



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Tuesday 1st of October 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 (01/09/2019) and the last day of last month (30/09/2019)

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 0 | Domestic 4 / 4 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 144 / 144 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	63%	50%	75%	63%
9	13%	25%	0%	17%
8	0%	0%	0%	10%
7	0%	0%	0%	5%
6	0%	0%	0%	1%
5	13%	25%	0%	1%
4	0%	0%	0%	0%
3	0%	0%	0%	0%
2	0%	0%	0%	1%
1	0%	0%	0%	1%
0 - Not At All Likely	13%	0%	25%	1%
Net Promoter Score© (NPS)	50	50	50	76

Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 8 / 8 (100%) | International 0 | Domestic 4 / 4 (100%) | Local 4 / 4 (100%) | getsmart Benchmark 144 / 144 (100%)

	TWIN COAST CYCLE TRAIL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	13%	0%	25%	1%
2	0%	0%	0%	0%
3	0%	0%	0%	1%
4	0%	0%	0%	1%
5	0%	0%	0%	2%
6	13%	25%	0%	3%
7	0%	0%	0%	6%
8	13%	0%	25%	12%
9	25%	50%	0%	26%
10 (very satisfied)	38%	25%	50%	48%
Average	7.9	8.5	7.3	8.9

Comments - Most enjoyed about experience

Sample Size: Domestic 3 / 4 (75%)

DOMESTIC
<p>Scenery</p> <p>I thought the scenery and trail were great. A range from farmland, road, swampy, riding through trees, interesting track in that it was not dead straight but meant you were 'paying attention'.</p> <p>Felt very much like a trail for kiwis, rather than putting overseas tourists over and above the general public. The accommodation and shuttle service was excellent - they went above and beyond, true kiwis, service was so good, full of local history and just genuine people...was better than the actual ride itself. Whilst the scenery wasn't spectacular, it was sooo much nicer than going to more scenic spots that have been ruined by there over commercialisation that completely destroys the beauty and feel of the place.</p>

Comments - Most enjoyed about experience

Sample Size: Local 3 / 4 (75%)

LOCAL
Good gradient and surface. No highlights.
The scenery was interesting and the trail was interesting with sharp turns, gradients, the board walk and navigating through the trees. Also, glad just about all of the trail is off road.
We enjoyed the escape to the countryside particularly the wildlife, we had a friendly encounter with a flock of turkeys on the trail, and spotted a flock of peacocks in a neighbouring paddock plus many other bird species.

Comments - What might have made the experience more enjoyable

Sample Size: Domestic 3 / 4 (75%)

DOMESTIC
Some signage could be improved
I hated the "arrows" used to point the way. I found them nigh impossible to read until up close. A simple arrow would be clearer than trying to be clever with a circle and an arrow. Very disappointing that nowhere were the toilet facilities suited to disability. The public toilets at Okaihau are impossible for my wheelchair to even get in the door. They don't claim to be wheelchair friendly either. Surely building a disabled toilet for all would ensure families with kids and folk in wheelchairs, walkers could be accommodated. The toilet on the trail from Okaihau to Horeke also was inaccessible - fairly high step to get in. I missed the sign post and a friend went back to check for me. At Horeke the pub was closed (we knew it would be) and so no loos there. It just started raining as we got in our van so we didn't check out the Mission toilets but Peter from the Pub said they were not mobility toilets either. No easy accessible snacks, food, drinks at either Okaihau or Horeke. Well, nothing at Horeke but you could go looking in Okaihau and maybe find something. The last gate would not open - the key went in and turned but no unlocking. A friendly local on a motorbike saw our dilemma and came and helped lift my trike over the gate whilst I did the walk between the bars - just. A bit of an anti-climax not being able to sit down over a drink / meal at the end and recount the ride!
More challenging riding rather than the made for the easiest rider. Ride wasn't the most exciting, needed more variation in the riding experience

Comments - What might have made the experience more enjoyable

Sample Size: Local 2 / 4 (50%)

LOCAL
Lets start with the signage, of which there is very little. I couldn't even find where to start in Kawakawa! There are no marker posts so you have no idea how far you are from Kaikohe, or Kawakawa, for example. At one point there was a sign indicating I was 61kms from Horeke - well what's the use in that as there is Kaikohe and Okaihau between Kawakawa and Horeke. Whoever created this trail needs to actually look at it from a visitors point of view! There are few notice boards on the Kaikohe Kawakawa stretch giving local history (I counted one at Kawiti only from memory). The route is an embarrassment in so far as it goes through squalid housing and behind the Moerewa freezing works. There is rubbish all along the way ranging from old car bodies to discarded TVs, and dog feaces. I have ridden several NZ trails and this is the worst one I have encountered. There are NO toilets, few signs and no scenery to speak of. I would not take a visitor there. Quite honestly I am embarrassed to be a Northlander when we cant even get this right.
We were disappointed that the Horeke Hotel was closed as it would have been lovely to have had lunch at the Hotel and a drink with our friends, admiring the beautiful scenery before returning home to Whangarei. However, we appreciate it is out of season. Also, lack of toilet facilities at the end of the trail. One member of our group is disabled so this is particularly an issue for her.