



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

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**Monthly Report for Trail Managers 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 12 months ago on the first day of the month (01/11/2018) and the last day of last month (31/10/2019)

**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 (01/11/2018) and the last day of last month (31/10/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/11/2018) and the last day of last month (31/10/2019)

**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 (01/10/2019) and the last day of last month (31/10/2019)

**All trails last month :**

Survey Completion Date : Is between the first day of last month (01/10/2019) and the last day of last month (31/10/2019)

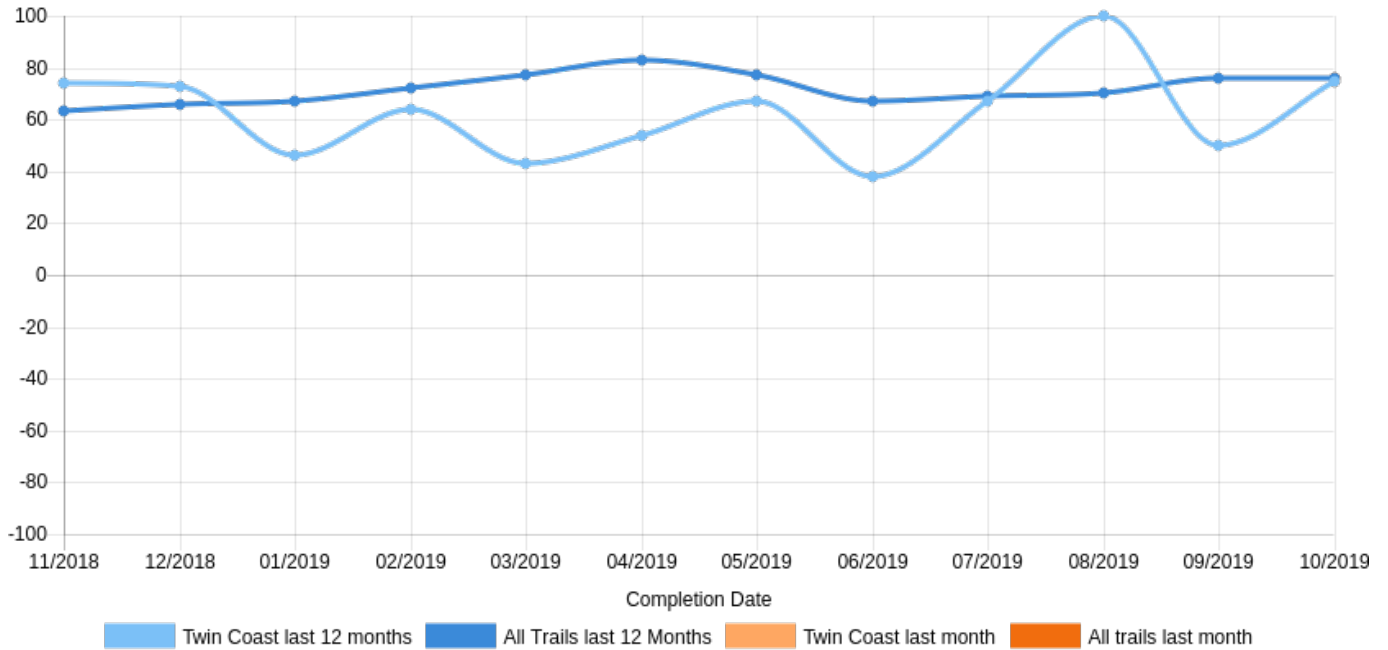
## Net Promoter Score©

Sample Size: Twin Coast last 12 months 228 / 230 (99%) | All Trails last 12 Months 4396 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Net Promoter Score©	60	71	75	76

## Net Promoter Score©

Sample Size: Twin Coast last 12 months 228 / 230 (99%) | All Trails last 12 Months 4396 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



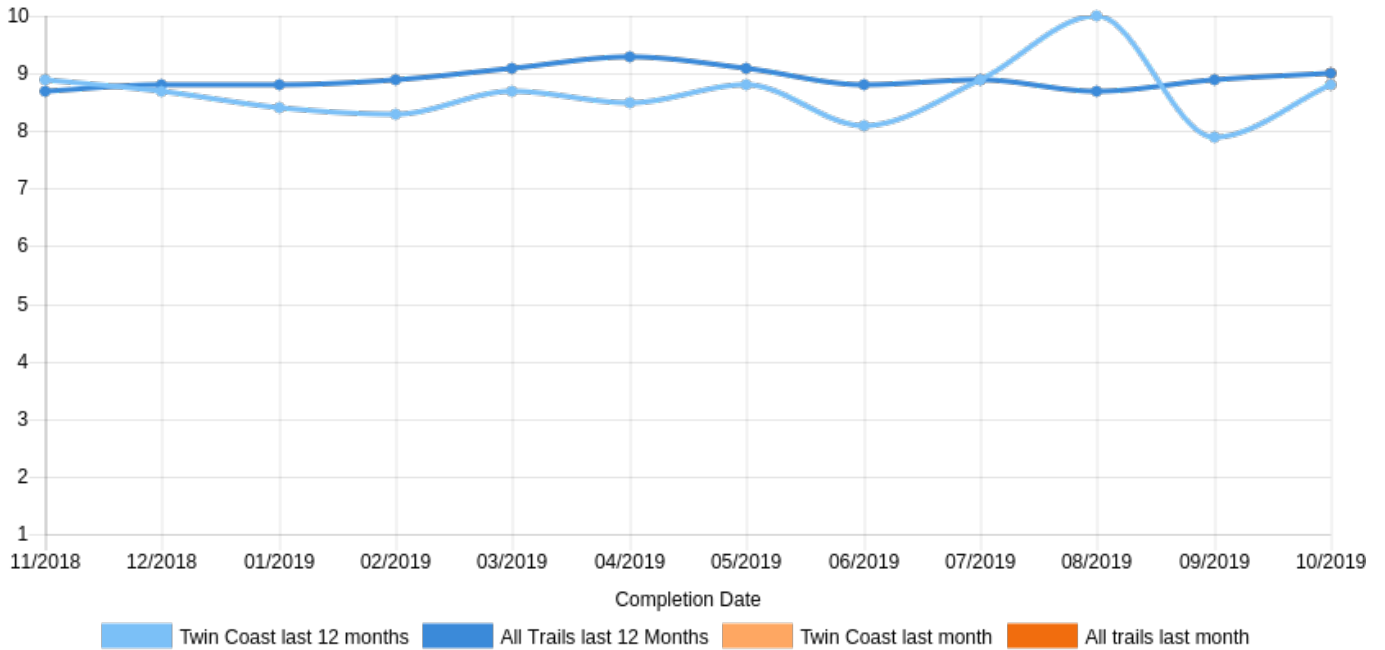
## Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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	8.8	9.0

## Overall Satisfaction

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



## Channels generating first awareness

Sample Size: Twin Coast last 12 months 223 / 230 (97%) | All Trails last 12 Months 4387 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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)	51%	59%	33%	56%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	7%	10%	0%	9%
The AA guide	13%	5%	33%	8%
From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel)	2%	1%	8%	2%
Newspaper or magazine	14%	12%	0%	12%
Travel guide/book	9%	7%	17%	4%
Trail brochure/map	9%	14%	17%	14%
Trail website	22%	19%	25%	14%
New Zealand Cycle Trail website	30%	18%	33%	19%
Social media (e.g. Facebook, Twitter, blog)	8%	15%	8%	18%
Other (please specify)	13%	15%	33%	15%

## Local or visitor to area

Sample Size: Twin Coast last 12 months 223 / 230 (97%) | All Trails last 12 Months 4387 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
I live in the area	25%	40%	25%	44%
I was visiting the area	75%	60%	75%	56%

## Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 167 / 230 (73%) | All Trails last 12 Months 2622 / 4398 (60%) | Twin Coast last month 9 / 13 (69%) | All trails last month 131 / 235 (56%)

	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	83%	79%	89%	72%
No - I was already visiting or had planned to visit for other reasons	17%	21%	11%	28%

## Trail use

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Cycling/walking for exercise	53%	58%	33%	56%
Cycling/walking for relaxation	42%	49%	8%	50%
Commuting to/from school or work	0%	2%	0%	1%
Training for an event	4%	8%	0%	9%
Cycling holiday	25%	17%	75%	32%
Walking holiday	0%	1%	0%	2%
Sightseeing	37%	31%	17%	22%
Spending time/socialising with friends/family	43%	40%	17%	31%
Other (please specify)	6%	7%	8%	7%

## Main method of transport on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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)	14%	11%	42%	13%
Cycling the trail (on a mountain bike)	58%	62%	42%	57%
Cycling the trail (on a electric bicycle/e-bike)	8%	8%	0%	11%
Cycling the trail (on a e-mountain bike)	9%	5%	17%	4%
Cycling the trail (on a hybrid bike)	6%	3%	0%	2%
Cycling the trail (on a bike modified for someone with a disability)	0%	0%	0%	0%
Walking/hiking	3%	7%	0%	7%
Running/jogging	1%	3%	0%	5%
Other (please specify) e.g. tandem/folding bike/mobility scooter etc	1%	1%	0%	1%

## Nights stayed in the area

Sample Size: Twin Coast last 12 months 168 / 230 (73%) | All Trails last 12 Months 2625 / 4398 (60%) | Twin Coast last month 9 / 13 (69%) | All trails last month 131 / 235 (56%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.68	3.35	2.67	3.39

## Extended stay in area

Sample Size: Twin Coast last 12 months 15 / 230 (7%) | All Trails last 12 Months 179 / 4398 (4%) | Twin Coast last month 1 / 13 (8%) | All trails last month 37 / 235 (16%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Yes	27%	22%	100%	27%
No	73%	78%	0%	73%

## Extra nights in area

Sample Size: Twin Coast last 12 months 4 / 230 (2%) | All Trails last 12 Months 40 / 4398 (1%) | Twin Coast last month 1 / 13 (8%) | All trails last month 10 / 235 (4%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Average	2.5	2.3	1	2.3

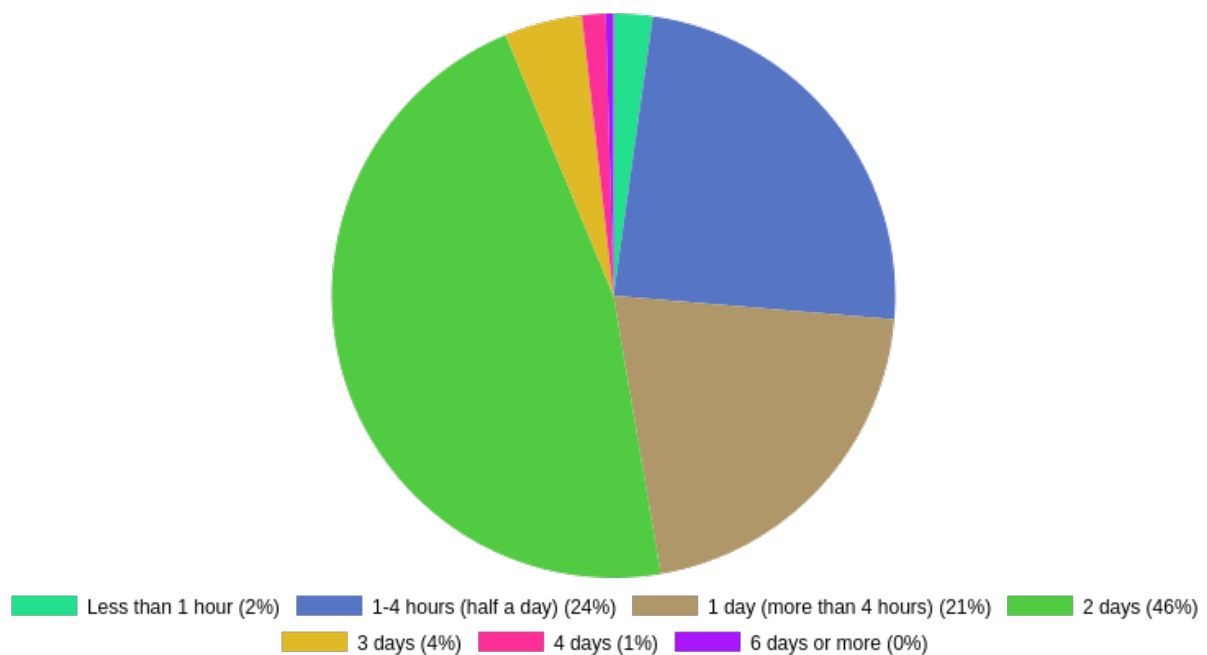
## Travel Party Numbers

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4389 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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:	3.61	3.68	5.5	2.92
Children, aged 14 years or less:	0.33	0.52	1.08	0.64

## Time spent on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%)



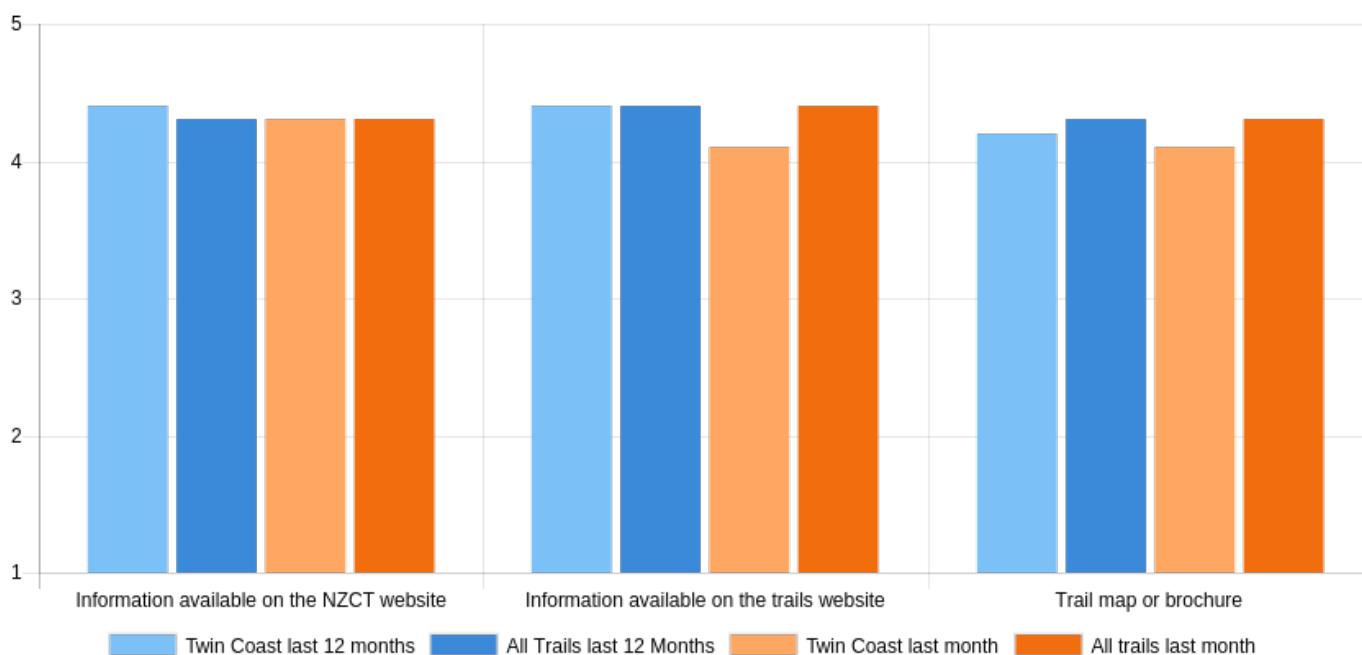
## Time spent on the trail

Sample Size: Twin Coast last 12 months 224 / 230 (97%) | All Trails last 12 Months 4388 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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%	6%
1-4 hours (half a day)	24%	35%	25%	40%
1 day (more than 4 hours)	21%	18%	8%	15%
2 days	46%	15%	58%	18%
3 days	4%	10%	8%	8%
4 days	1%	10%	0%	5%
5 days	0%	5%	0%	4%
6 days or more	0%	3%	0%	4%

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

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



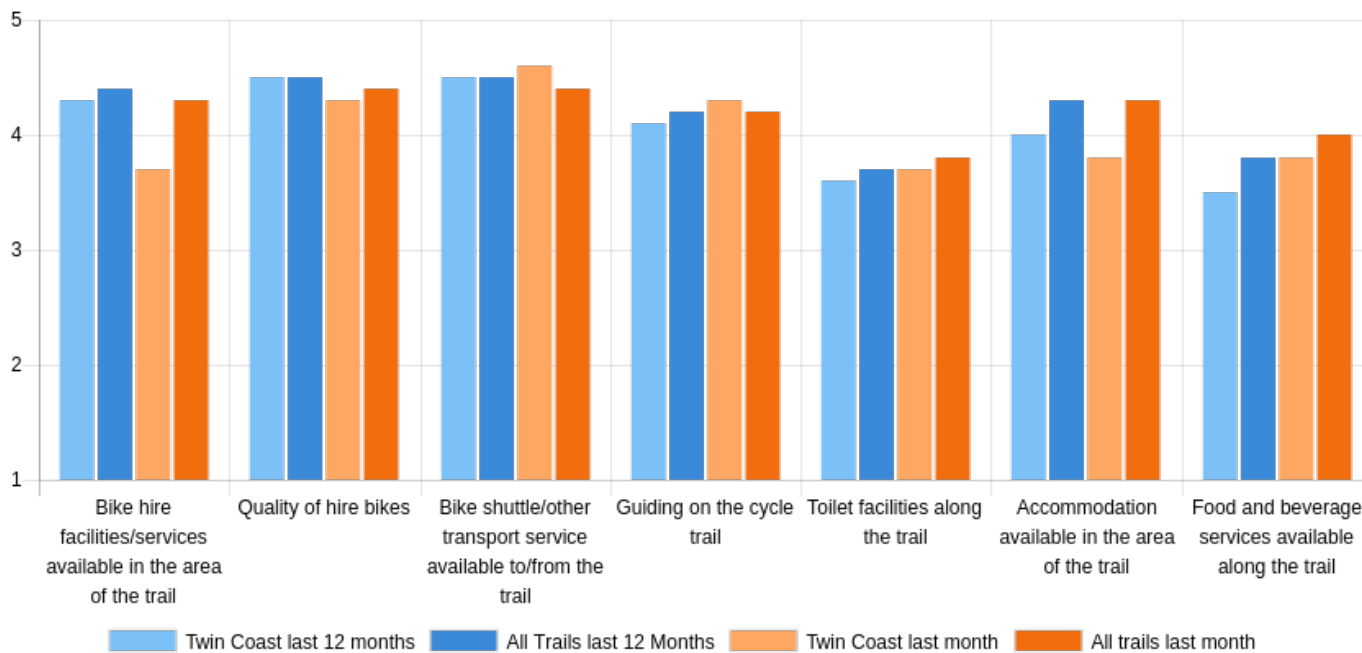
## Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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	4.3	4.3
Information available on the trails website	4.4	4.4	4.1	4.4
Trail map or brochure	4.2	4.3	4.1	4.3

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

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



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

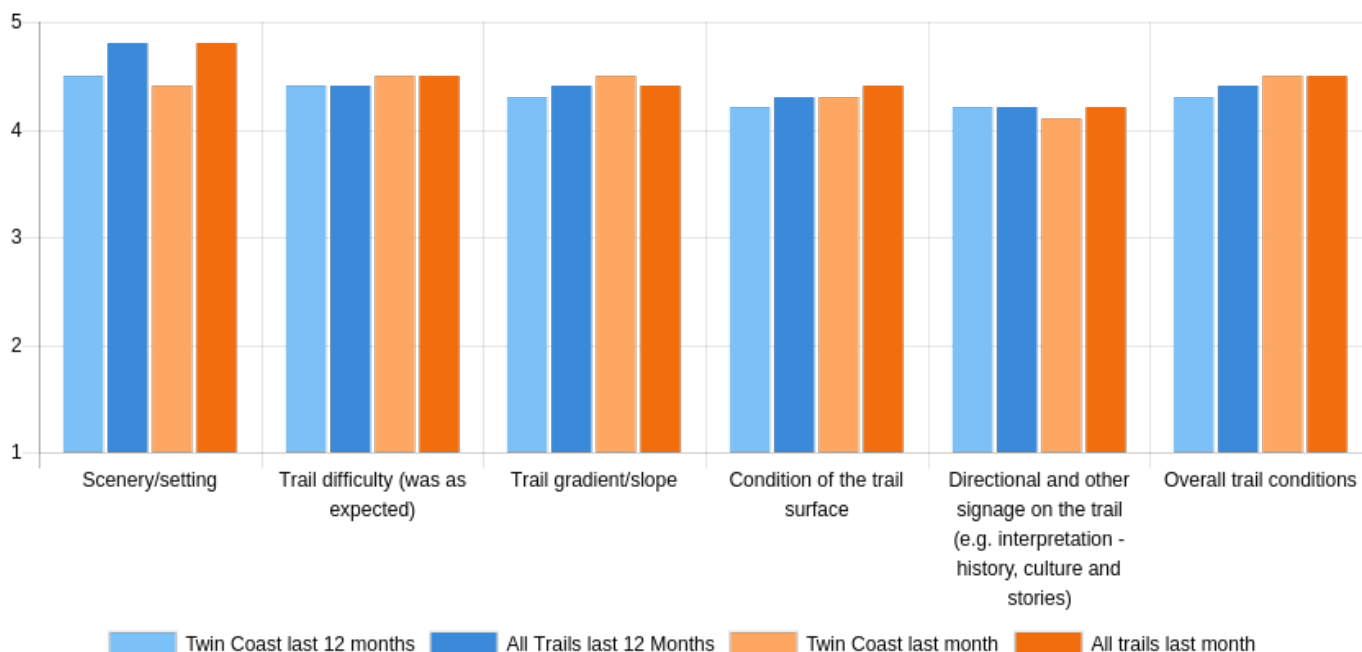
Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4391 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)

	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	3.7	4.3
Quality of hire bikes	4.5	4.5	4.3	4.4
Bike shuttle/other transport service available to/from the trail	4.5	4.5	4.6	4.4
Guiding on the cycle trail	4.1	4.2	4.3	4.2
Toilet facilities along the trail	3.6	3.7	3.7	3.8
Accommodation available in the area of the trail	4.0	4.3	3.8	4.3
Food and beverage services available along the trail	3.5	3.8	3.8	4.0



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

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (100%)



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

Sample Size: Twin Coast last 12 months 225 / 230 (98%) | All Trails last 12 Months 4392 / 4398 (100%) | Twin Coast last month 12 / 13 (92%) | All trails last month 234 / 235 (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	4.4	4.8
Trail difficulty (was as expected)	4.4	4.4	4.5	4.5
Trail gradient/slope	4.3	4.4	4.5	4.4
Condition of the trail surface	4.2	4.3	4.3	4.4
Directional and other signage on the trail (e.g. interpretation - history, culture and stories)	4.2	4.2	4.1	4.2
Overall trail conditions	4.3	4.4	4.5	4.5

## Gender

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4398 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Male	42%	50%	54%	45%
Female	57%	50%	46%	54%
Gender diverse	0%	1%	0%	1%

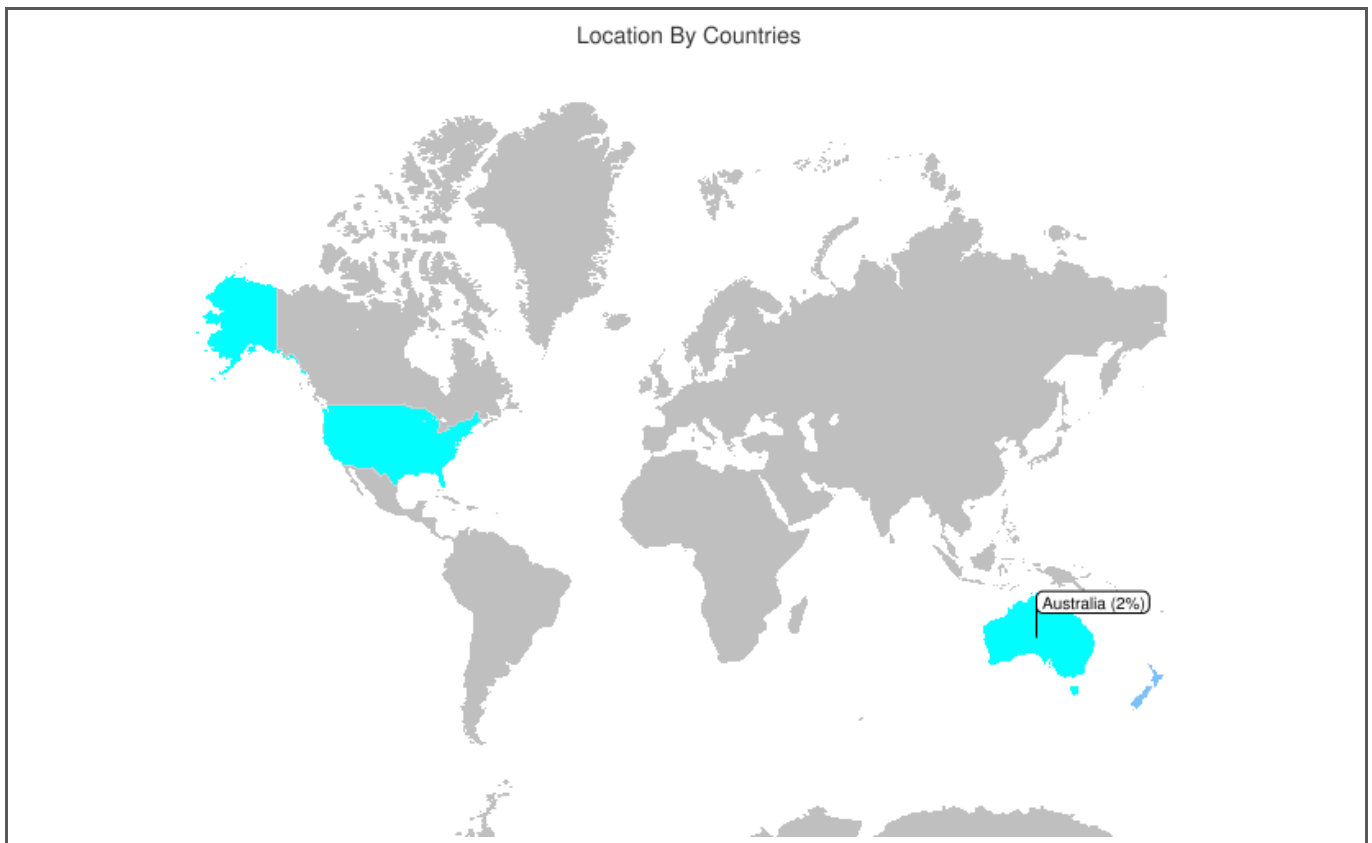
## Age

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4397 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
15 to 19 years	2%	1%	8%	0%
20 to 29 years	3%	5%	0%	5%
30 to 39 years	9%	11%	15%	10%
40 to 49 years	19%	23%	23%	23%
50 to 59 years	32%	30%	38%	31%
60 to 69 years	29%	22%	8%	21%
70 years or more	6%	8%	0%	10%
Would prefer not to say	1%	0%	8%	0%

## Location

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



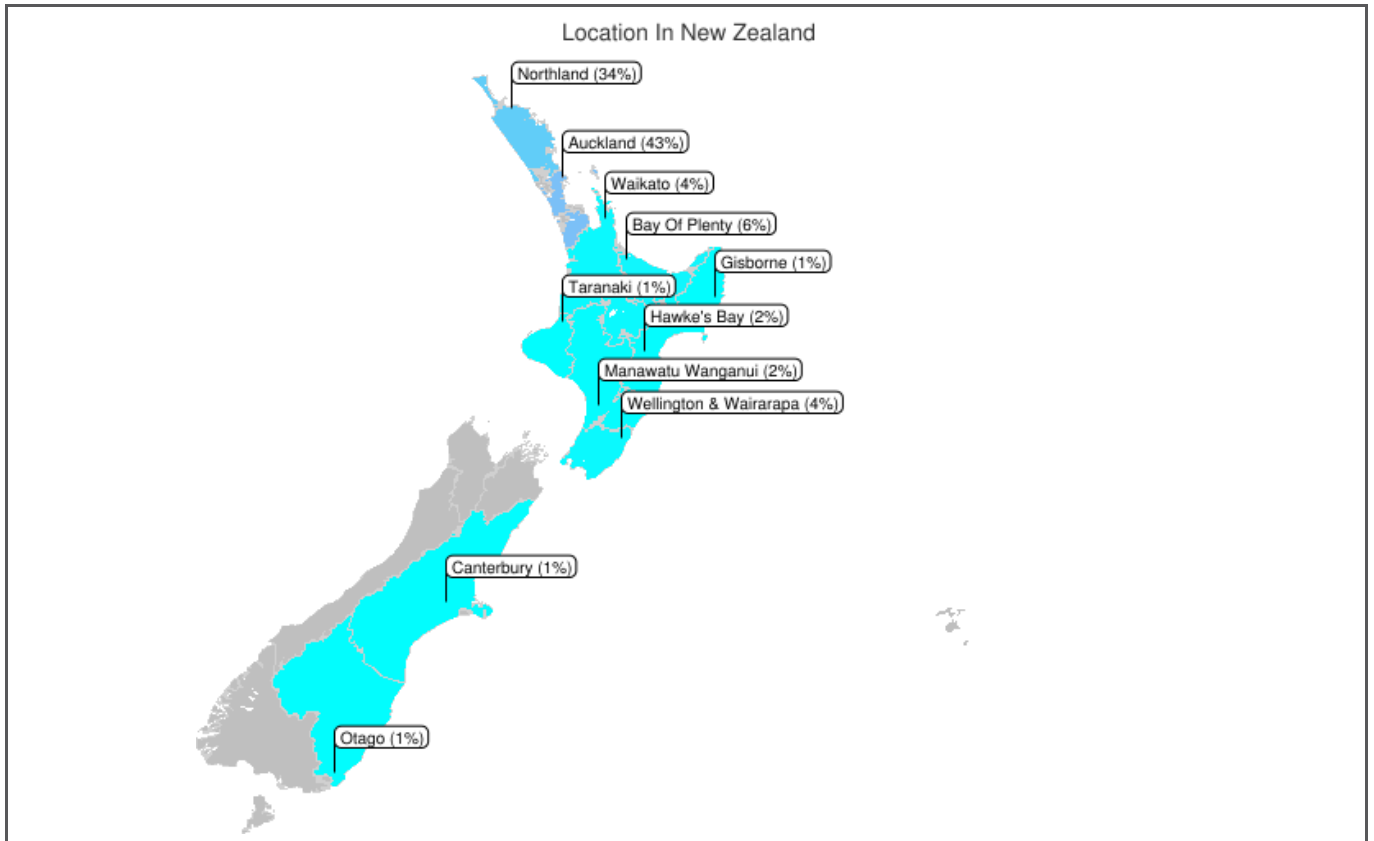
## Location

Sample Size: Twin Coast last 12 months 230 / 230 (100%) | All Trails last 12 Months 4398 / 4398 (100%) | Twin Coast last month 13 / 13 (100%) | All trails last month 235 / 235 (100%)

COUNTRIES	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Australia	2%	5%	8%	6%
New Zealand	92%	91%	77%	90%
United States	2%	1%	0%	0%

# Location

Sample Size: Twin Coast last 12 months 212 / 230 (92%)



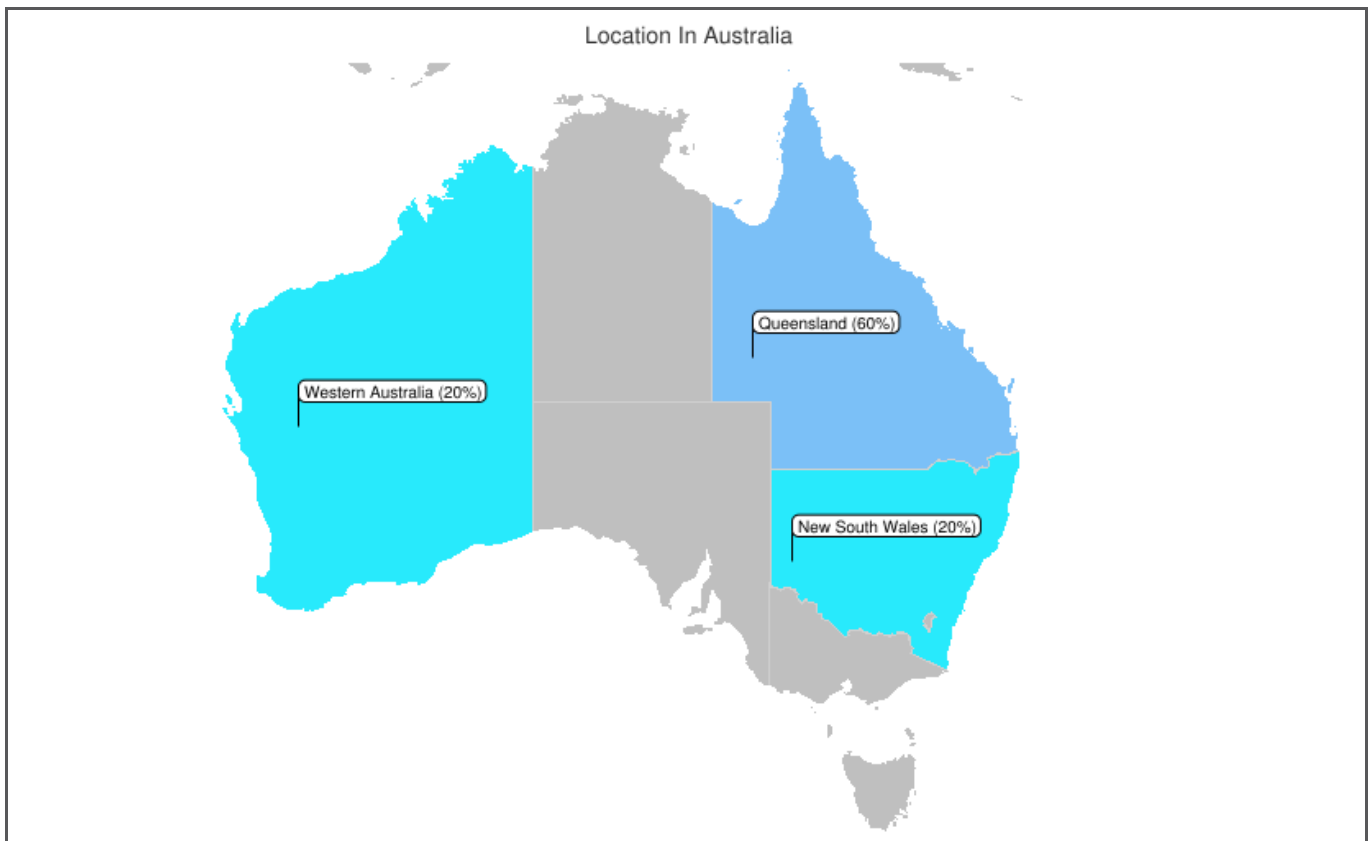
## Location

Sample Size: Twin Coast last 12 months 212 / 230 (92%) | All Trails last 12 Months 3988 / 4398 (91%) | Twin Coast last month 10 / 13 (77%) | All trails last month 212 / 235 (90%)

REGIONS	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
Northland	34%	3%	30%	4%
Auckland	43%	15%	50%	17%
Waikato	4%	11%	0%	14%
Bay Of Plenty	6%	9%	10%	8%
Gisborne	1%	1%	0%	1%
Hawke's Bay	2%	6%	10%	6%
Taranaki	1%	1%	0%	1%
Manawatu Wanganui	2%	3%	0%	0%
Wellington	3%	7%	0%	3%
Canterbury	1%	12%	0%	12%
Otago	1%	11%	0%	10%

## Location

Sample Size: Twin Coast last 12 months 5 / 230 (2%)



## Location

Sample Size: Twin Coast last 12 months 5 / 230 (2%) | All Trails last 12 Months 229 / 4398 (5%) | Twin Coast last month 1 / 13 (8%) | All trails last month 15 / 235 (6%)

	TWIN COAST LAST 12 MONTHS	ALL TRAILS LAST 12 MONTHS	TWIN COAST LAST MONTH	ALL TRAILS LAST MONTH
New South Wales	20%	40%	0%	40%
Queensland	60%	24%	0%	13%

## Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 8 / 13 (62%)

TWIN COAST LAST MONTH
amazing scenery
very well maintained, very silent experience far from busy roads, nice landscapes, pleasant to cross rivers over a wooden bridge
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.
the tunnel the down hill at the end
Very economically depressed, other people in group didn't feel safe/
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.
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 - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 8 / 13 (62%)

### TWIN COAST LAST MONTH

if i could take public transport to the start from auckland with my bike

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 side is pretty fine (except some that are lower than all the others), but the wooden post in the middle definitely does not fit well.

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.

evrything

Clear up all the large woolly hightshade in the area !!! Get rid of all the drunks on the streets

More accommodation in Horeke.

Those gates are tricky for kids on 24" bicycles.

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.