



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

International vs Domestic vs Locals run on Friday 1st of November 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 (01/10/2019) and the last day of last month (31/10/2019)

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 12 / 13 (92%) | International 3 / 3 (100%) | Domestic 6 / 6 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 234 / 235 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
10 - Extremely Likely	75%	67%	67%	100%	72%
9	8%	0%	17%	0%	11%
8	0%	0%	0%	0%	8%
7	8%	33%	0%	0%	3%
6	0%	0%	0%	0%	3%
5	0%	0%	0%	0%	3%
4	0%	0%	0%	0%	0%
3	8%	0%	17%	0%	0%
2	0%	0%	0%	0%	0%
1	0%	0%	0%	0%	0%
0 - Not At All Likely	0%	0%	0%	0%	0%
Net Promoter Score© (NPS)	75	67	67	100	76

Overall Satisfaction

Sample Size: Twin Coast Cycle Trail 12 / 13 (92%) | International 3 / 3 (100%) | Domestic 6 / 6 (100%) | Local 3 / 3 (100%) | getsmart Benchmark 234 / 235 (100%)

	TWIN COAST CYCLE TRAIL	INTERNATIONAL	DOMESTIC	LOCAL	GETSMART BENCHMARK
1 (very dissatisfied)	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	0%	0%	0%	0%	0%
5	8%	0%	0%	33%	3%
6	8%	33%	0%	0%	2%
7	8%	0%	17%	0%	6%
8	8%	0%	17%	0%	15%
9	0%	0%	0%	0%	20%
10 (very satisfied)	67%	67%	67%	67%	54%
Average	8.8	8.7	9.2	8.3	9.0

Comments - Most enjoyed about experience

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
very well maintained, very silent experience far from busy roads, nice landscapes, pleasant to cross rivers over a wooden bridge
Met some locals on the trail and instantly became friends. Best day in NZ so far.
All the historical/botanical signage near Kaikohe. The tunnel. Coffee at Okaihau. The downhill switchback. Riding along the river. The boardwalk.

Comments - Most enjoyed about experience

Sample Size: Domestic 4 / 6 (67%)

DOMESTIC
amazing scenery
The main highlight was being mostly off the road. I loved the varied landscapes - the quiet inlet from the start at Opuia, the little wooded gorges, the quiet farm valley down to the Hokianga, the high plateau by Lake Omapere. I enjoyed getting to see an area and towns I'd never been to.
Very economically depressed, other people in group didn't feel safe/
The Horeke to Kaikohe section and Kawakawa to Opuia section were great, the bit inbetween not so interesting and too much of it by the roadside.

Comments - Most enjoyed about experience

Sample Size: Local 1 / 3 (33%)

LOCAL
the tunnel the down hill at the end

Comments - What might have made the experience more enjoyable

Sample Size: International 3 / 3 (100%)

INTERNATIONAL
Barriers made our experience less enjoyable, since we're travelling with touring bikes. Indeed, we had to unmount, cross and remount them quite often, especially on the section between Kaikohe and Okaihau where we got really upset as it doubled our travelling time. The metal system on each sides is pretty fine (except some that are lower than all the others), but the wooden post in the middle definitely does not fit well.
More accommodation in Horeke.
Those gates are tricky for kids on 24" bicycles.

Comments - What might have made the experience more enjoyable

Sample Size: Domestic 4 / 6 (67%)

DOMESTIC
if i could take public transport to the start from auckland with my bike
Get rid of those horrible barriers! It was HIGHLY IRRITATING to have to take our panniers off at almost every barrier. Both the curved metal ones and the wooden posts in the middle of the entrance to the accessway. For us it was irritating, but for people who had more gear than us, perhaps with panniers that were not so easily removable, this would have been very difficult. At one point there was a barrier at the bottom of a steep slope, without any bright paint or something to alert you - dangerous when you're going fast. I know they're there to deter motorbikes, but there has to be a better solution than what you've put in. I think there could be more accommodation at Horeke - you arrive there and if the hotel is full you are pretty much stuck as the cellphone coverage and internet availability there is not very good, and the only roads out are gravel. We tried to hire an electric bike for my father, and were unable to find anyone who would hire us one for 10 days (as we were cycling on north and back to Paihia). Also the hire e-bikes available weren't really suitable for multi-day cycling, as they were a more upright city-bike riding position. The trail surface was pretty variable, and very often much too rocky and bumpy for my road touring bike. NZCT should be looking to improve all surfaces, more in line with the quality of cycleways in Europe, with durable quality base and fine gravel the top layer. When the trail went along the road, I often took the road for a while to have a rest from the uncomfortable ride on the trail.
Clear up all the large woolly hightshade in the area !!! Get rid of all the drunks on the streets
I got lost from my part as was trailing behind and ended up in Morewa as missed the sign while cycling on a road part. I think the signage could be a lot clearer.

Comments - What might have made the experience more enjoyable

Sample Size: Local 1 / 3 (33%)

LOCAL
evrything