



Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

Monthly Report for Trail Managers run on Sunday 1st of December 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 (01/12/2018) and the last day of last month (30/11/2019)

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 (01/12/2018) and the last day of last month (30/11/2019)

All Trails last 12 Months :

Survey Completion Date : Is between 12 months ago on the first day of the month (01/12/2018) and the last day of last month (30/11/2019)

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 (01/11/2019) and the last day of last month (30/11/2019)

All trails last month :

Survey Completion Date : Is between the first day of last month (01/11/2019) and the last day of last month (30/11/2019)

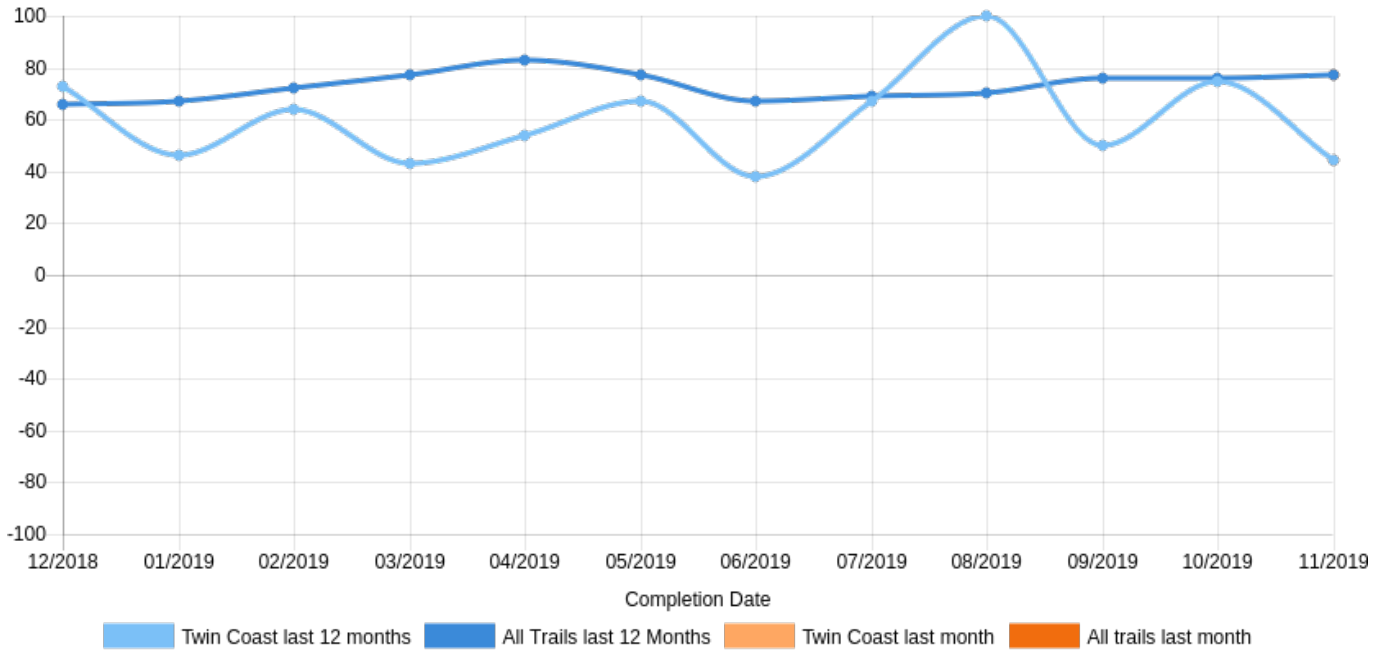
Net Promoter Score©

Sample Size: Twin Coast last 12 months 221 / 222 (100%) | All Trails last 12 Months 4289 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|---------------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Net Promoter Score© | 57 | 72 | 44 | 77 |

Net Promoter Score©

Sample Size: Twin Coast last 12 months 221 / 222 (100%) | All Trails last 12 Months 4289 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)



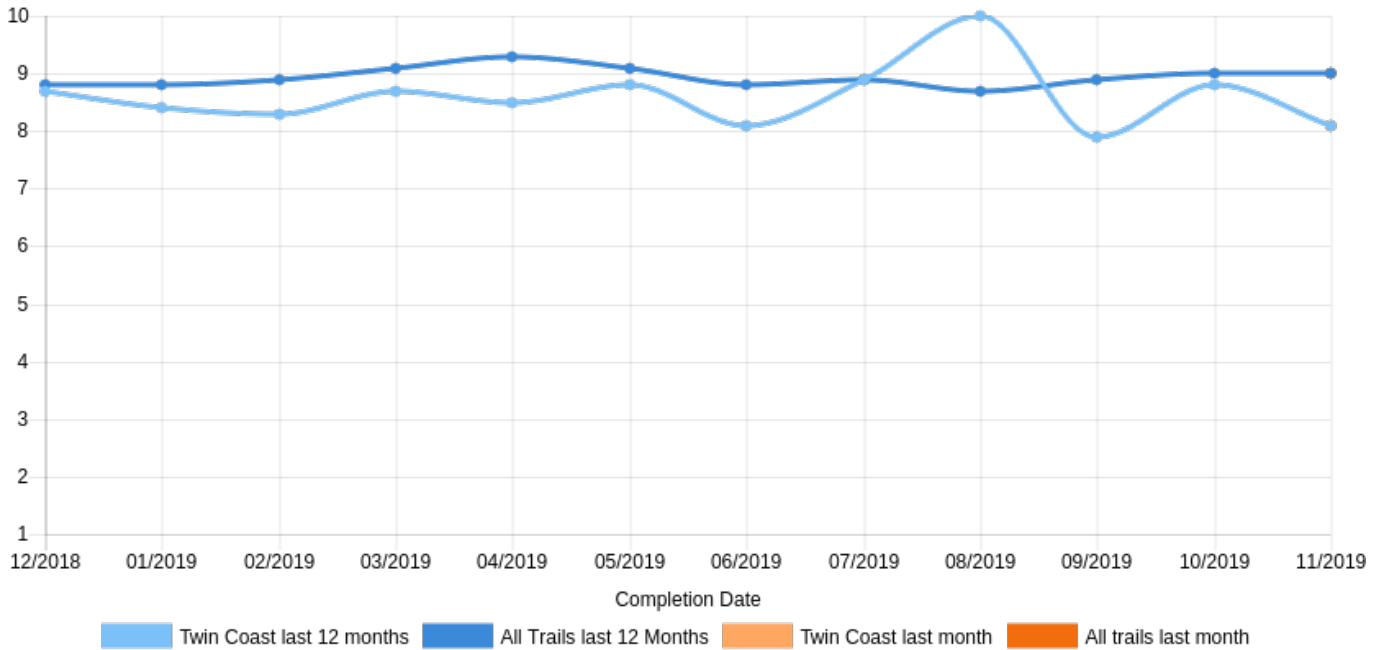
Overall Satisfaction (1=very dissatisfied and 10=very satisfied)

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4285 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|----------------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Overall Satisfaction | 8.5 | 8.9 | 8.1 | 9.0 |

Overall Satisfaction

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4285 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)



Channels generating first awareness

Sample Size: Twin Coast last 12 months 216 / 222 (97%) | All Trails last 12 Months 4280 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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) | 50% | 60% | 56% | 63% |
| From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other) | 7% | 10% | 6% | 9% |
| The AA guide | 15% | 6% | 19% | 6% |
| From an accommodation provider (e.g. hotel, motel, backpackers/youth hostel) | 2% | 1% | 0% | 1% |
| Newspaper or magazine | 16% | 12% | 31% | 11% |
| Travel guide/book | 8% | 7% | 6% | 9% |
| Trail brochure/map | 8% | 14% | 13% | 11% |
| Trail website | 20% | 18% | 25% | 20% |
| New Zealand Cycle Trail website | 35% | 19% | 56% | 17% |
| Social media (e.g. Facebook, Twitter, blog) | 8% | 14% | 0% | 11% |
| Other (please specify) | 13% | 15% | 6% | 15% |

Local or visitor to area

Sample Size: Twin Coast last 12 months 216 / 222 (97%) | All Trails last 12 Months 4280 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|-------------------------|---------------------------|---------------------------|-----------------------|-----------------------|
| I live in the area | 26% | 39% | 31% | 36% |
| I was visiting the area | 74% | 61% | 69% | 64% |

Trail influence on visiting the area

Sample Size: Twin Coast last 12 months 160 / 222 (72%) | All Trails last 12 Months 2603 / 4290 (61%) | Twin Coast last month 11 / 16 (69%) | All trails last month 179 / 279 (64%)

| | 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 | 82% | 80% | 91% | 90% |
| No - I was already visiting or had planned to visit for other reasons | 18% | 20% | 9% | 10% |

Trail use

Sample Size: Twin Coast last 12 months 217 / 222 (98%) | All Trails last 12 Months 4282 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|---|---------------------------|---------------------------|-----------------------|-----------------------|
| Cycling/walking for exercise | 52% | 57% | 38% | 49% |
| Cycling/walking for relaxation | 40% | 48% | 31% | 33% |
| Commuting to/from school or work | 0% | 2% | 0% | 2% |
| Training for an event | 4% | 8% | 6% | 8% |
| Cycling holiday | 32% | 20% | 75% | 36% |
| Walking holiday | 0% | 1% | 0% | 3% |
| Sightseeing | 33% | 30% | 19% | 15% |
| Spending time/socialising with friends/family | 41% | 39% | 13% | 30% |
| Other (please specify) | 5% | 7% | 0% | 9% |

Main method of transport on the trail

Sample Size: Twin Coast last 12 months 217 / 222 (98%) | All Trails last 12 Months 4282 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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% | 19% | 9% |
| Cycling the trail (on a mountain bike) | 58% | 61% | 56% | 52% |
| Cycling the trail (on a electric bicycle/e-bike) | 8% | 8% | 13% | 11% |
| Cycling the trail (on a e-mountain bike) | 9% | 5% | 6% | 8% |
| Cycling the trail (on a hybrid bike) | 7% | 3% | 6% | 2% |
| Cycling the trail (on a bike modified for someone with a disability) | 0% | 0% | 0% | 0% |
| Walking/hiking | 3% | 7% | 0% | 11% |
| Running/jogging | 1% | 3% | 0% | 6% |
| 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 161 / 222 (73%) | All Trails last 12 Months 2606 / 4290 (61%) | Twin Coast last month 11 / 16 (69%) | All trails last month 179 / 279 (64%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|---------|---------------------------|---------------------------|-----------------------|-----------------------|
| Average | 2.73 | 3.36 | 2.64 | 3.06 |

Extended stay in area

Sample Size: Twin Coast last 12 months 16 / 222 (7%) | All Trails last 12 Months 196 / 4290 (5%) | Twin Coast last month 1 / 16 (6%) | All trails last month 17 / 279 (6%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|-----|---------------------------|---------------------------|-----------------------|-----------------------|
| Yes | 31% | 22% | 100% | 18% |
| No | 69% | 78% | 0% | 82% |

Extra nights in area

Sample Size: Twin Coast last 12 months 5 / 222 (2%) | All Trails last 12 Months 43 / 4290 (1%) | Twin Coast last month 1 / 16 (6%) | All trails last month 3 / 279 (1%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|---------|---------------------------|---------------------------|-----------------------|-----------------------|
| Average | 2.4 | 2.23 | 2 | 1.33 |

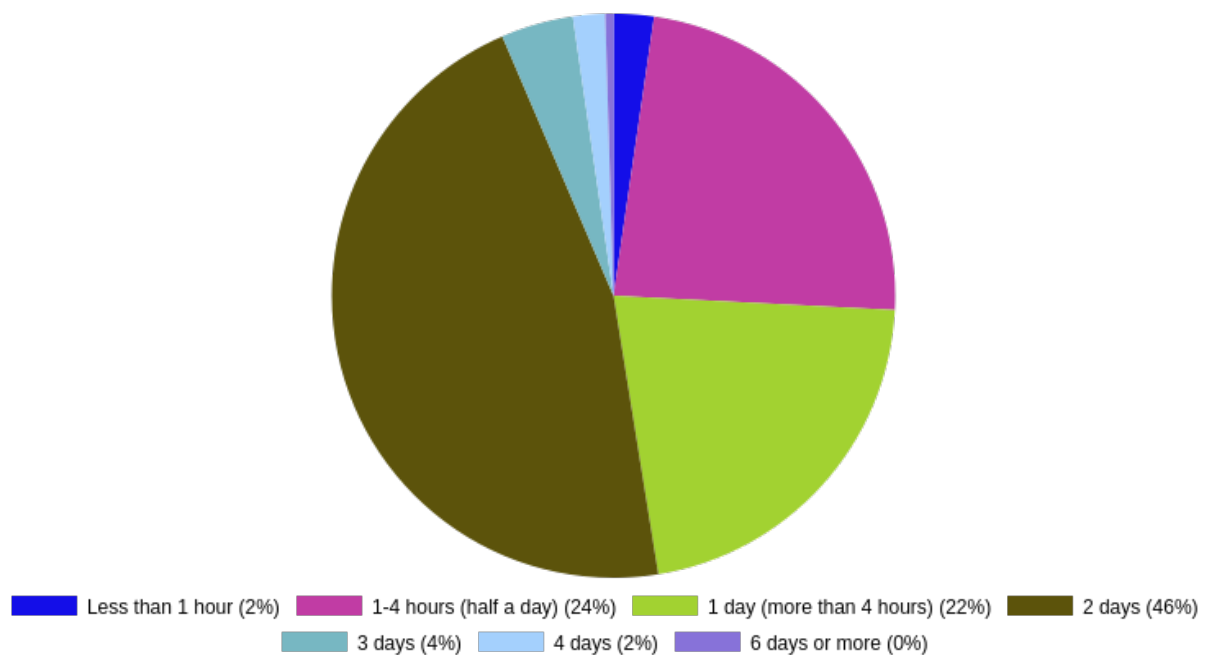
Travel Party Numbers

Sample Size: Twin Coast last 12 months 217 / 222 (98%) | All Trails last 12 Months 4282 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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: | 3.53 | 3.65 | 3.69 | 3.61 |
| Children, aged 14 years or less: | 0.41 | 0.48 | 1.0 | 0.28 |

Time spent on the trail

Sample Size: Twin Coast last 12 months 217 / 222 (98%)



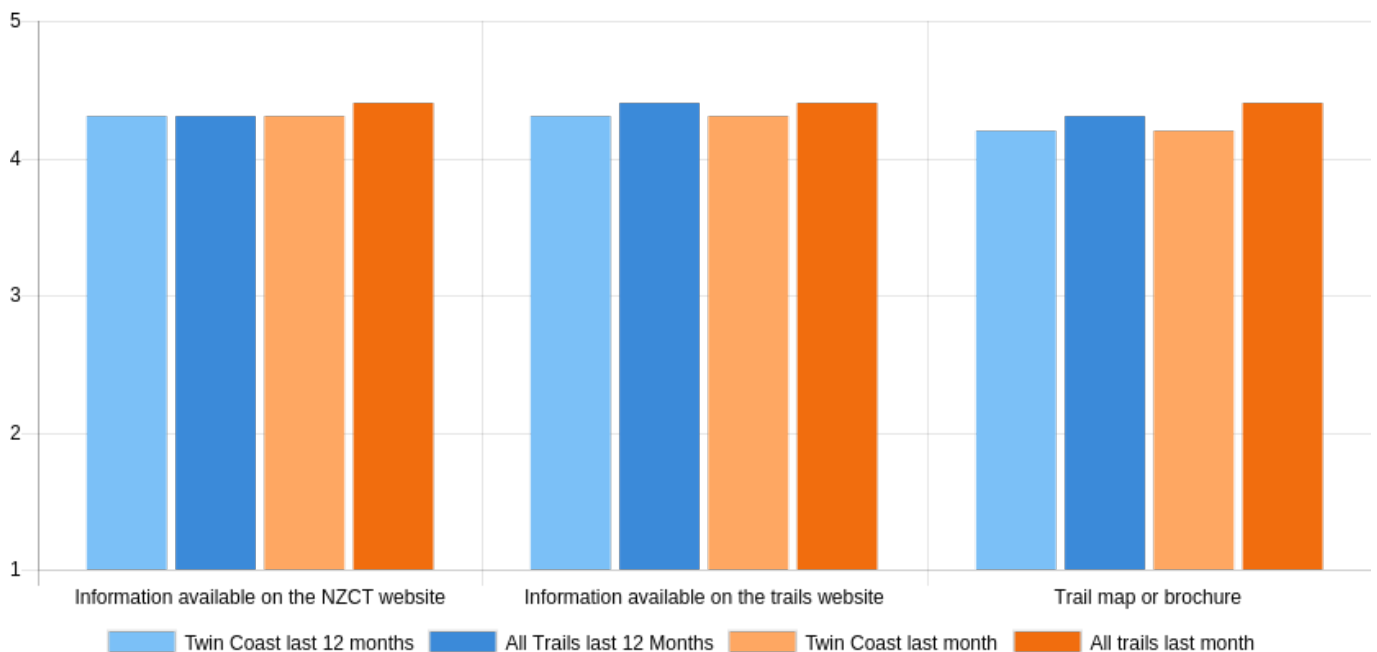
Time spent on the trail

Sample Size: Twin Coast last 12 months 217 / 222 (98%) | All Trails last 12 Months 4281 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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% | 19% | 32% |
| 1 day (more than 4 hours) | 22% | 18% | 13% | 15% |
| 2 days | 46% | 15% | 63% | 18% |
| 3 days | 4% | 10% | 0% | 11% |
| 4 days | 2% | 11% | 6% | 9% |
| 5 days | 0% | 5% | 0% | 5% |
| 6 days or more | 0% | 3% | 0% | 5% |

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

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4284 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)



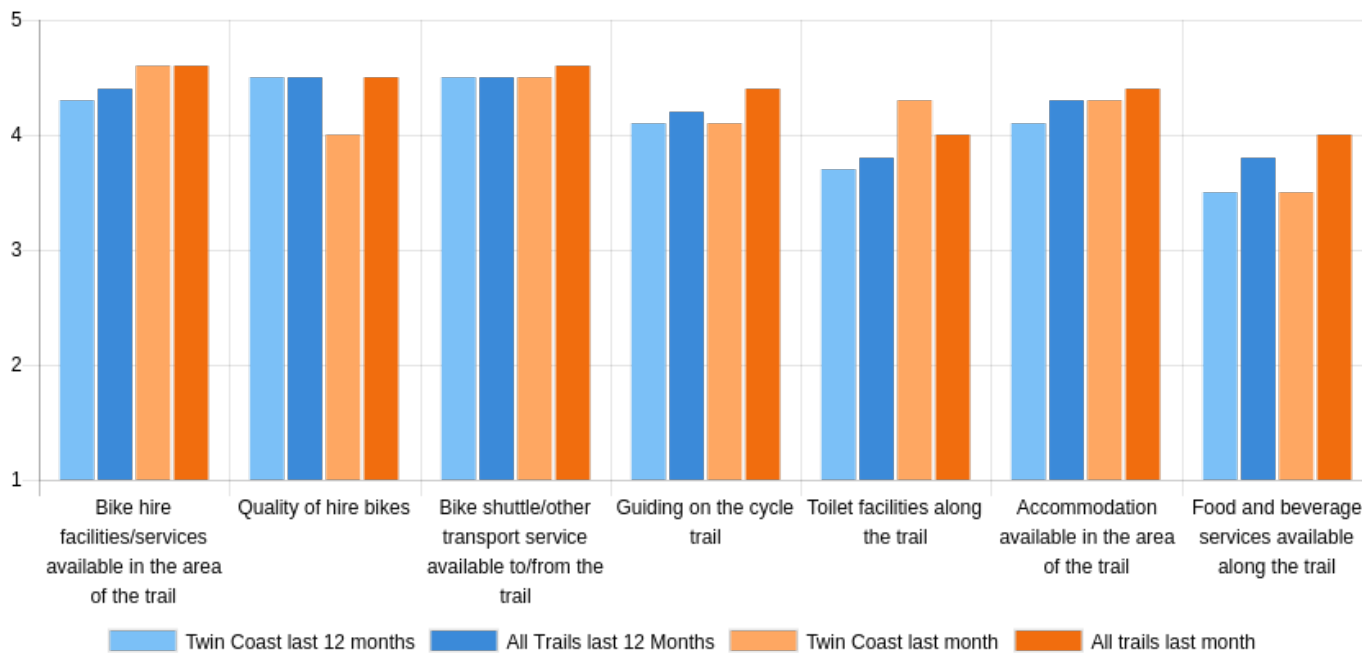
Ratings - Trail Information (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4284 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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 | 4.3 | 4.3 | 4.3 | 4.4 |
| Information available on the trails website | 4.3 | 4.4 | 4.3 | 4.4 |
| Trail map or brochure | 4.2 | 4.3 | 4.2 | 4.4 |

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

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4284 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)



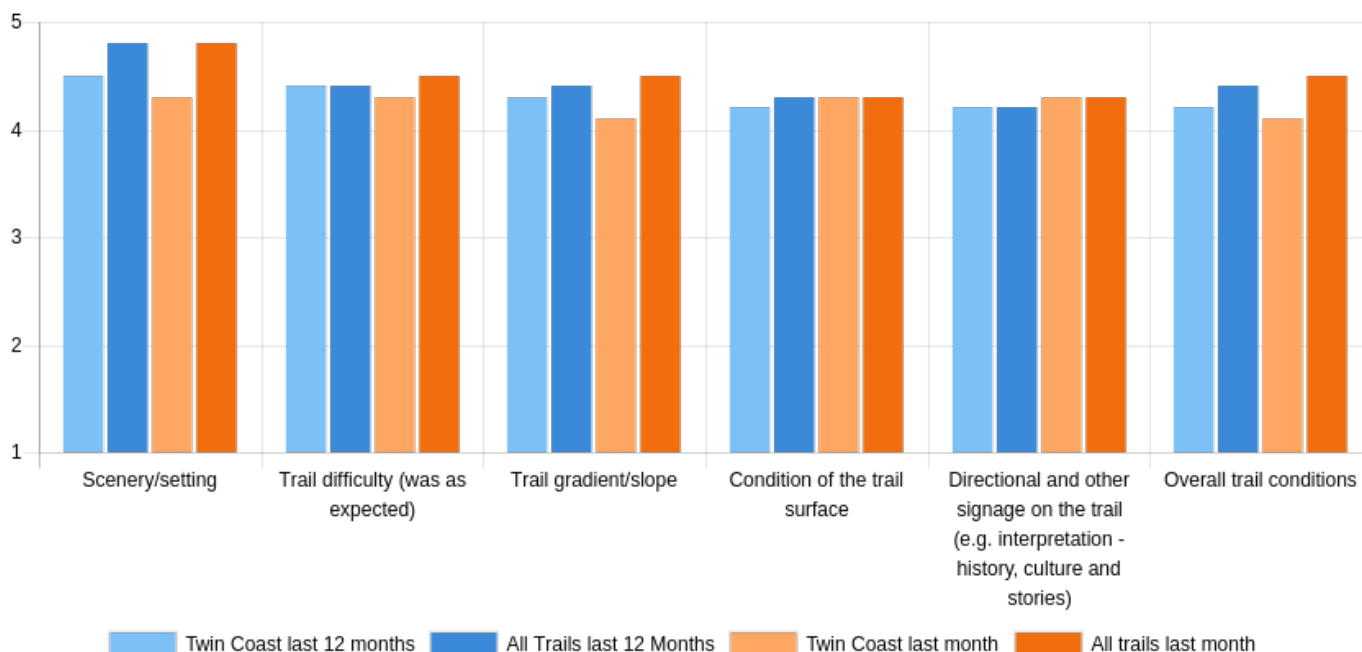
Ratings - Facilities / Services On The Trail (1=very poor and 5=very good)

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4284 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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 | 4.6 | 4.6 |
| Quality of hire bikes | 4.5 | 4.5 | 4.0 | 4.5 |
| Bike shuttle/other transport service available to/from the trail | 4.5 | 4.5 | 4.5 | 4.6 |
| Guiding on the cycle trail | 4.1 | 4.2 | 4.1 | 4.4 |
| Toilet facilities along the trail | 3.7 | 3.8 | 4.3 | 4.0 |
| Accommodation available in the area of the trail | 4.1 | 4.3 | 4.3 | 4.4 |
| Food and beverage services available along the trail | 3.5 | 3.8 | 3.5 | 4.0 |

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

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4285 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)



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

Sample Size: Twin Coast last 12 months 218 / 222 (98%) | All Trails last 12 Months 4285 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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 | 4.3 | 4.8 |
| Trail difficulty (was as expected) | 4.4 | 4.4 | 4.3 | 4.5 |
| Trail gradient/slope | 4.3 | 4.4 | 4.1 | 4.5 |
| Condition of the trail surface | 4.2 | 4.3 | 4.3 | 4.3 |
| Directional and other signage on the trail (e.g. interpretation - history, culture and stories) | 4.2 | 4.2 | 4.3 | 4.3 |
| Overall trail conditions | 4.2 | 4.4 | 4.1 | 4.5 |

Gender

Sample Size: Twin Coast last 12 months 222 / 222 (100%) | All Trails last 12 Months 4290 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|----------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Male | 40% | 50% | 31% | 52% |
| Female | 59% | 50% | 63% | 48% |
| Gender diverse | 1% | 1% | 6% | 1% |

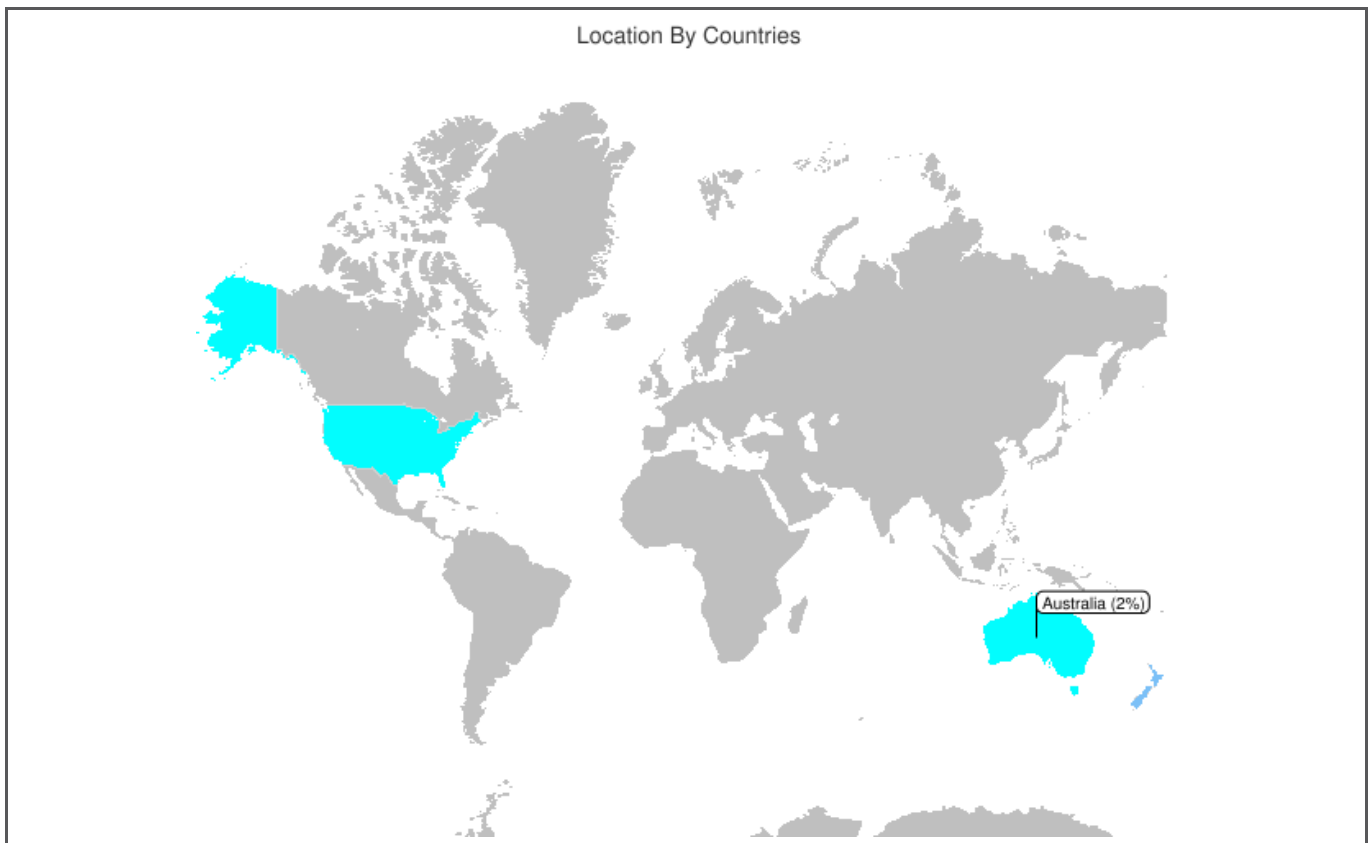
Age

Sample Size: Twin Coast last 12 months 222 / 222 (100%) | All Trails last 12 Months 4289 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (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% | 0% | 1% |
| 20 to 29 years | 2% | 5% | 0% | 3% |
| 30 to 39 years | 8% | 11% | 6% | 11% |
| 40 to 49 years | 20% | 22% | 19% | 23% |
| 50 to 59 years | 32% | 30% | 31% | 28% |
| 60 to 69 years | 28% | 23% | 31% | 24% |
| 70 years or more | 6% | 8% | 13% | 10% |
| Would prefer not to say | 1% | 0% | 0% | 0% |

Location

Sample Size: Twin Coast last 12 months 222 / 222 (100%)



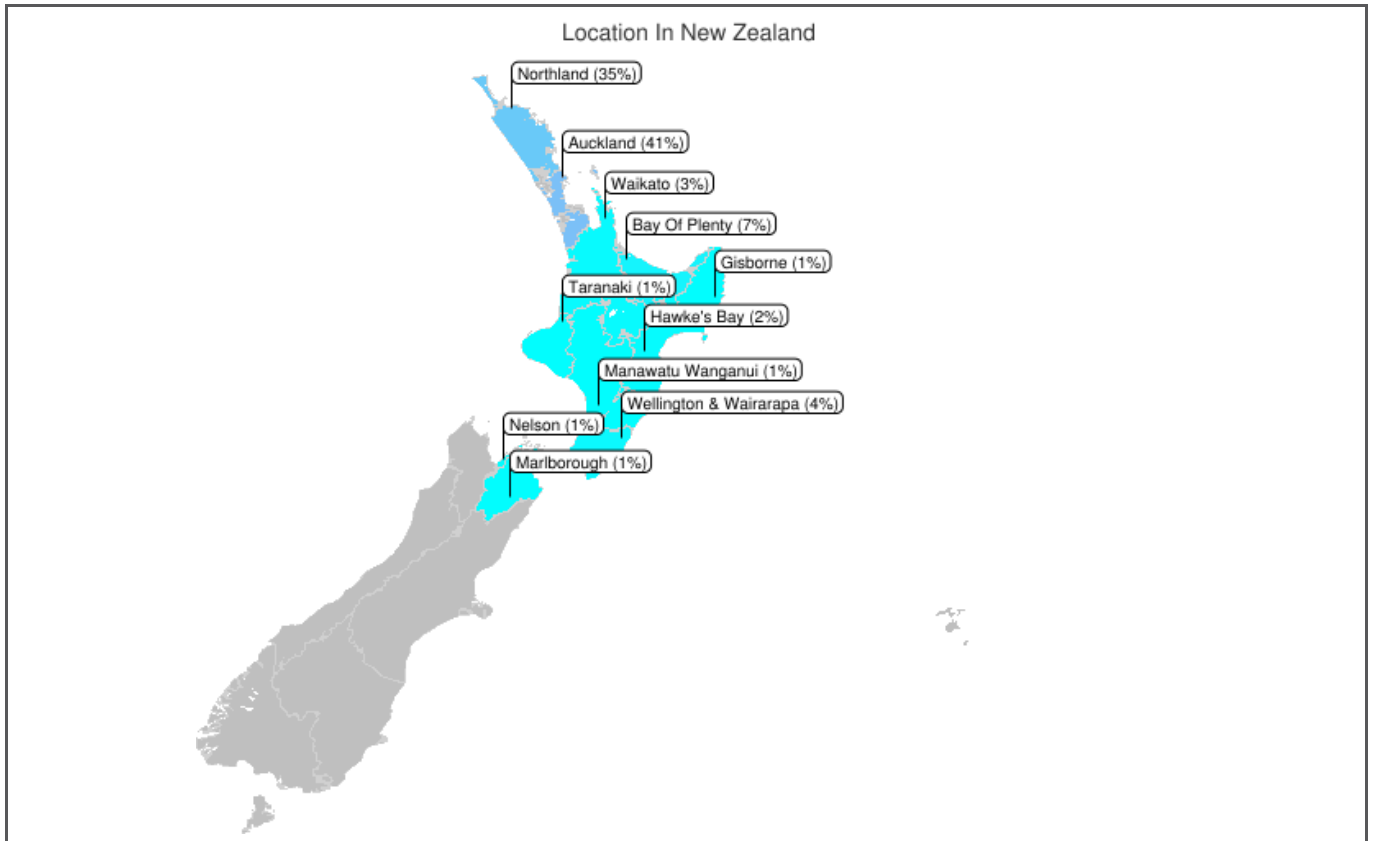
Location

Sample Size: Twin Coast last 12 months 222 / 222 (100%) | All Trails last 12 Months 4290 / 4290 (100%) | Twin Coast last month 16 / 16 (100%) | All trails last month 279 / 279 (100%)

| COUNTRIES | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|---------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Australia | 2% | 5% | 0% | 6% |
| New Zealand | 92% | 90% | 100% | 90% |
| United States | 2% | 1% | 0% | 1% |

Location

Sample Size: Twin Coast last 12 months 205 / 222 (92%)



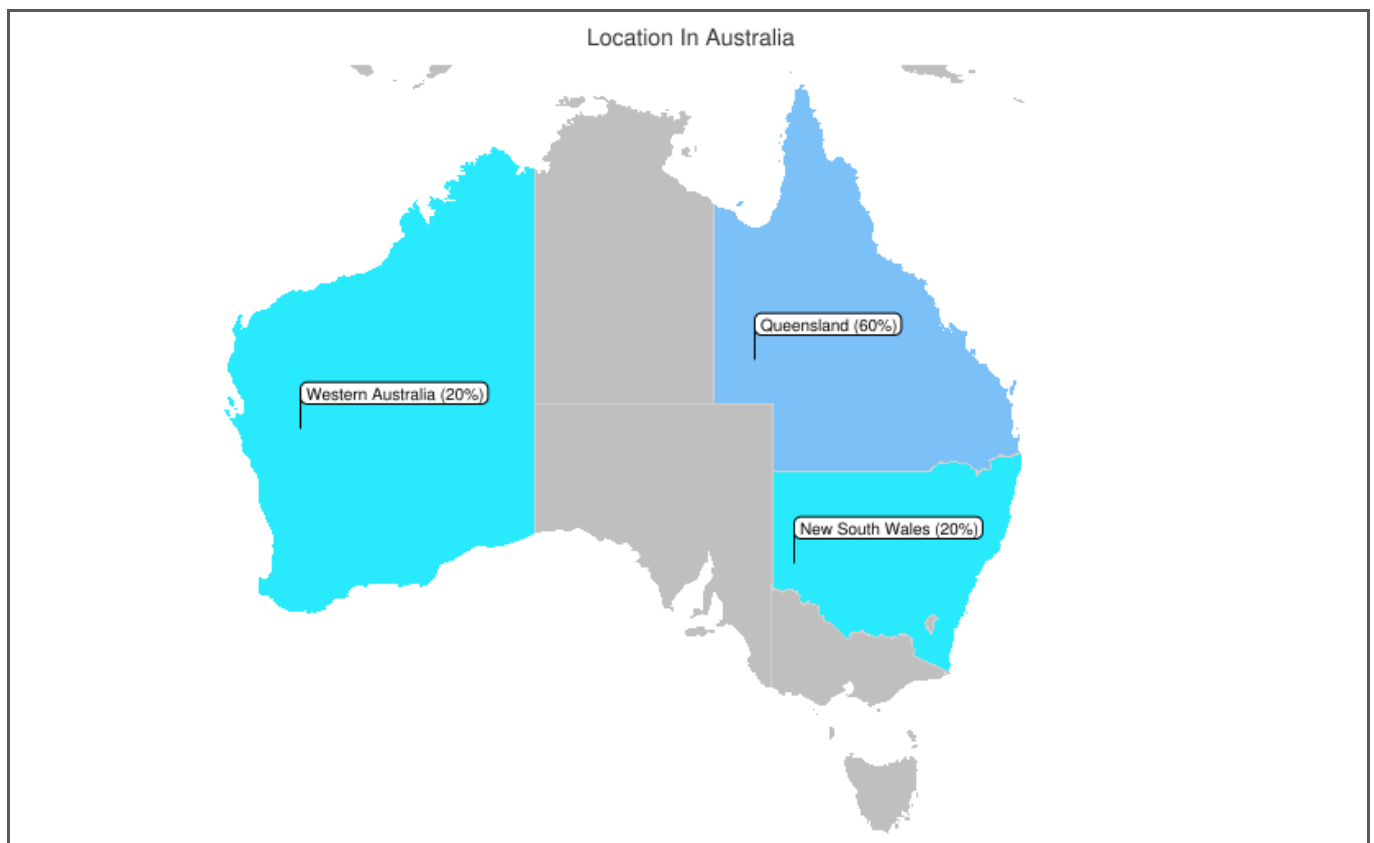
Location

Sample Size: Twin Coast last 12 months 205 / 222 (92%) | All Trails last 12 Months 3879 / 4290 (90%) | Twin Coast last month 16 / 16 (100%) | All trails last month 251 / 279 (90%)

| REGIONS | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST MONTH | ALL TRAILS LAST MONTH |
|-------------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Northland | 35% | 3% | 38% | 3% |
| Auckland | 41% | 15% | 31% | 17% |
| Waikato | 3% | 10% | 0% | 12% |
| Bay Of Plenty | 7% | 8% | 13% | 13% |
| Gisborne | 1% | 1% | 0% | 1% |
| Hawke's Bay | 2% | 7% | 0% | 8% |
| Taranaki | 1% | 1% | 6% | 2% |
| Manawatu Wanganui | 1% | 3% | 0% | 1% |
| Wellington | 3% | 7% | 0% | 4% |
| Nelson | 1% | 8% | 6% | 4% |
| Marlborough | 1% | 2% | 6% | 1% |

Location

Sample Size: Twin Coast last 12 months 5 / 222 (2%)



Location

Sample Size: Twin Coast last 12 months 5 / 222 (2%) | All Trails last 12 Months 229 / 4290 (5%) | Twin Coast last month 0 / 16 (0%) | All trails last month 16 / 279 (6%)

| | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | ALL TRAILS LAST MONTH |
|-----------------|---------------------------|---------------------------|-----------------------|
| New South Wales | 20% | 40% | 50% |
| Queensland | 60% | 24% | 25% |

| | | | |
|-------------------|-----|----|----|
| Western Australia | 20% | 8% | 6% |
|-------------------|-----|----|----|

Comments - Most enjoyed about experience

Sample Size: Twin Coast last month 16 / 16 (100%)

| TWIN COAST LAST MONTH |
|--|
| NO signage around Kaikohe re the cycle trail - where to find the start if new to kaikhoe driving into the town arrows/signage at Okaihau signage should be around the toilet block indicating to go down the road plus when at the gate the sign should indicate Ohaikhau to Kaikohe to the LEFT - Horeke to the RIGHT |
| I loved the coastal/river ttrail between Opuia and Kawakawa. Its beautiful and the water looks clean. Also the Utakura river trail thats lovely. B&B at Horeke was exceptional. |
| Kawakawa public restrooms, old rail way line, the restaurant at the Mint in Kaikohe, Mission House |
| the scenery |
| The boards with cultural information along the trail, the part of the trail next to the river (between Okaihau and Horeke) |
| Diversity of scenery Ease of access Ability to do different sections at different times |
| the scenery, the width of the trail so we could ride side by side and chat, not have to worry about vehicles |
| easy gradient. good scenery |
| Scenery, small towns, cafe experience at Moerewa (lovely staff and coconut cake) and our host, Shane, at Twin Coast Adventures. |
| Lovely countryside . Nice way to see places you can't see from the road. Beautiful picnic spots. |
| We enjoyed the scenery and being on a trail separate from the road. |
| all of it |
| nice acenery at times |
| Who ever is maintaining the track, congratulations. Sad bit, no beer available at Horeke. A pub that doesn't serve beer. |
| The Horeke Boardwalk and riding beside the estuary from Opuia to Taumarere. |
| KAWAKAWA |

Comments - What might have made the experience more enjoyable

Sample Size: Twin Coast last month 14 / 16 (88%)

| TWIN COAST LAST MONTH |
|--|
| Some information re water fountains IF available at any of the town stops |
| Bike stands outside cafes. Okaihau and Opuia were the only places with bike stands. Some vegan food would be nice. I understand 10% of the NZ population are vegetarian. And what's happened to the Kawakawa railway station cafe? Thats really gone downhill. |
| More native bush, more shade from trees and less direct sun exposed sections, fewer places where you have to dismount especially as many of them did not make sense where they were (use the rollers where possible), less rubbish dumped along the trail, a diversion away from the effluent waste disposal plant rather than right next to it.... an extension to the Waiwere Boulders... |
| Much shorter section of the trail on or next to roads (especially dirt roads), a lot less gates (many of which appeared to serve no purpose), fewer road crossings, better riding surface on many parts of the trail |
| A few more toilet stops en route More cross sections of the trail on trail site / map to plan journey direction More facilities at Horeke end eg pop up cafe. |
| more food coffee places to stop at only good one was mint in kaikohe |
| the blimmen pipe barriers are to restrictive. the cattle stops ste great |
| Notification of any closure of any part of the track. Providers of shuttles, accommodation etc should be given prior notification. We had arranged for pickup at Opuia at 3pm. At Kawakawa the track was closed for maintenance for the day. We had to ride the open highway to hopefully reconnect further down. Luckily we were able to do this. Signage: Perhaps some in the town giving more clear directions as to where to go for the start of each section. Other than that the track has in our eyes been wonderfully done. Thank you. |
| We did not enjoy the restrictive barriers at each entry/exit/road crossing on the trail. This disrupted the cycling flow and as we had panniers on our bikes (as we were self sufficiently camping) it took two people to lift each bike through each time. With more than 30 of these barriers this was tedious and tiring. We would prefer if we could have had access which would not have required us to dismount. |
| possibly something open for a drink/food at Horeke end of trail |
| some of the surface of track a bit rough but you are working on it |
| see before |
| More shelters to sit under in the summer sun. |
| No post in centre of cattle grid |