



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

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**Monthly Report for Trail Managers run on Sunday 1st of September 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 (01/09/2018) and the last day of last month (31/08/2019)

**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 (01/09/2018) and the last day of last month (31/08/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/09/2018) and the last day of last month (31/08/2019)

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

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/08/2019) and the last day of last month (31/08/2019)

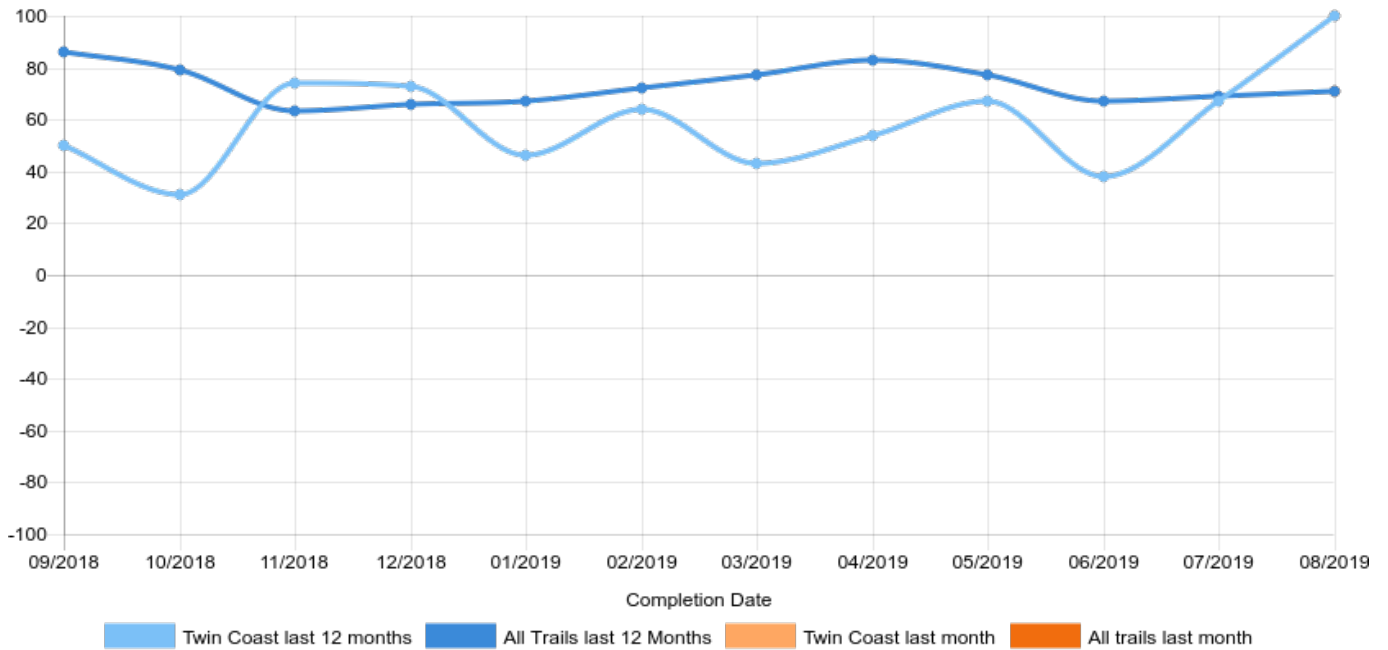
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	57	72	100	71

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



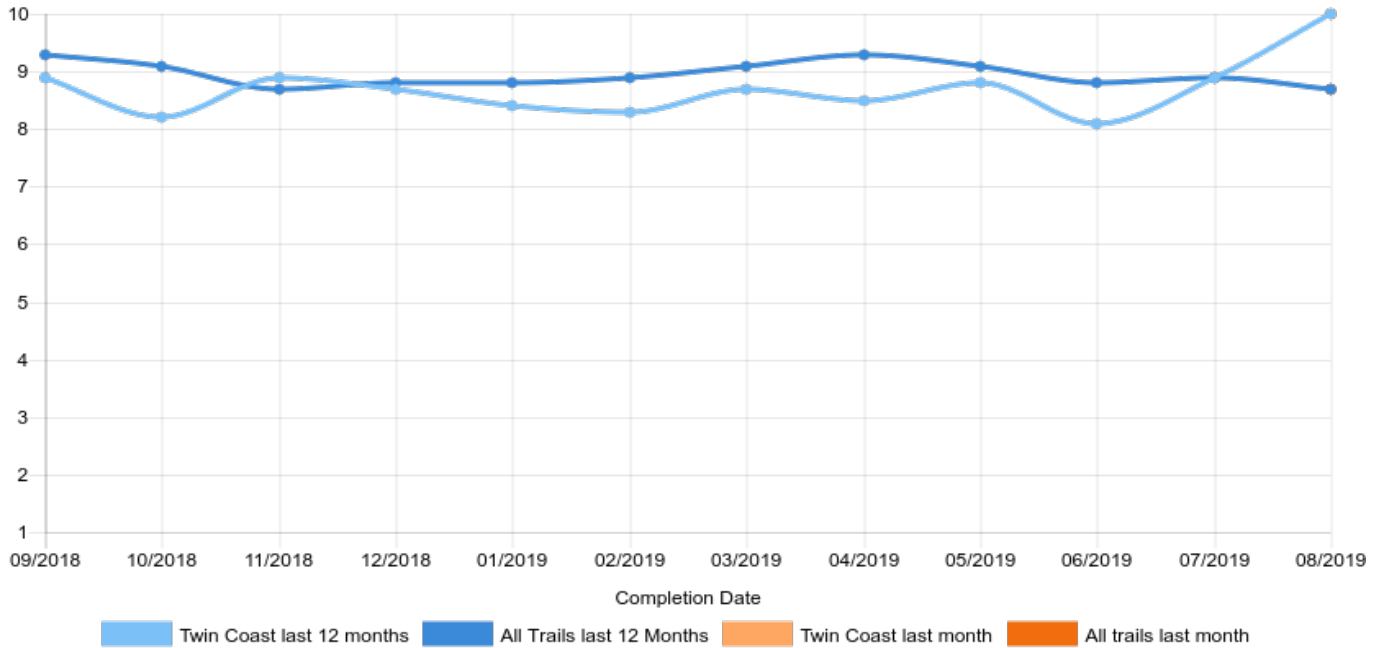
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4685 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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	10.0	8.7

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4685 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4716 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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%	0%	56%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	8%	10%	0%	18%
The AA guide	11%	4%	50%	9%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	2%	0%	3%
Newspaper or magazine	14%	13%	0%	15%
Travel guide/book	8%	7%	0%	8%
Trail brochure/map	9%	14%	0%	20%
Trail website	23%	20%	50%	21%
New Zealand Cycle Trail website	25%	15%	50%	23%
Social media (e.g. Facebook, Twitter, blog)	8%	14%	0%	18%
Other (please specify)	12%	16%	0%	18%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4716 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	23%	40%	50%	64%
I was visiting the area	77%	60%	50%	36%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 172 / 230 (75%) | All Trails last 12 Months 2818 / 4728 (60%) | Twin Coast last month 1 / 2 (50%) | All trails last month 24 / 66 (36%)

	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%	0%	54%
No - I was already visiting or had planned to visit for other reasons	16%	20%	100%	46%

## Trail use

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4718 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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%	50%	68%
Cycling/walking for relaxation	44%	50%	50%	64%
Commuting to/from school or work	0%	2%	0%	12%
Training for an event	4%	8%	0%	12%
Cycling holiday	20%	14%	50%	18%
Walking holiday	0%	1%	0%	6%
Sightseeing	39%	33%	50%	24%
Spending time/socialising with friends/family	45%	41%	50%	30%
Other (please specify)	6%	8%	0%	8%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 221 / 230 (96%) | All Trails last 12 Months 4664 / 4728 (99%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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%	5%
Cycling the trail (on a mountain bike)	58%	62%	50%	50%
Cycling the trail (on a electric bicycle/e-bike)	8%	7%	50%	11%
Cycling the trail (on a e-mountain bike)	9%	5%	0%	9%
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%	0%	20%
Running/jogging	1%	3%	0%	2%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	0%	1%	0%	0%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 173 / 230 (75%) | All Trails last 12 Months 2821 / 4728 (60%) | Twin Coast last month 1 / 2 (50%) | All trails last month 24 / 66 (36%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.69	3.29	3	5.17

## Extended stay in area

Sample Size: Twin Coast last 12 months 13 / 230 (6%) | All Trails last 12 Months 130 / 4728 (3%) | Twin Coast last month 1 / 2 (50%) | All trails last month 11 / 66 (17%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	15%	21%	0%	18%
No	85%	79%	100%	82%

## Extra nights in area

Sample Size: Twin Coast last 12 months 2 / 230 (1%) | All Trails last 12 Months 27 / 4728 (1%) | Twin Coast last month 0 / 2 (0%) | All trails last month 2 / 66 (3%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
Average	3.5	2.41	4.5

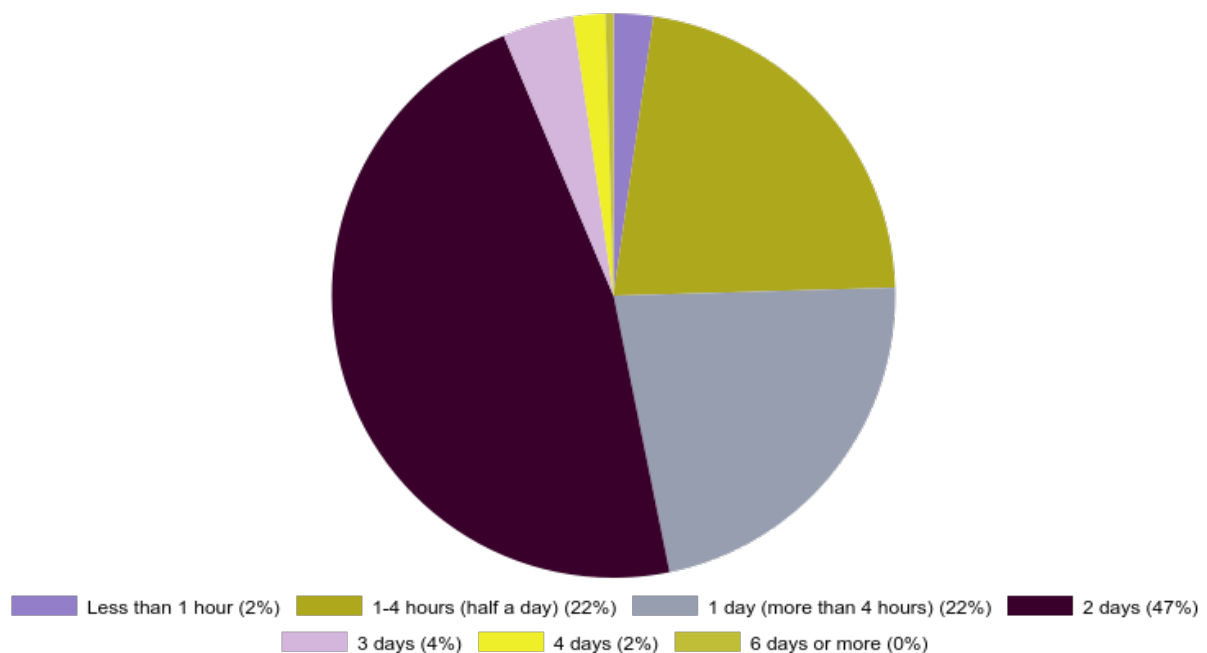
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4718 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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:	3.76	3.61	5.0	2.68
Children, aged 14 years or less:	0.28	0.49	0.0	0.17

## Time spent on the trail

Sample Size: Twin Coast last 12 months 220 / 230 (96%)



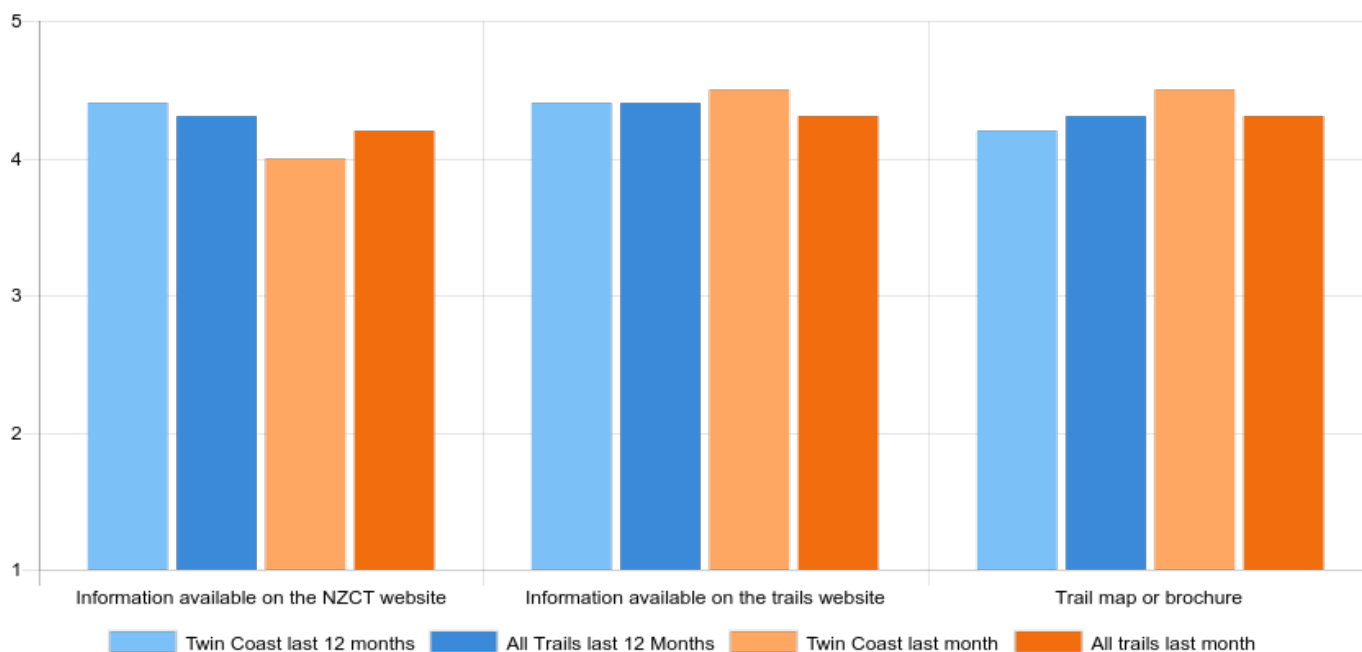
## Time spent on the trail

Sample Size: Twin Coast last 12 months 220 / 230 (96%) | All Trails last 12 Months 4609 / 4728 (97%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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%	0%	8%
1-4 hours (half a day)	22%	35%	0%	52%
1 day (more than 4 hours)	22%	18%	50%	17%
2 days	47%	15%	50%	8%
3 days	4%	10%	0%	8%
4 days	2%	10%	0%	3%
5 days	0%	5%	0%	5%
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 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



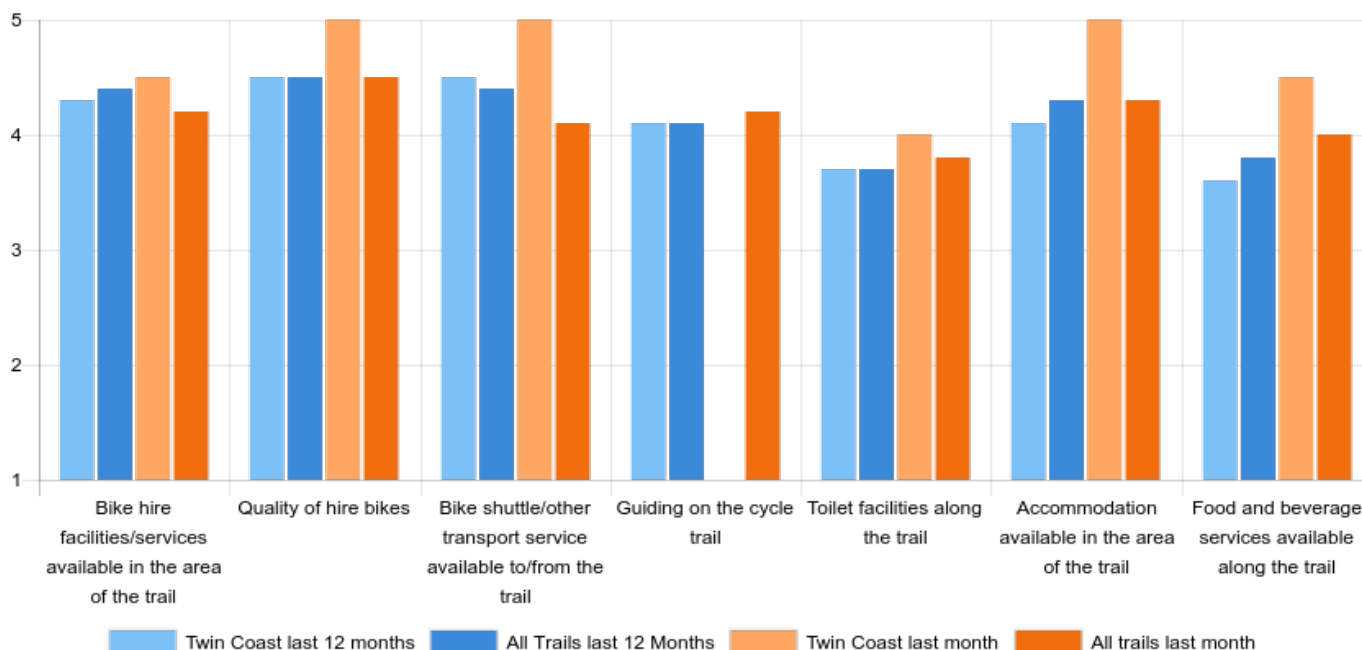
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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	4.2
Information available on the trails website	4.4	4.4	4.5	4.3
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 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



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

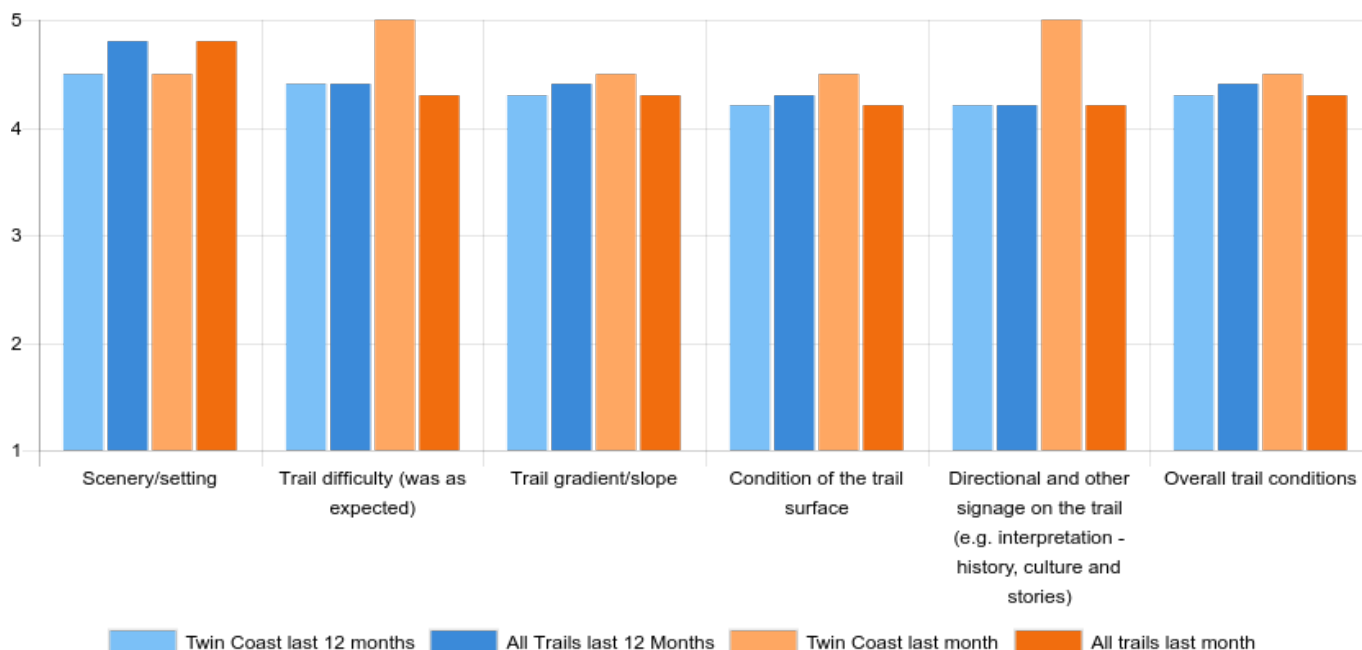
Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4721 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	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	4.5	4.2
Quality of hire bikes	4.5	4.5	5.0	4.5
Bike shuttle/other transport service available to/from the trail	4.5	4.4	5.0	4.1
Guiding on the cycle trail	4.1	4.1	Not Applicable	4.2
Toilet facilities along the trail	3.7	3.7	4.0	3.8
Accommodation available in the area of the trail	4.1	4.3	5.0	4.3
Food and beverage services available along the trail	3.6	3.8	4.5	4.0



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

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4722 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)



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

Sample Size: Twin Coast last 12 months 226 / 230 (98%) | All Trails last 12 Months 4722 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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	4.8
Trail difficulty (was as expected)	4.4	4.4	5.0	4.3
Trail gradient/slope	4.3	4.4	4.5	4.3
Condition of the trail surface	4.2	4.3	4.5	4.2
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	5.0	4.2
Overall trail conditions	4.3	4.4	4.5	4.3

## Gender

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4728 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	43%	50%	0%	42%
Female	57%	49%	100%	56%
Gender diverse	0%	1%	0%	2%

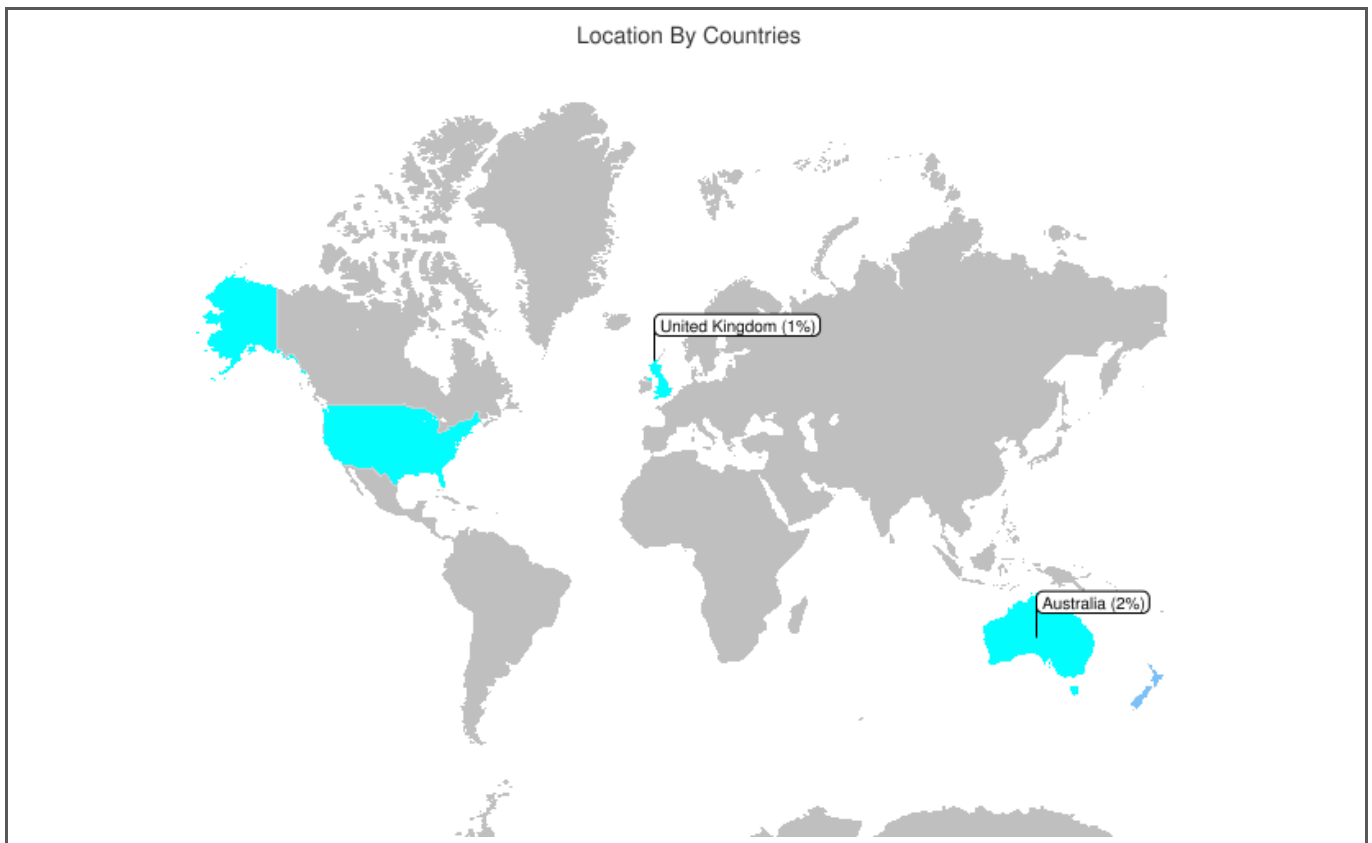
## Age

Sample Size: Twin Coast last 12 months 229 / 230 (100%) | All Trails last 12 Months 4726 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (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%	2%
20 to 29 years	3%	5%	0%	3%
30 to 39 years	8%	11%	0%	9%
40 to 49 years	20%	22%	0%	20%
50 to 59 years	31%	30%	100%	32%
60 to 69 years	31%	22%	0%	27%
70 years or more	6%	7%	0%	6%
Would prefer not to say	0%	0%	0%	2%

## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%)



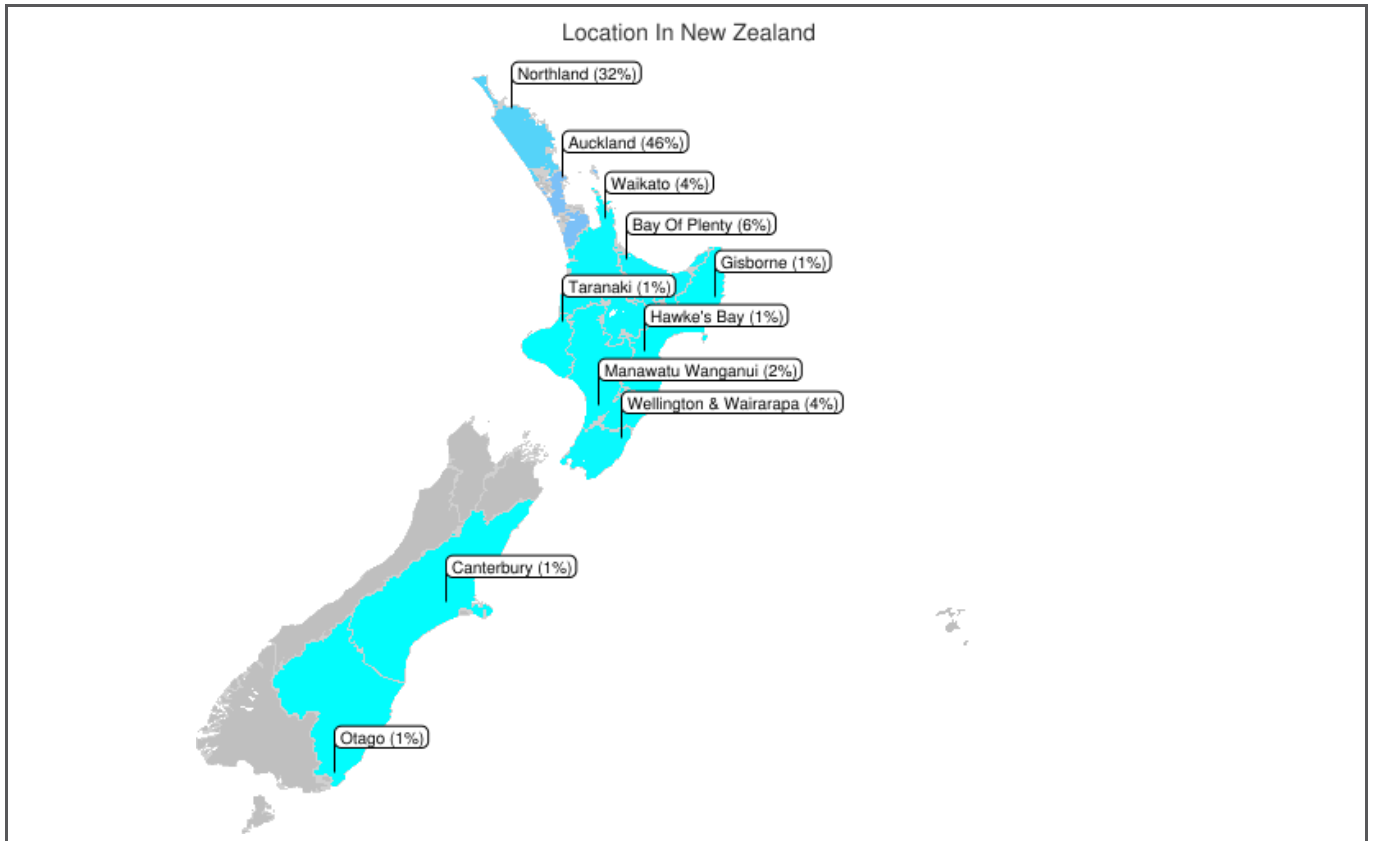
## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4728 / 4728 (100%) | Twin Coast last month 2 / 2 (100%) | All trails last month 66 / 66 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	0%	9%
New Zealand	93%	91%	100%	88%
United Kingdom	1%	1%	0%	0%
United States	2%	1%	0%	0%

# Location

Sample Size: Twin Coast last 12 months 214 / 230 (93%)



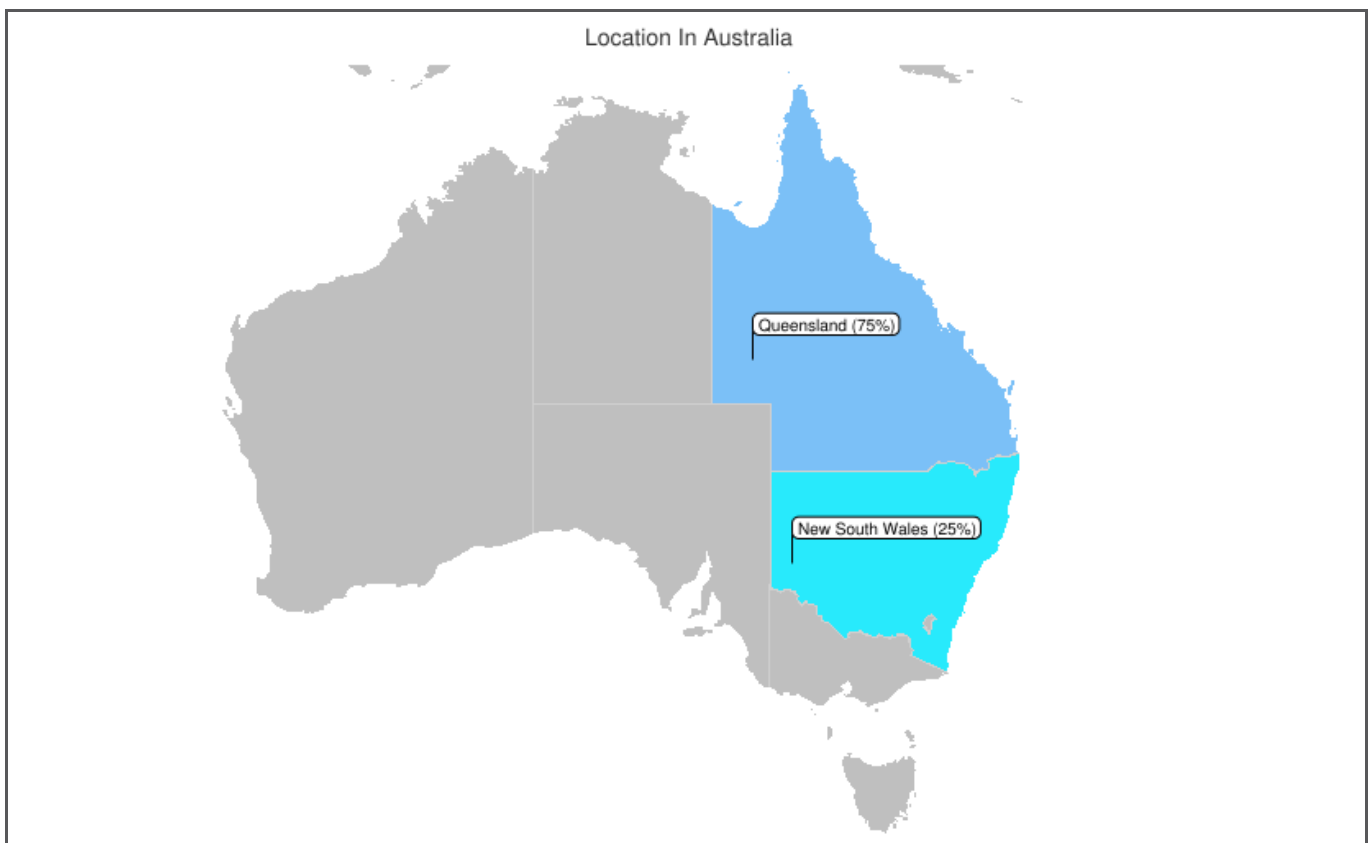
## Location

Sample Size: Twin Coast last 12 months 214 / 230 (93%) | All Trails last 12 Months 4282 / 4728 (91%) | Twin Coast last month 2 / 2 (100%) | All trails last month 58 / 66 (88%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	32%	3%	50%	2%
Auckland	46%	15%	0%	10%
Waikato	4%	10%	0%	3%
Bay Of Plenty	6%	10%	0%	9%
Gisborne	1%	0%	0%	0%
Hawke's Bay	1%	6%	0%	7%
Taranaki	1%	1%	0%	0%
Manawatu Wanganui	2%	3%	0%	2%
Wellington	4%	9%	50%	7%
Canterbury	1%	12%	0%	3%
Otago	1%	11%	0%	34%

## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%)



## Location

Sample Size: Twin Coast last 12 months 4 / 230 (2%) | All Trails last 12 Months 251 / 4728 (5%) | Twin Coast last month 0 / 2 (0%) | All trails last month 6 / 66 (9%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	ALL TRAILS LAST MONTH
New South Wales	25%	39%	33%
Queensland	75%	25%	17%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 1 / 2 (50%)

TWIN COAST LAST MONTH
Really enjoyed using the e-bikes. Trail was relatively easy. Left Bank was brilliant. Loved the Kawakawa toilets

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

Sample Size: Twin Coast last month 1 / 2 (50%)

TWIN COAST LAST MONTH
Less rain on the first day