



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/08/2018) and the last day of last month (31/07/2019)

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 (01/08/2018) and the last day of last month (31/07/2019)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/08/2018) and the last day of last month (31/07/2019)

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 (01/07/2019) and the last day of last month (31/07/2019)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/07/2019) and the last day of last month (31/07/2019)

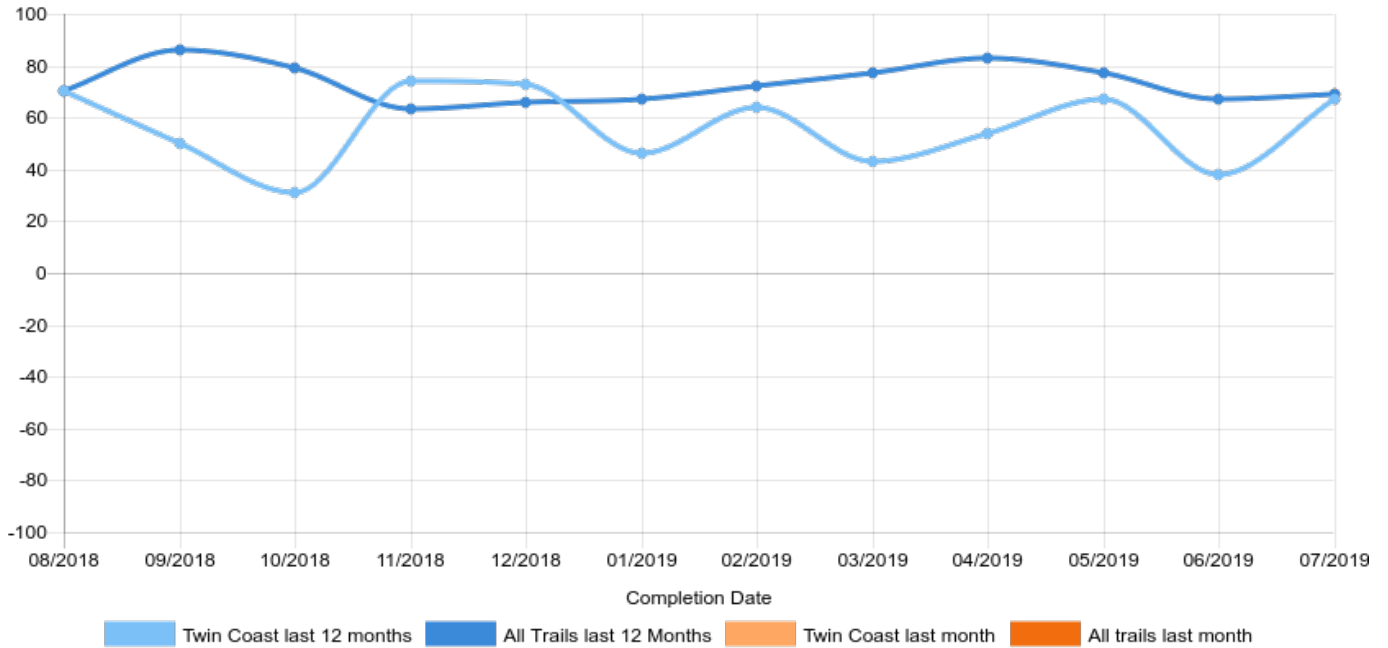
Net Promoter Score©

Sample Size: Twin Coast last 12 months 237 / 239 (99%) | All Trails last 12 Months 4707 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	72	67	69

Net Promoter Score©

Sample Size: Twin Coast last 12 months 237 / 239 (99%) | All Trails last 12 Months 4707 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



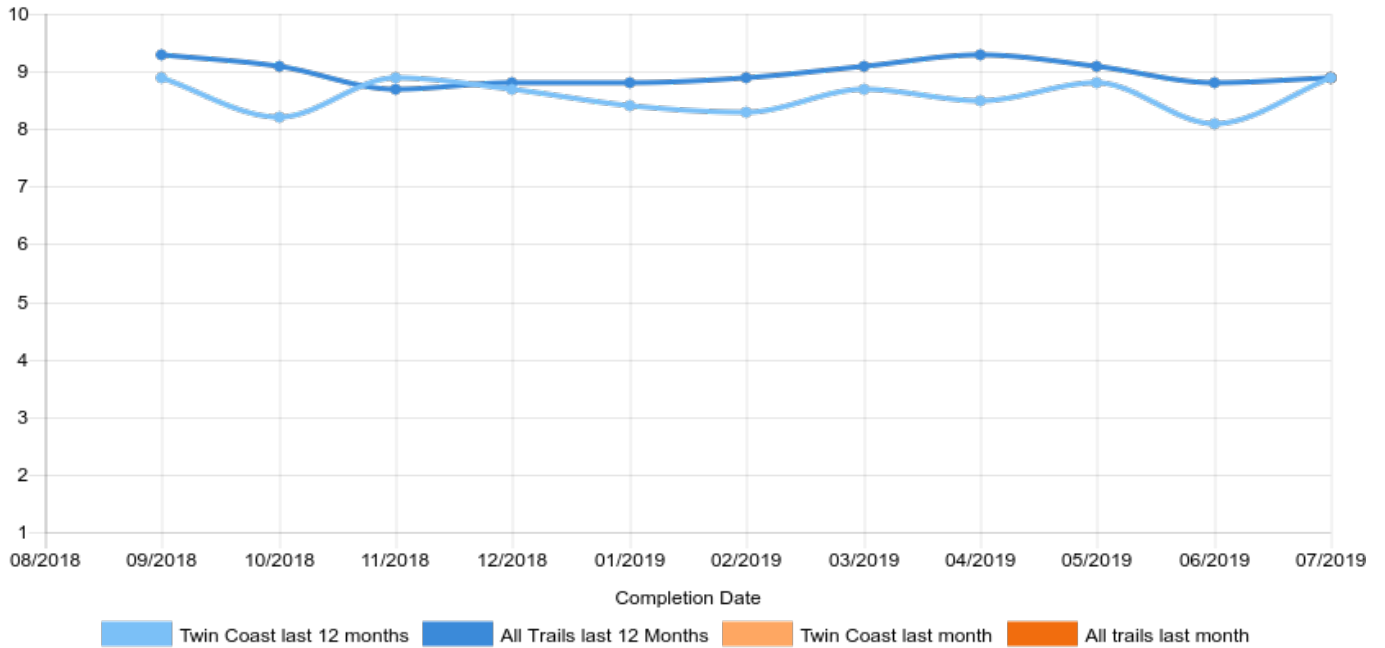
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4619 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Overall Satisfaction	8.6	8.9	8.9	8.9

Overall Satisfaction

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4619 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 232 / 239 (97%) | All Trails last 12 Months 4697 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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%	59%	60%	61%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	7%	9%
The AA guide	10%	4%	20%	6%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	1%
Newspaper or magazine	15%	13%	7%	14%
Travel guide/book	8%	7%	0%	3%
Trail brochure/map	9%	14%	13%	18%
Trail website	23%	20%	20%	13%
New Zealand Cycle Trail website	24%	15%	27%	18%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	7%	14%
Other (please specify)	12%	15%	20%	18%

Local or visitor to area

Sample Size: Twin Coast last 12 months 232 / 239 (97%) | All Trails last 12 Months 4697 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	24%	40%	27%	49%
I was visiting the area	76%	60%	73%	51%

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 177 / 239 (74%) | All Trails last 12 Months 2825 / 4710 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 44 / 87 (51%)

	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	84%	80%	73%	73%
No - I was already visiting or had planned to visit for other reasons	16%	20%	27%	27%

Trail use

Sample Size: Twin Coast last 12 months 233 / 239 (97%) | All Trails last 12 Months 4699 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	59%	33%	57%
Cycling/walking for relaxation	44%	49%	20%	37%
Commuting to/from school or work	0%	2%	0%	2%
Training for an event	4%	8%	13%	16%
Cycling holiday	19%	14%	60%	30%
Walking holiday	0%	1%	0%	0%
Sightseeing	38%	33%	13%	23%
Spending time/socialising with friends/family	45%	41%	33%	34%
Other (please specify)	6%	8%	13%	10%

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 219 / 239 (92%) | All Trails last 12 Months 4598 / 4710 (98%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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%	7%	14%
Cycling the trail (on a mountain bike)	58%	62%	60%	56%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	7%	8%
Cycling the trail (on a e-mountain bike)	9%	5%	13%	5%
Cycling the trail (on a hybrid bike)	7%	3%	0%	5%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	7%	7%
Running/jogging	1%	3%	0%	3%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	7%	2%

Nights stayed in the area

Sample Size: Twin Coast last 12 months 178 / 239 (74%) | All Trails last 12 Months 2828 / 4710 (60%) | Twin Coast last month 11 / 15 (73%) | All trails last month 44 / 87 (51%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.64	3.27	2.64	2.18

Extended stay in area

Sample Size: Twin Coast last 12 months 12 / 239 (5%) | All Trails last 12 Months 119 / 4710 (3%) | Twin Coast last month 3 / 15 (20%) | All trails last month 12 / 87 (14%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	17%	21%	33%	17%
No	83%	79%	67%	83%

Extra nights in area

Sample Size: Twin Coast last 12 months 2 / 239 (1%) | All Trails last 12 Months 25 / 4710 (1%) | Twin Coast last month 1 / 15 (7%) | All trails last month 2 / 87 (2%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	3.5	2.24	5	3.5

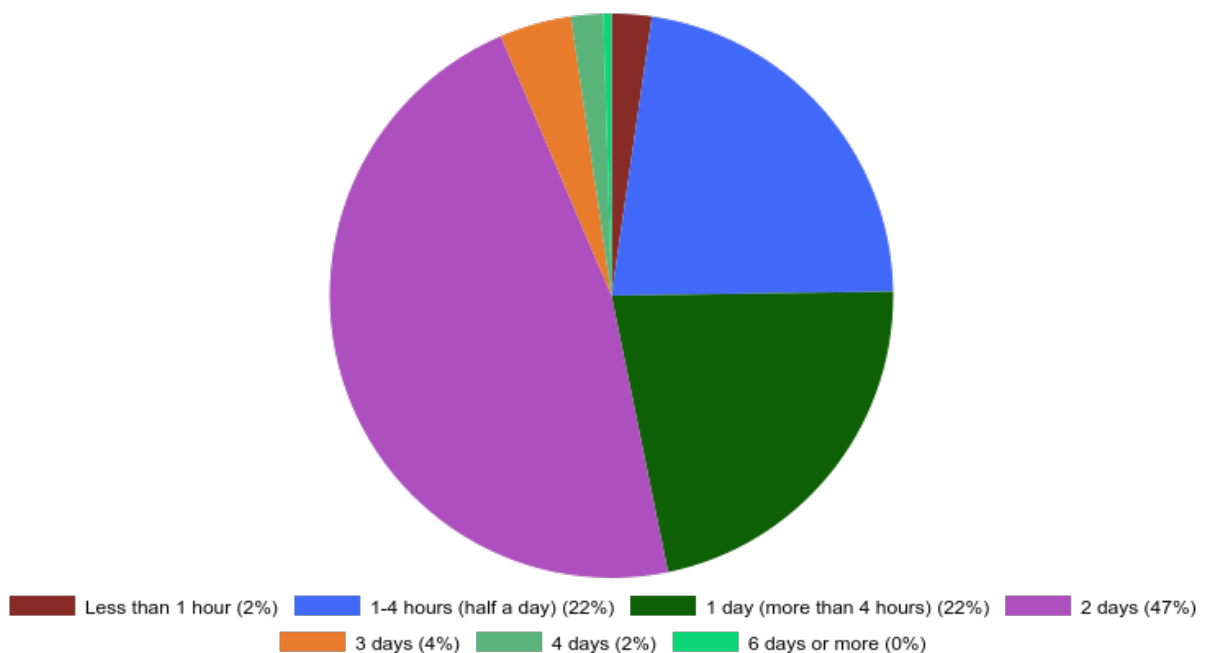
Travel Party Numbers

Sample Size: Twin Coast last 12 months 233 / 239 (97%) | All Trails last 12 Months 4699 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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	3.62	2.67	3.23
Children, aged 14 years or less:	0.31	0.49	0.07	0.44

Time spent on the trail

Sample Size: Twin Coast last 12 months 218 / 239 (91%)



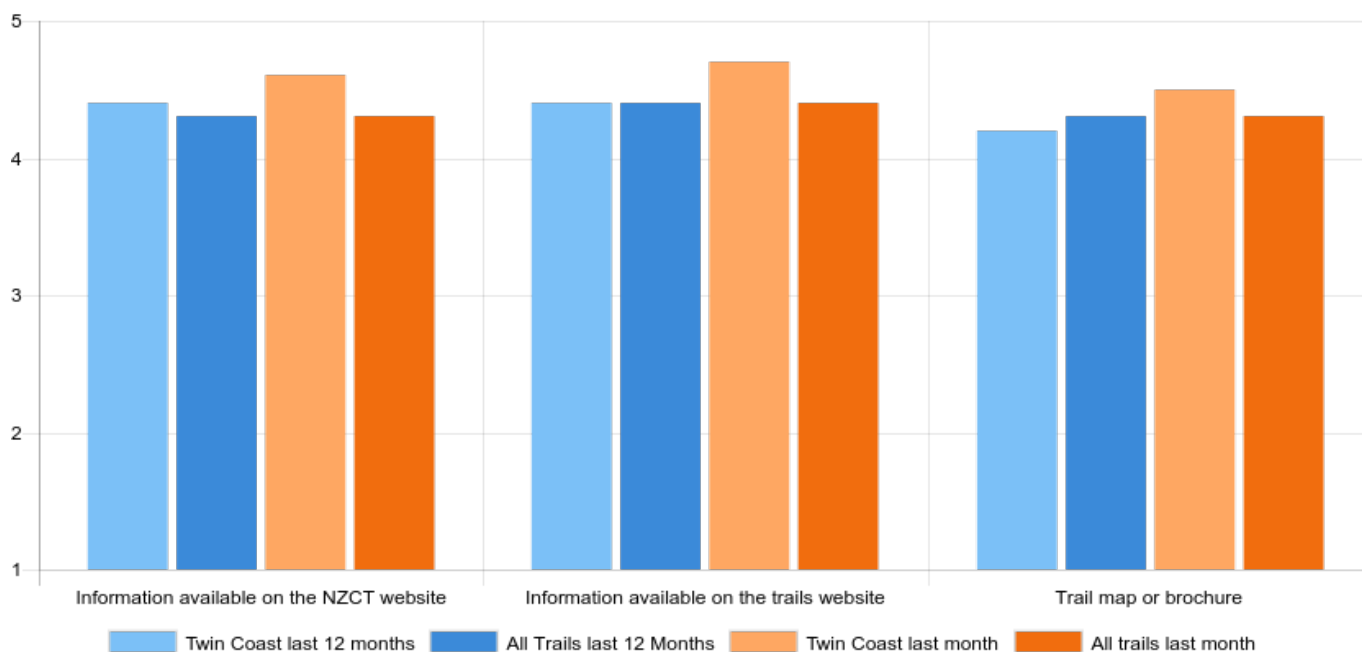
Time spent on the trail

Sample Size: Twin Coast last 12 months 218 / 239 (91%) | All Trails last 12 Months 4543 / 4710 (96%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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%	7%	3%
1-4 hours (half a day)	22%	34%	27%	45%
1 day (more than 4 hours)	22%	18%	13%	22%
2 days	47%	15%	47%	21%
3 days	4%	10%	7%	5%
4 days	2%	10%	0%	1%
5 days	0%	5%	0%	1%
6 days or more	0%	3%	0%	2%

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

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



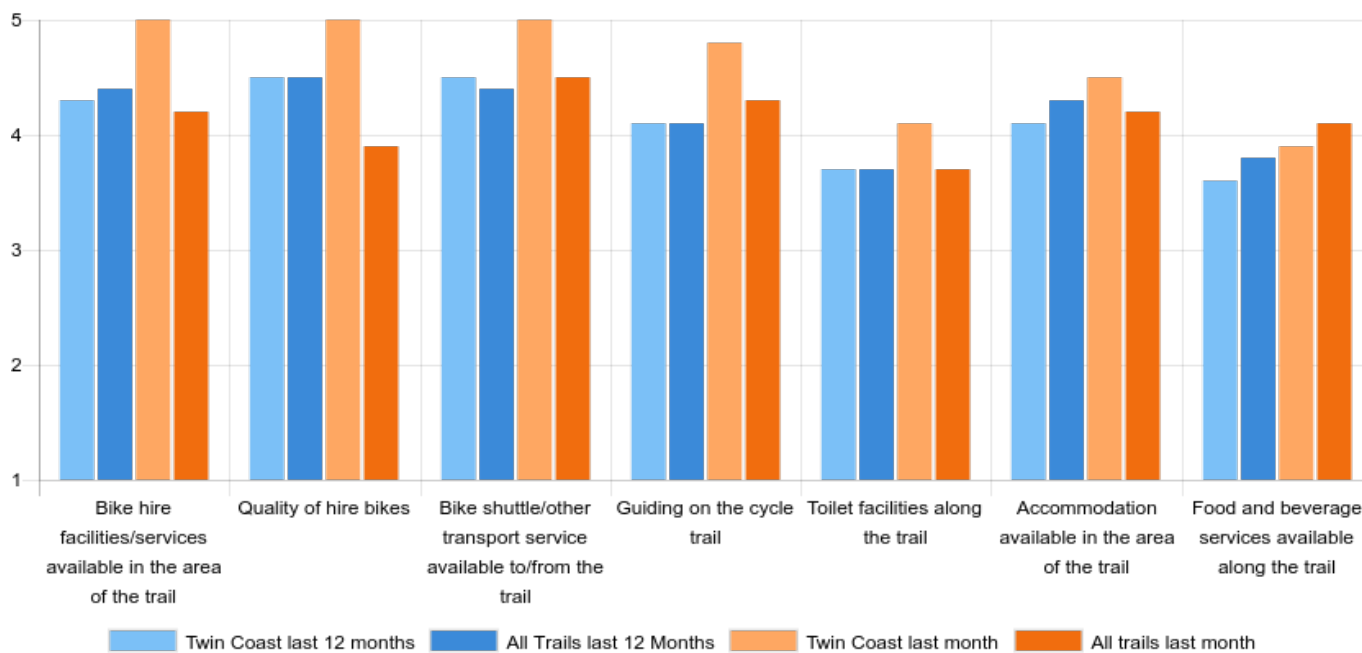
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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	4.6	4.3
Information available on the trails website	4.4	4.4	4.7	4.4
Trail map or brochure	4.2	4.3	4.5	4.3

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

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



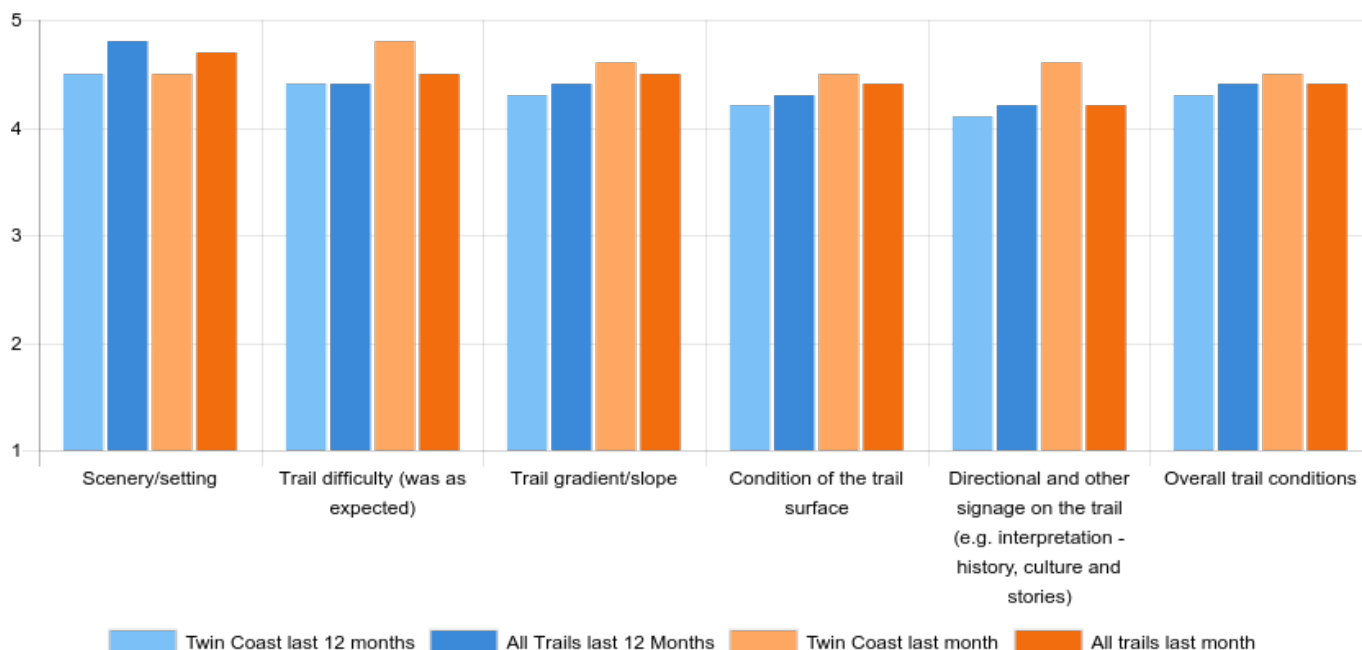
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4702 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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	4.2
Quality of hire bikes	4.5	4.5	5.0	3.9
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.5
Guiding on the cycle trail	4.1	4.1	4.8	4.3
Toilet facilities along the trail	3.7	3.7	4.1	3.7
Accommodation available in the area of the trail	4.1	4.3	4.5	4.2
Food and beverage services available along the trail	3.6	3.8	3.9	4.1

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

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4703 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)



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

Sample Size: Twin Coast last 12 months 234 / 239 (98%) | All Trails last 12 Months 4703 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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	4.5	4.7
Trail difficulty (was as expected)	4.4	4.4	4.8	4.5
Trail gradient/slope	4.3	4.4	4.6	4.5
Condition of the trail surface	4.2	4.3	4.5	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.1	4.2	4.6	4.2
Overall trail conditions	4.3	4.4	4.5	4.4

Gender

Sample Size: Twin Coast last 12 months 239 / 239 (100%) | All Trails last 12 Months 4710 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	20%	43%
Female	58%	49%	80%	57%
Gender diverse	0%	0%	0%	0%

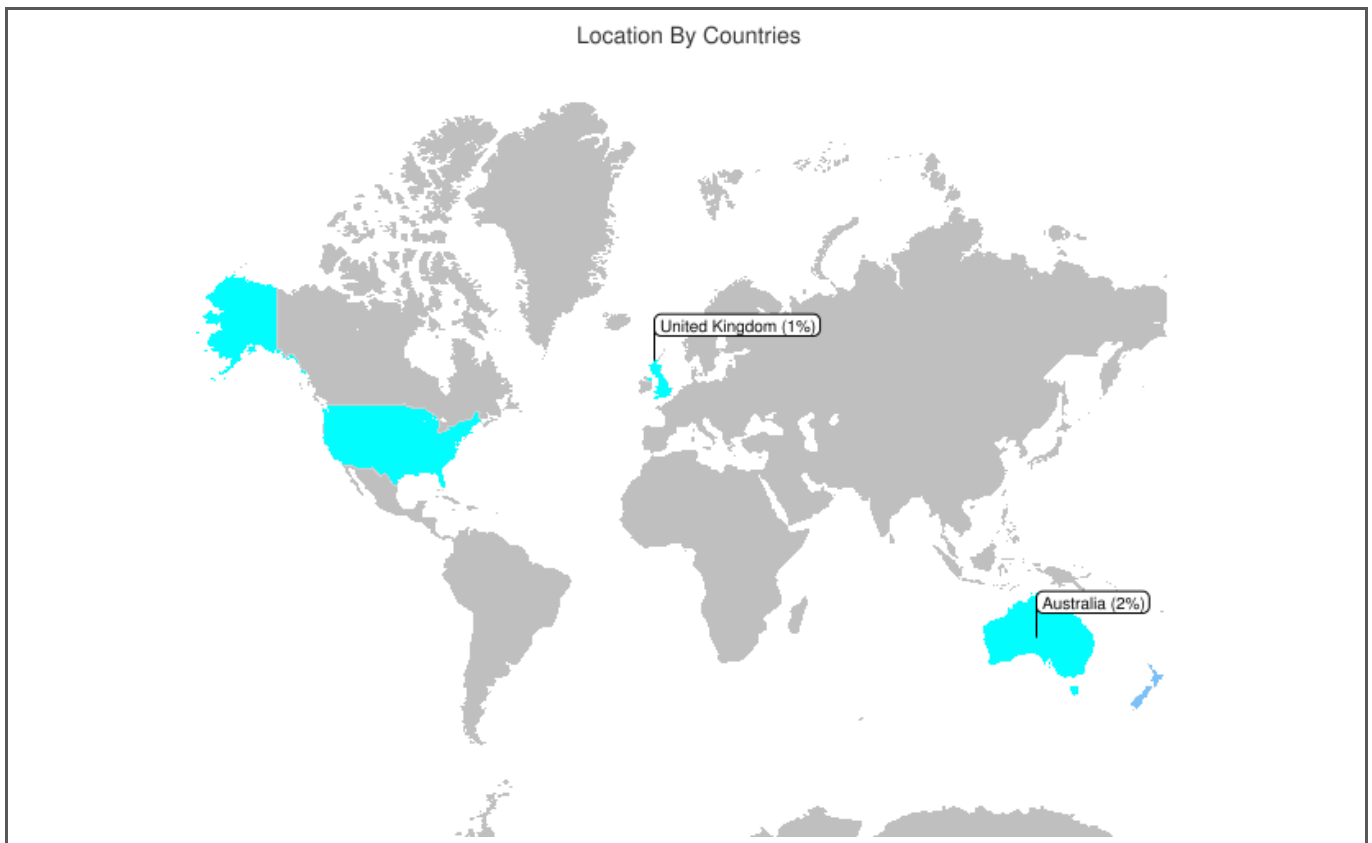
Age

Sample Size: Twin Coast last 12 months 238 / 239 (100%) | All Trails last 12 Months 4708 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (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%	7%	2%
30 to 39 years	8%	11%	20%	7%
40 to 49 years	20%	23%	13%	21%
50 to 59 years	30%	30%	40%	33%
60 to 69 years	31%	22%	13%	32%
70 years or more	6%	7%	7%	3%
Would prefer not to say	0%	0%	0%	1%

Location

Sample Size: Twin Coast last 12 months 239 / 239 (100%)



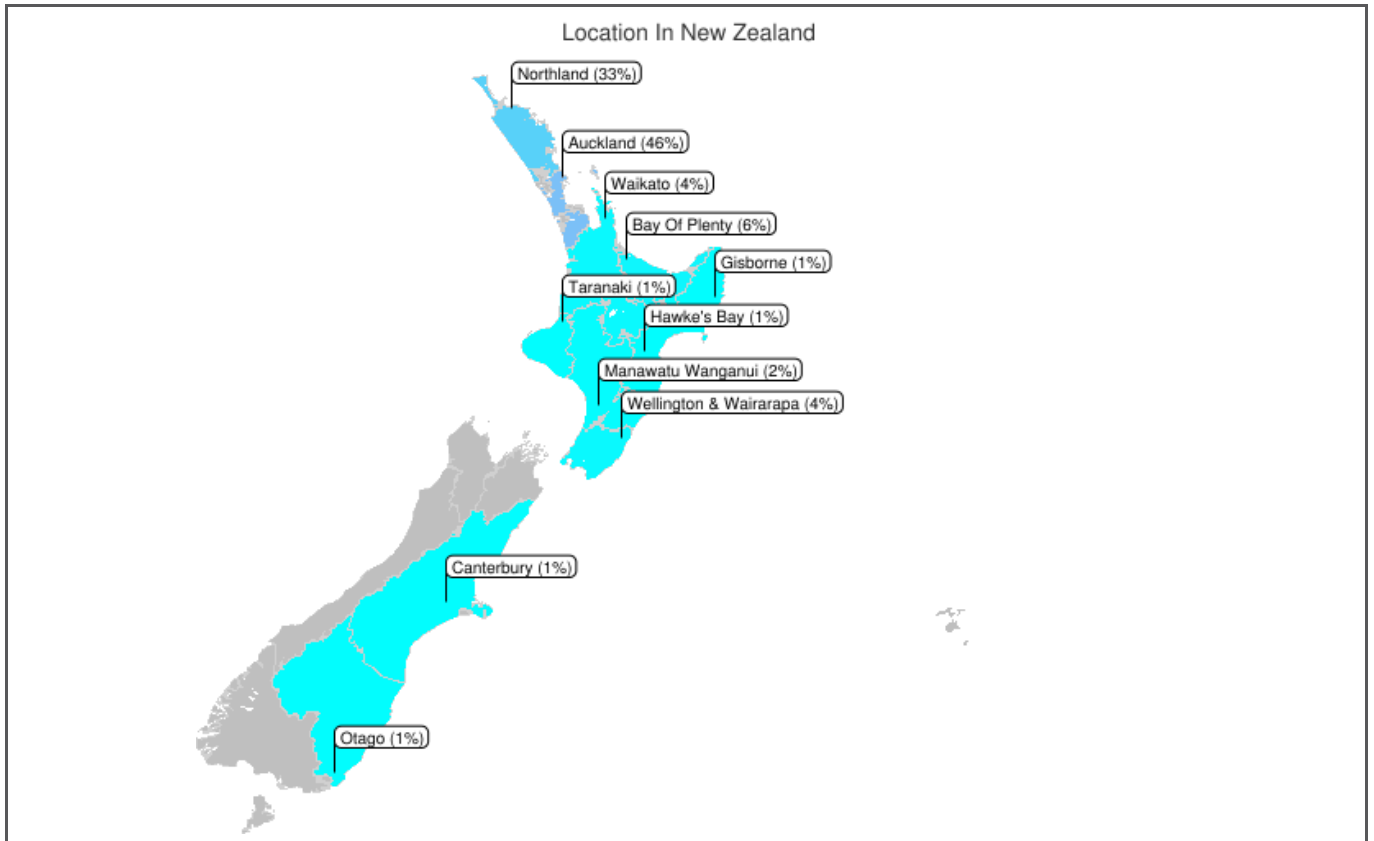
Location

Sample Size: Twin Coast last 12 months 239 / 239 (100%) | All Trails last 12 Months 4710 / 4710 (100%) | Twin Coast last month 15 / 15 (100%) | All trails last month 87 / 87 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	7%	3%
New Zealand	93%	91%	87%	94%
United Kingdom	1%	1%	0%	0%
United States	2%	1%	7%	1%

Location

Sample Size: Twin Coast last 12 months 223 / 239 (93%)



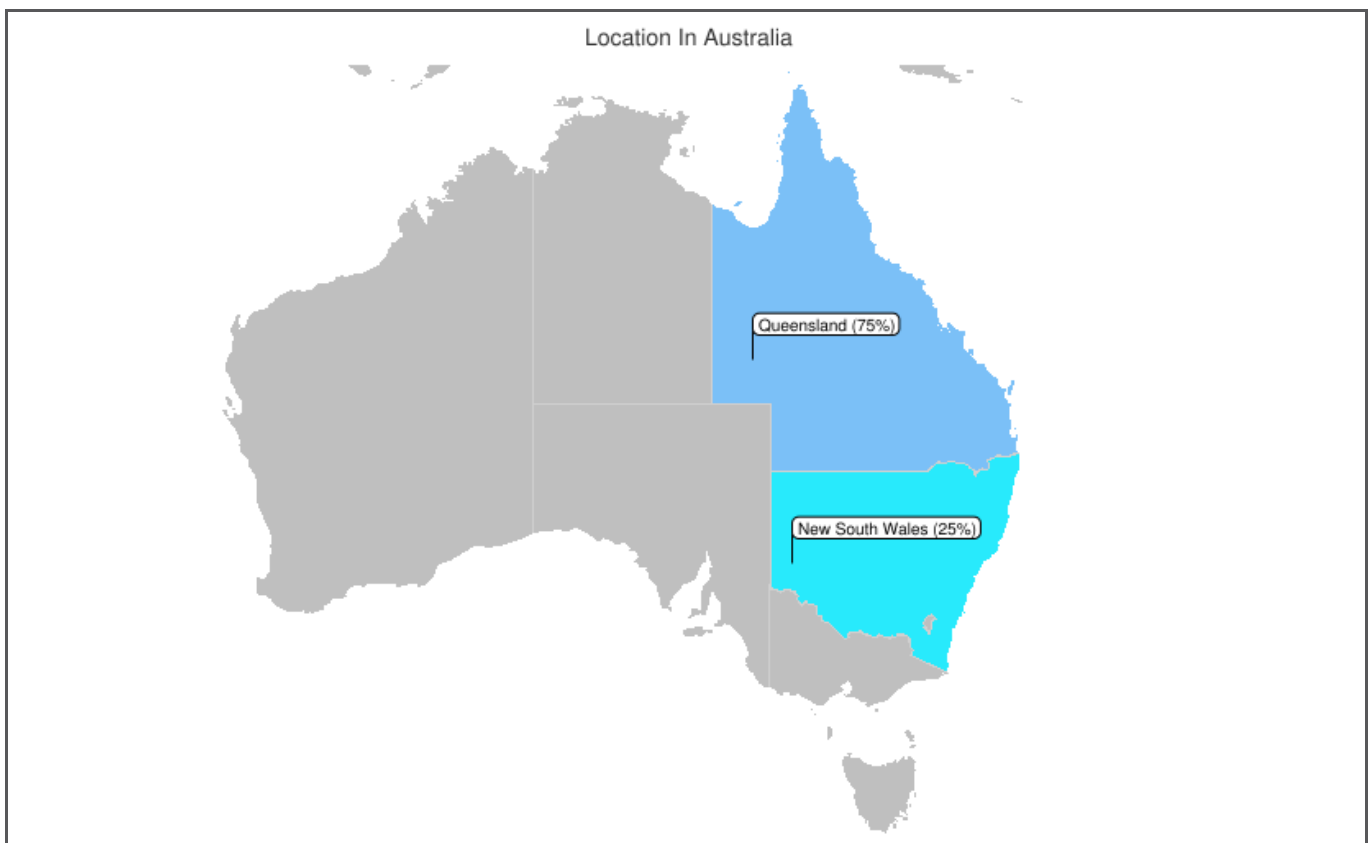
Location

Sample Size: Twin Coast last 12 months 223 / 239 (93%) | All Trails last 12 Months 4268 / 4710 (91%) | Twin Coast last month 13 / 15 (87%) | All trails last month 82 / 87 (94%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	33%	3%	46%	9%
Auckland	46%	15%	31%	17%
Waikato	4%	10%	8%	13%
Bay Of Plenty	6%	10%	15%	5%
Gisborne	1%	0%	0%	0%
Hawke's Bay	1%	6%	0%	0%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	4%
Wellington	3%	9%	0%	0%
Canterbury	1%	12%	0%	10%
Otago	1%	11%	0%	2%

Location

Sample Size: Twin Coast last 12 months 4 / 239 (2%)



Location

Sample Size: Twin Coast last 12 months 4 / 239 (2%) | All Trails last 12 Months 247 / 4710 (5%) | Twin Coast last month 1 / 15 (7%) | All trails last month 3 / 87 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	25%	39%	0%	0%
Queensland	75%	26%	100%	100%

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 13 / 15 (87%)

TWIN COAST LAST MONTH
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.
tunnel and bridges, only did Opuia to kawakawa return
scenery
time out on the fresh air. tracks in great condition.
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.
scenery

Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 12 / 15 (80%)

TWIN COAST LAST MONTH
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
Toilet facility, removal of tobacco plants and general rubbish maintenance
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.
gettign off to squeeze though metal bars was bit of a pain
Harder tracks, more challengin
nothing
cleanig glass off the trail; surface/better manitenance