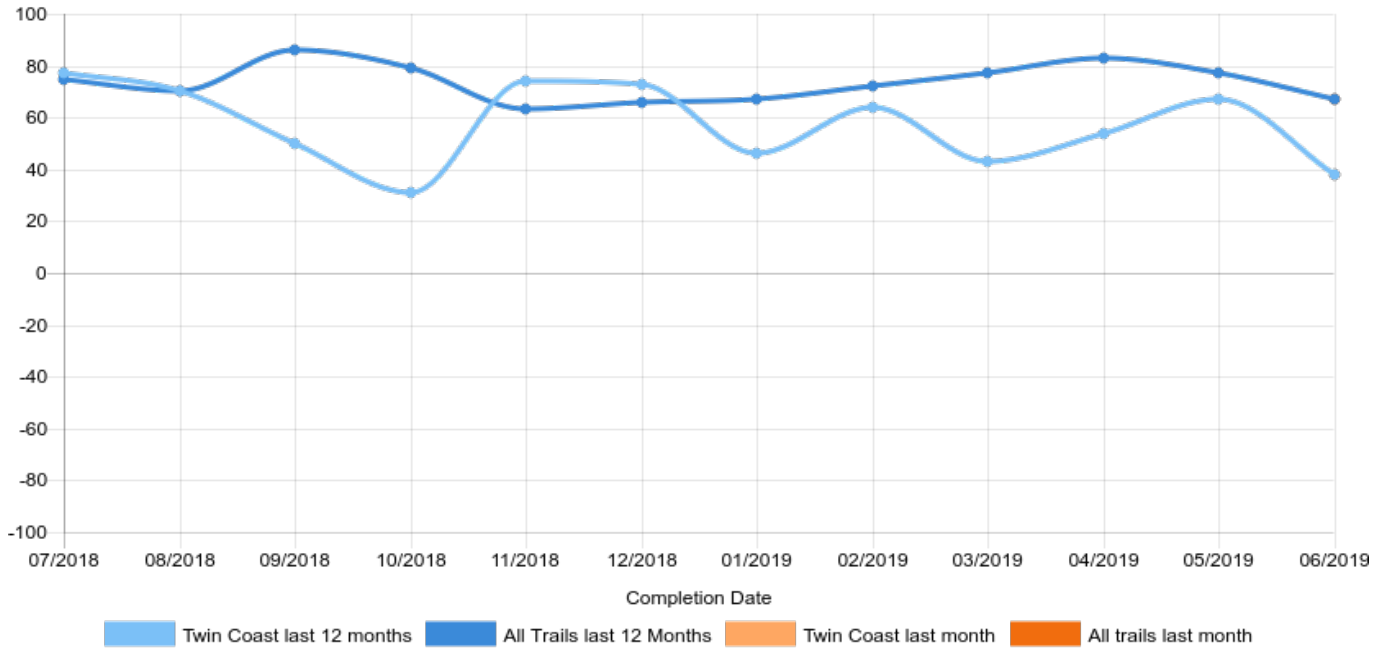
Net Promoter Score©

Sample Size: Twin Coast last 12 months 235 / 237 (99%) | All Trails last 12 Months 4673 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	58	72	38	67

Net Promoter Score©

Sample Size: Twin Coast last 12 months 235 / 237 (99%) | All Trails last 12 Months 4673 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



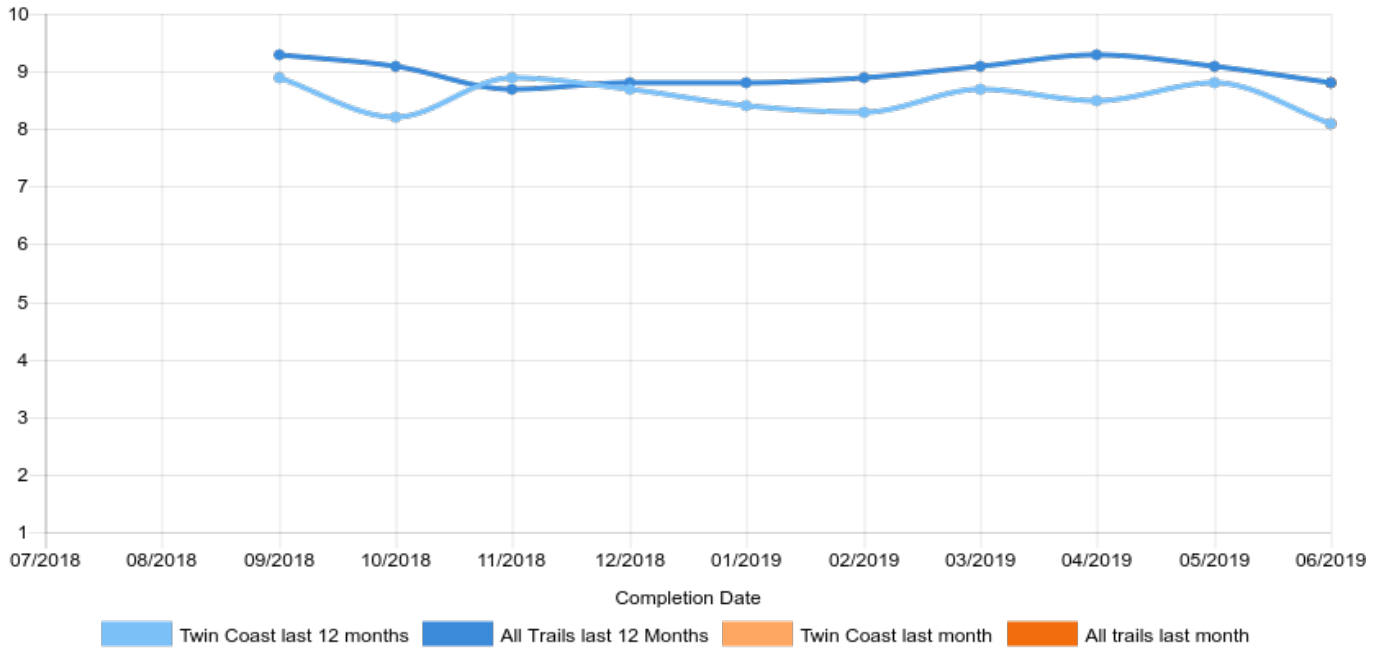
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 208 / 237 (88%) | All Trails last 12 Months 4532 / 4676 (97%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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	8.1	8.8

Overall Satisfaction

Sample Size: Twin Coast last 12 months 208 / 237 (88%) | All Trails last 12 Months 4532 / 4676 (97%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 230 / 237 (97%) | All Trails last 12 Months 4663 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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)	53%	58%	25%	60%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	0%	8%
The AA guide	9%	4%	25%	5%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	0%
Newspaper or magazine	16%	13%	13%	13%
Travel guide/book	8%	7%	0%	8%
Trail brochure/map	9%	14%	0%	5%
Trail website	23%	21%	38%	14%
New Zealand Cycle Trail website	22%	14%	50%	22%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	0%	10%
Other (please specify)	12%	15%	38%	19%

Local or visitor to area

Sample Size: Twin Coast last 12 months 230 / 237 (97%) | All Trails last 12 Months 4663 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	25%	40%	38%	44%
I was visiting the area	75%	60%	63%	56%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 173 / 237 (73%) | All Trails last 12 Months 2818 / 4676 (60%) | Twin Coast last month 5 / 8 (63%) | All trails last month 35 / 63 (56%)

	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	85%	80%	80%	86%
No - I was already visiting or had planned to visit for other reasons	15%	20%	20%	14%

Trail use

Sample Size: Twin Coast last 12 months 231 / 237 (97%) | All Trails last 12 Months 4665 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	55%	59%	75%	67%
Cycling/walking for relaxation	45%	50%	63%	41%
Commuting to/from school or work	0%	2%	0%	2%
Training for an event	3%	8%	0%	13%
Cycling holiday	15%	13%	25%	30%
Walking holiday	0%	1%	0%	5%
Sightseeing	40%	33%	38%	16%
Spending time/socialising with friends/family	46%	41%	75%	37%
Other (please specify)	5%	8%	0%	5%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 204 / 237 (86%) | All Trails last 12 Months 4511 / 4676 (96%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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%	11%	13%	14%
Cycling the trail (on a mountain bike)	58%	62%	63%	60%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	13%	3%
Cycling the trail (on a e-mountain bike)	9%	5%	13%	5%
Cycling the trail (on a hybrid bike)	7%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	8%
Running/jogging	1%	3%	0%	6%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	0%	2%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 174 / 237 (73%) | All Trails last 12 Months 2821 / 4676 (60%) | Twin Coast last month 5 / 8 (63%) | All trails last month 35 / 63 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.64	3.3	1.6	4.46

Extended stay in area

Sample Size: Twin Coast last 12 months 9 / 237 (4%) | All Trails last 12 Months 107 / 4676 (2%) | Twin Coast last month 1 / 8 (13%) | All trails last month 5 / 63 (8%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	11%	21%	0%	20%
No	89%	79%	100%	80%

Extra nights in area

Sample Size: Twin Coast last 12 months 1 / 237 (0%) | All Trails last 12 Months 23 / 4676 (0%) | Twin Coast last month 0 / 8 (0%) | All trails last month 1 / 63 (2%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	2	2.13	1

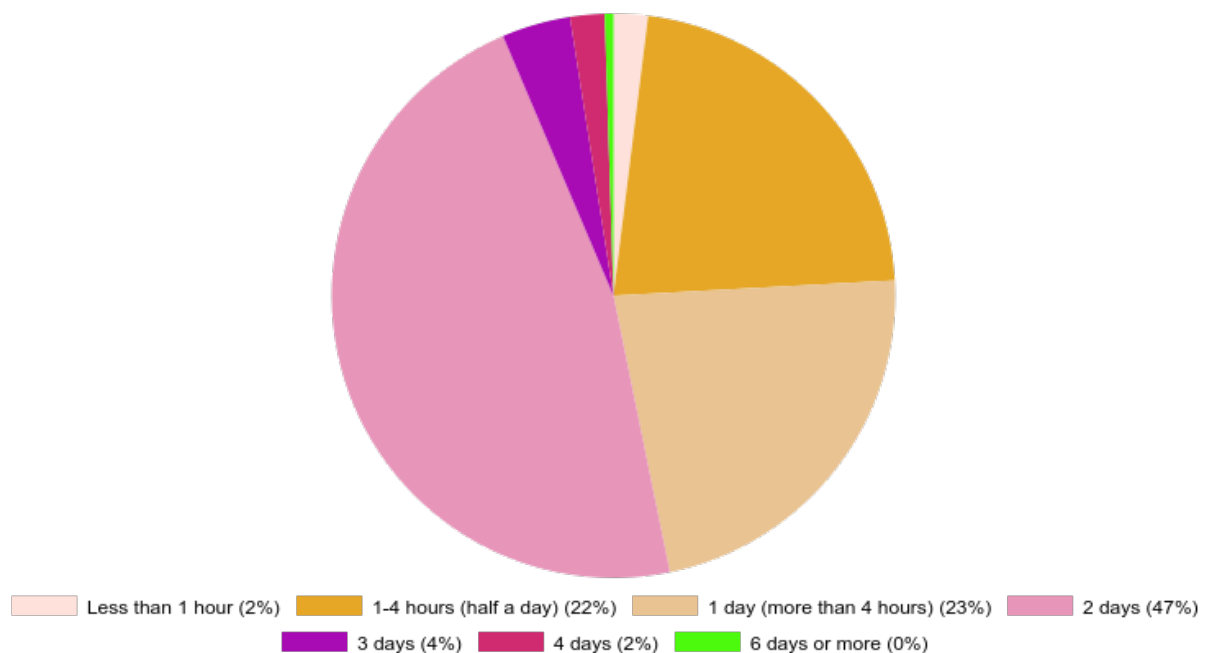
Travel Party Numbers

Sample Size: Twin Coast last 12 months 231 / 237 (97%) | All Trails last 12 Months 4665 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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:	3.73	3.64	2.25	2.94
Children, aged 14 years or less:	0.33	0.49	0.5	0.21

Time spent on the trail

Sample Size: Twin Coast last 12 months 203 / 237 (86%)



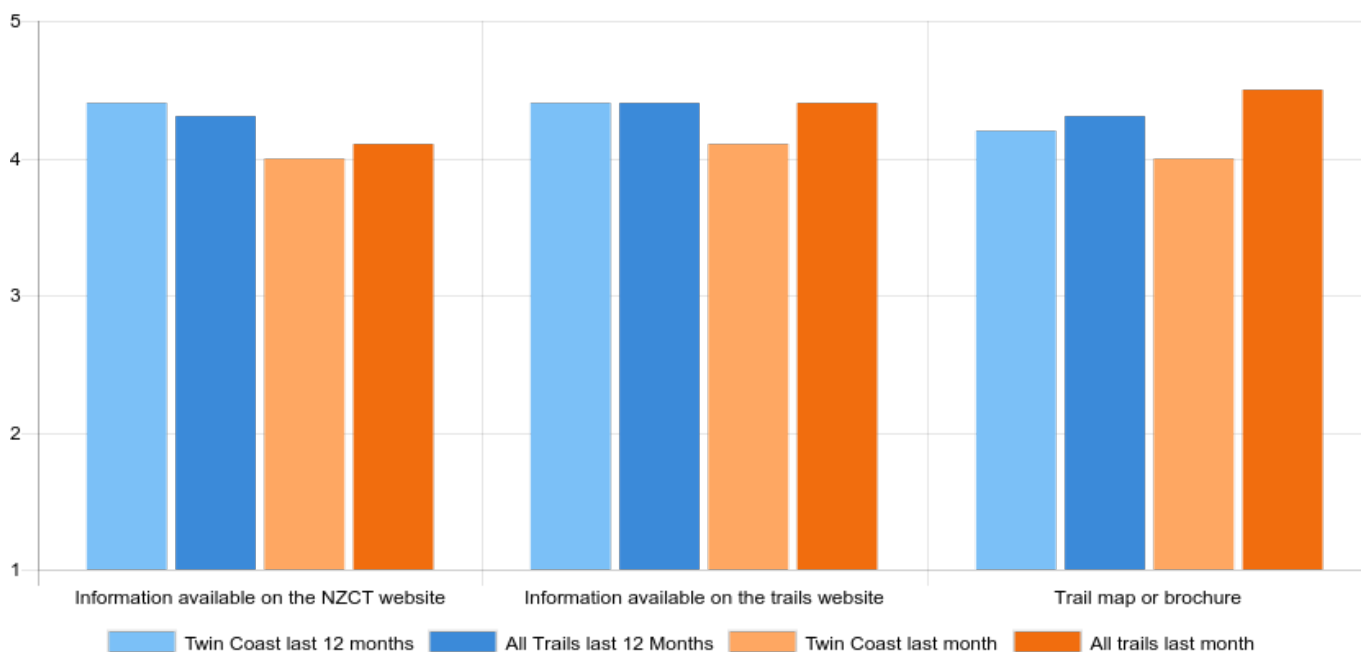
Time spent on the trail

Sample Size: Twin Coast last 12 months 203 / 237 (86%) | All Trails last 12 Months 4456 / 4676 (95%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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%	13%	5%
1-4 hours (half a day)	22%	34%	13%	38%
1 day (more than 4 hours)	23%	18%	63%	21%
2 days	47%	15%	13%	10%
3 days	4%	10%	0%	11%
4 days	2%	10%	0%	8%
5 days	0%	5%	0%	3%
6 days or more	0%	3%	0%	5%

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

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



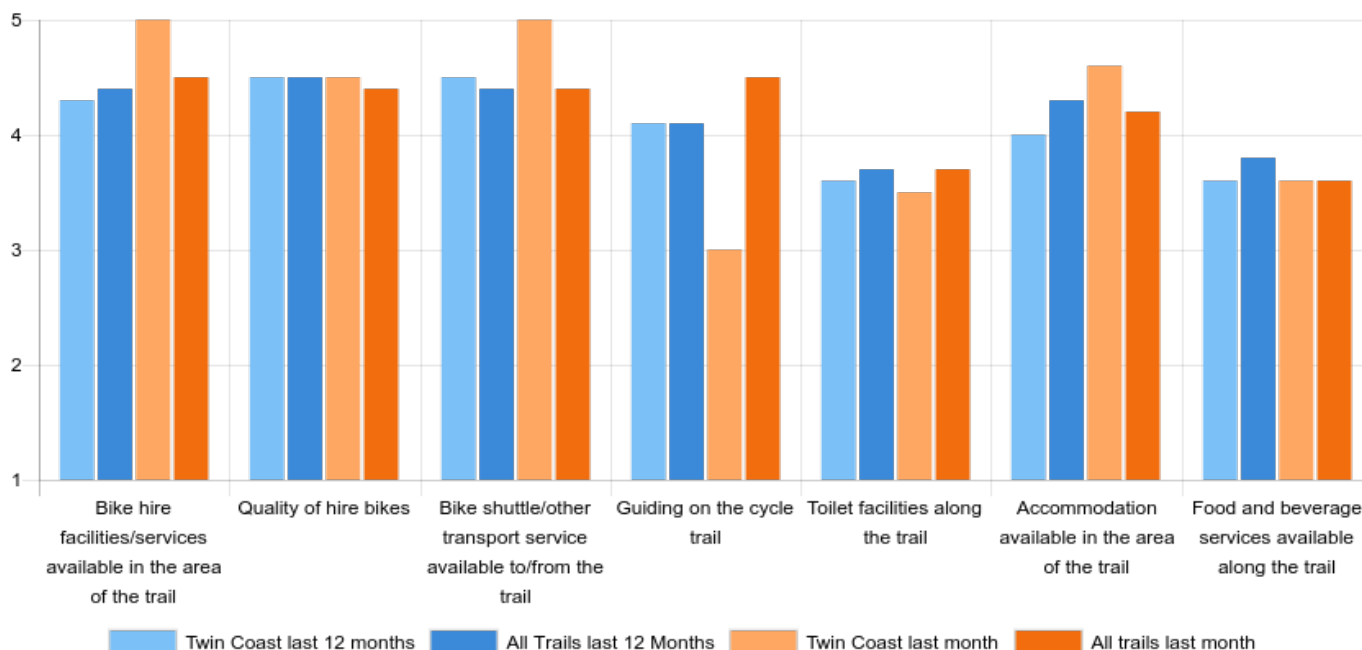
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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	4.3	4.0	4.1
Information available on the trails website	4.4	4.4	4.1	4.4
Trail map or brochure	4.2	4.3	4.0	4.5

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

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



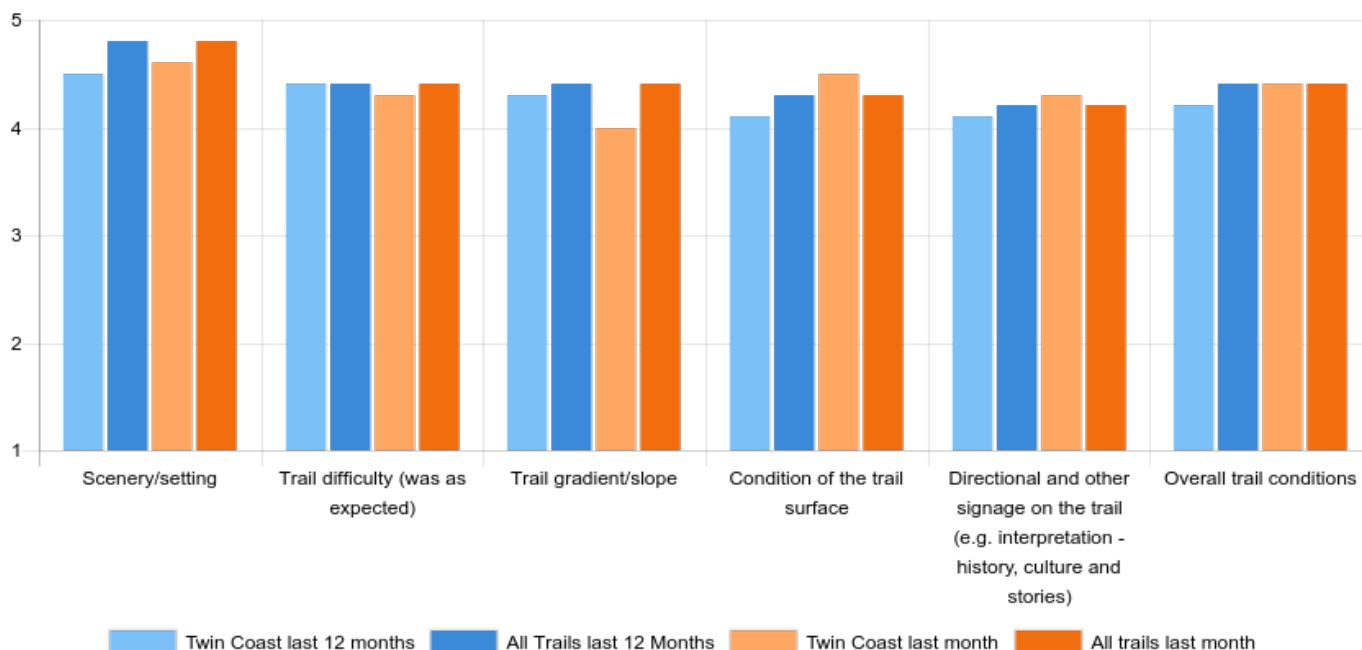
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4668 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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	5.0	4.5
Quality of hire bikes	4.5	4.5	4.5	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.4
Guiding on the cycle trail	4.1	4.1	3.0	4.5
Toilet facilities along the trail	3.6	3.7	3.5	3.7
Accommodation available in the area of the trail	4.0	4.3	4.6	4.2
Food and beverage services available along the trail	3.6	3.8	3.6	3.6

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

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4669 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)



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

Sample Size: Twin Coast last 12 months 232 / 237 (98%) | All Trails last 12 Months 4669 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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	4.6	4.8
Trail difficulty (was as expected)	4.4	4.4	4.3	4.4
Trail gradient/slope	4.3	4.4	4.0	4.4
Condition of the trail surface	4.1	4.3	4.5	4.3
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.1	4.2	4.3	4.2
Overall trail conditions	4.2	4.4	4.4	4.4

Gender

Sample Size: Twin Coast last 12 months 237 / 237 (100%) | All Trails last 12 Months 4676 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	50%	54%
Female	57%	49%	50%	46%
Gender diverse	0%	0%	0%	0%

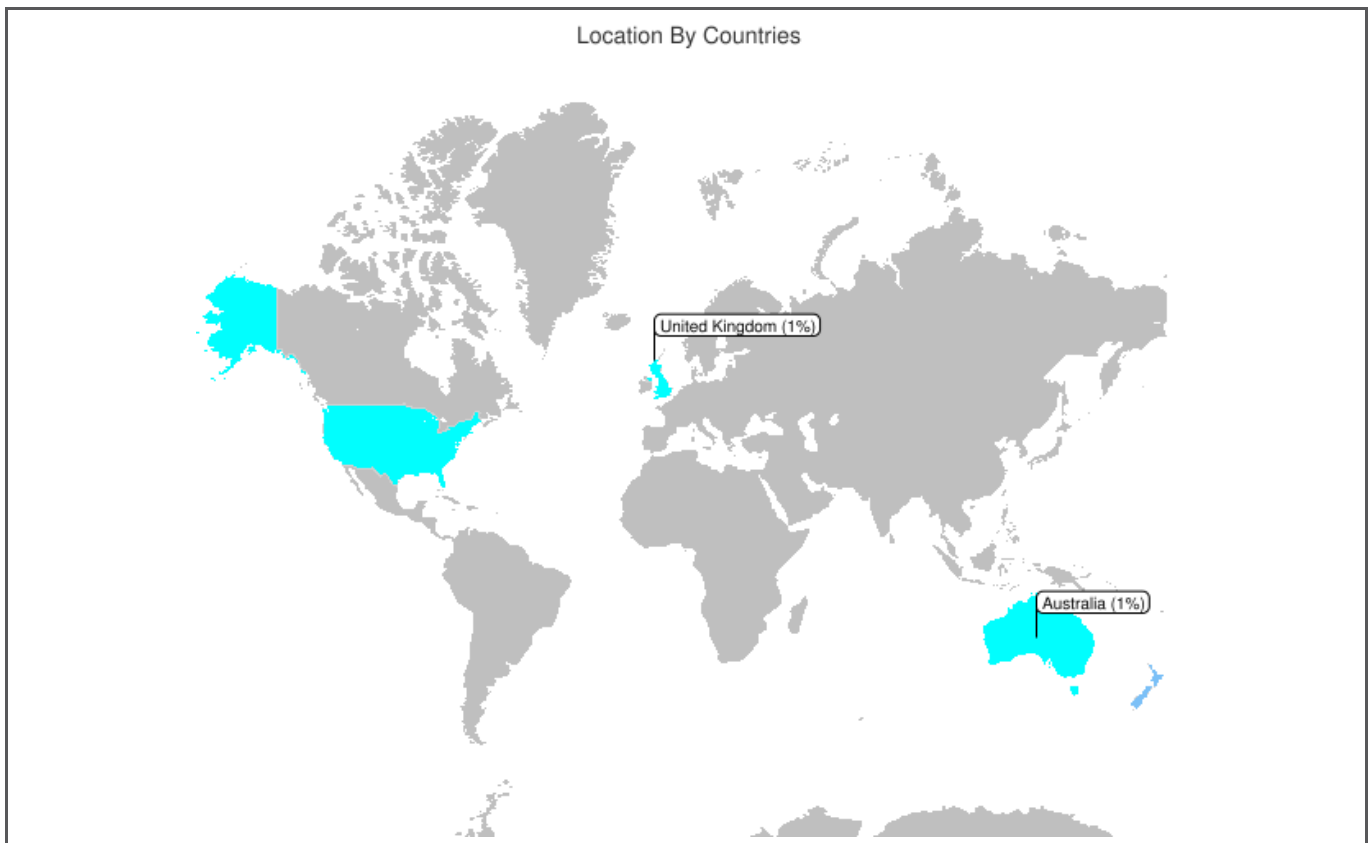
Age

Sample Size: Twin Coast last 12 months 236 / 237 (100%) | All Trails last 12 Months 4674 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (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	3%	5%	0%	5%
30 to 39 years	7%	11%	0%	10%
40 to 49 years	20%	22%	13%	25%
50 to 59 years	30%	30%	38%	32%
60 to 69 years	32%	22%	38%	19%
70 years or more	7%	7%	13%	10%
Would prefer not to say	0%	0%	0%	0%

Location

Sample Size: Twin Coast last 12 months 237 / 237 (100%)



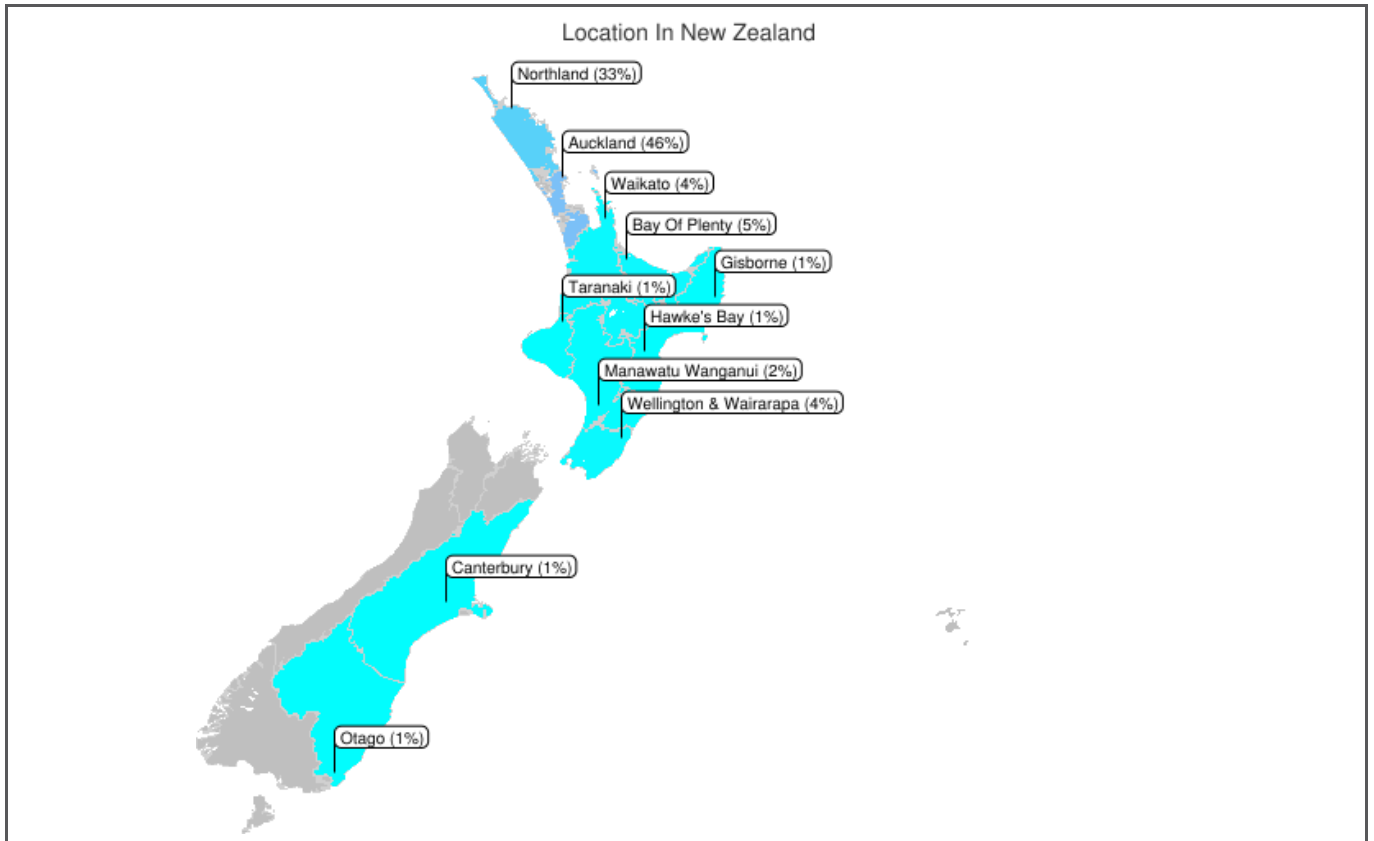
Location

Sample Size: Twin Coast last 12 months 237 / 237 (100%) | All Trails last 12 Months 4676 / 4676 (100%) | Twin Coast last month 8 / 8 (100%) | All trails last month 63 / 63 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	1%	5%	13%	10%
New Zealand	94%	91%	88%	89%
United Kingdom	1%	1%	0%	2%
United States	1%	1%	0%	0%

Location

Sample Size: Twin Coast last 12 months 223 / 237 (94%)



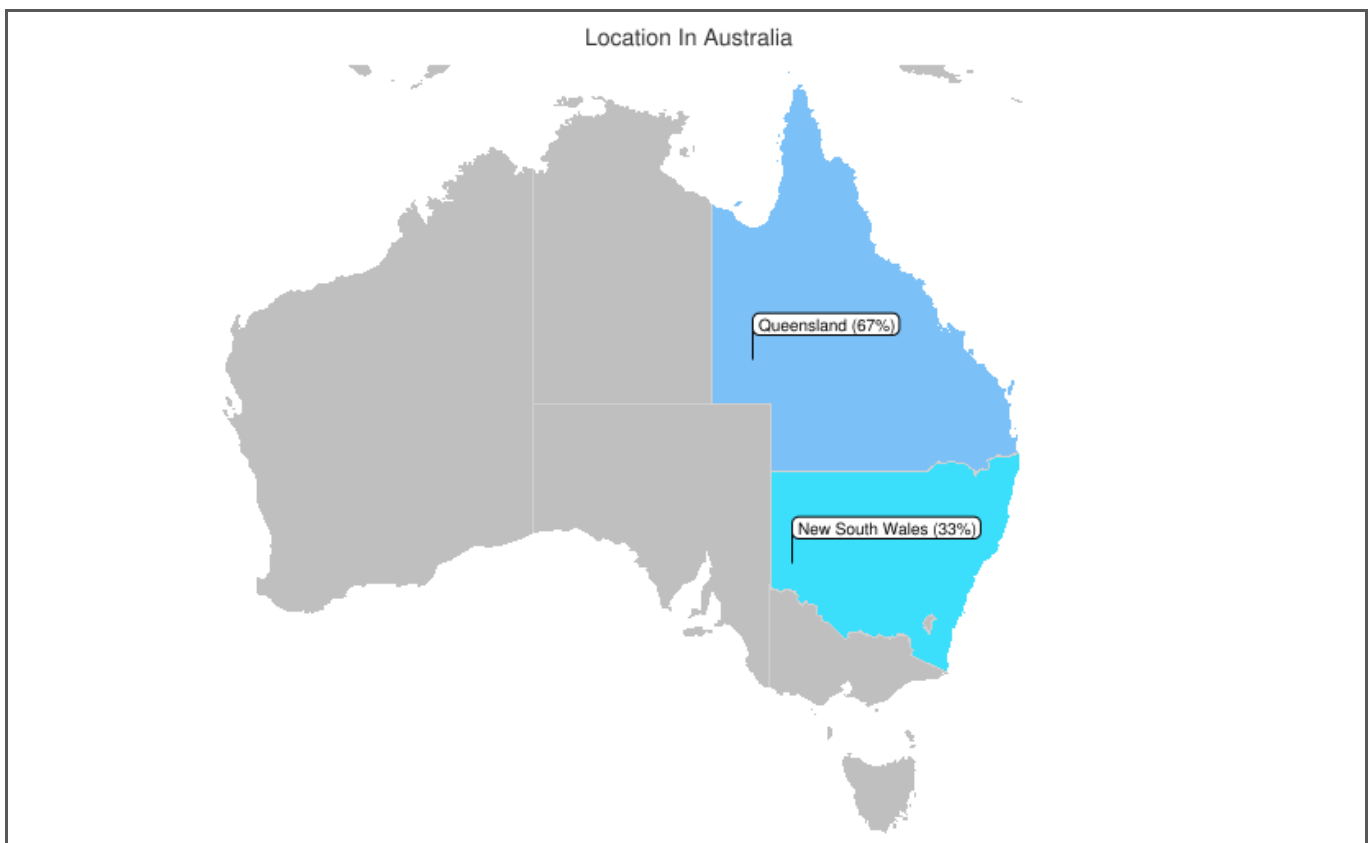
Location

Sample Size: Twin Coast last 12 months 223 / 237 (94%) | All Trails last 12 Months 4236 / 4676 (91%) | Twin Coast last month 7 / 8 (88%) | All trails last month 56 / 63 (89%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	33%	3%	86%	11%
Auckland	46%	15%	0%	9%
Waikato	4%	11%	0%	2%
Bay Of Plenty	5%	10%	0%	11%
Gisborne	1%	0%	0%	2%
Hawke's Bay	1%	6%	0%	4%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	2%
Wellington	4%	9%	14%	16%
Canterbury	1%	12%	0%	9%
Otago	1%	11%	0%	4%

Location

Sample Size: Twin Coast last 12 months 3 / 237 (1%)



Location

Sample Size: Twin Coast last 12 months 3 / 237 (1%) | All Trails last 12 Months 246 / 4676 (5%) | Twin Coast last month 1 / 8 (13%) | All trails last month 6 / 63 (10%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	33%	40%	0%	33%
Queensland	67%	24%	100%	50%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 7 / 8 (88%)

TWIN COAST LAST MONTH

doing whole of trail in one day was a buzz, 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.

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!

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.

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 - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 8 / 8 (100%)

TWIN COAST LAST MONTH
nothing it was great
took us 15 mins to figure out where to park in Kawakawa. shoulda done more research (on the website)
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
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.
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.