



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Thursday 1st of August 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 (01/07/2019) and the last day of last month (31/07/2019)

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 15 / 15 (100%) | International 2 / 2 (100%) | Domestic 9 / 9 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 87 / 87 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	73%	100%	67%	75%	66%
9	0%	0%	0%	0%	8%
8	20%	0%	33%	0%	18%
7	0%	0%	0%	0%	3%
6	7%	0%	0%	25%	2%
5	0%	0%	0%	0%	1%
4	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	1%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	67	100	67	50	69

Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 15 / 15 (100%) | International 2 / 2 (100%) | Domestic 9 / 9 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 87 / 87 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	1%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	1%
5	0%	0%	0%	0%	0%
6	7%	0%	0%	25%	3%
7	0%	0%	0%	0%	7%
8	27%	0%	33%	25%	16%
9	27%	0%	33%	25%	24%
10 (very satisfied)	40%	100%	33%	25%	47%
Average	8.9	10.0	9.0	8.3	8.9

Comments - Most enjoyed about experience

Sample Size: International 1 / 2 (50%)

INTERNATIONAL
scenery

Comments - Most enjoyed about experience

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
Seeing a different part of NZ
Easy to ride with the family, no worries
peace and quiet
the scenery was stunning and varied, meeting some of the locals especially the owner of the okaihu cafe, great food and coffee, talking to locals in the kaikohe RSA, sad to hear it was closing down. surprised the horeke hotel not open to casual visitors at midday for refreshments.
To be honest we are about to book to go on the trail We have investigated the area diligently with the help of the AA manual, phone calls and a recent visit to the area by car. All this has been instrumental in deciding that we will do the trail in september . Four of us
Culture, scenery and being able to experience them while exercising Loved the Waitangi Mountain Bike Park too which we decided to visit again after the trail
Wairere Boulders B and B was a great place to stay and most helpful hosts. The Left Bank in Kaikohe was a real treat too. Manager Brooke drove us to have a soak at Nga Wha.
scenery
time out on the fresh air. tracks in great condition.

Comments - Most enjoyed about experience

Sample Size: Local 3 / 4 (75%)

LOCAL
tunnel and bridges, only did Opuia to kawakawa return
These cycle touring guests cycled the whole trail from Opuia to Horeke with their own e bikes and paniers. They estimated the distances and times for the trail so that they could reach Kaikohe before dark to find accommodation. They arrived after dark in Kaikohe because they were stopping to enjoy the scenery and the signs and because they had to stop lift their e bikes multiple times over the barriers along the trail. One of the riders also had to remove all her paniers before lifting the bike over the barriers. The older gentleman who was lifting the bikes over the barriers injured his shoulders. He said there must have been 60 or 70 barriers along the entire length of the trail from Opuia to Horeke When they arrived in Kaikohe, they had trouble finding a local who could tell them where to find accommodation. When they arrived in Horeke, they had trouble finding the spot where the Ranui would pick them up, apparently the signage led them in a different direction away from the Horeke landing. Fortunately they saw the Ranui coming across the harbour so they cycled back. One woman almost had an accident because they were all hurrying to meet the Ranui.
Boardwalk at Horeke.

Comments - What might have made the experience more enjoyable

Sample Size: International 1 / 2 (50%)

INTERNATIONAL
cleanig glass off the trail; surface/better manitenance

Comments - What might have made the experience more enjoyable

Sample Size: Domestic 9 / 9 (100%)

DOMESTIC
All good
The bollards to stop motor bikes (on the Opuia-Kawakawa) make it very difficult to tow a trailer behind a bike, having to stop and lift over each one (2 people required) really spoils the enjoyment of the ride
the first day was a bit much along side of the road
available food and drink at horeke
No comment at this stage
Can't think of anything
The Horeke Hotel owner speaking to us. the open sign was out but we were ignored by the manager who stayed on a personal call. We were hoping for a drink and something to eat but ended up leaving without being spoken to. Toilet facilities at Okaihau could be improved.
Harder tracks, more challengin
nothing

Comments - What might have made the experience more enjoyable

Sample Size: Local 2 / 4 (50%)

LOCAL
Toilet facility, removal of tobacco plants and general rubbish maintenance
gettign off to squeeze though metal bars was bit of a pain