January 2022 TOURISM MARKETING REPORT

OFF-SEASON TOURISM GRANT PROCESS
Round 2 of marketing grants goes live February 1; online Q&A zoom meeting scheduled for Feb. 15 at 3pm. Flyers mailed to all city businesses. Deadline to apply is Feb. 28. https://visitrockawaybeach.org/grants

WAYFINDING UPDATE
Ramsey Signs will do the fabrication and installation of wayfinding signage (contract received). Scheduling a walk-through with Ramsey and Public Works Superintendent Dan Emerson. Luke working with Port of Tillamook Bay on approval to replace north gateway sign and add a directional sign near wayside.

WEBSITE ANALYTICS (see attached reports)
User Behavior: 4,234 users visited the website, **up 32.1% from December; 4,178 of those users were new to the site. Total of 4,776 sessions, which is up 34.4% from December**. Most activity was Jan. 15 and Jan. 29. Vast majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Pronto pup."
User demographics: Portland, Seattle, Tillamook, New York, Vancouver, Salem, Beaverton, Oregon City, Eugene, Spokane, Hillsboro, Boise, Forest Grove. *New York comes when people search "Rockaway Beach" in New York.*
Pages most visited: Outdoors, Grumpy's Café, contest rules, lodging, bonfires, Pronto Pup, events, restaurants,
How did they find the site: Google, direct (meaning the site was bookmarked or typed in), Bing, Yahoo, DuckDuckgo, Facebook, visittheoregoncoast.com, localadventure.com
Actions (events) taken: Subscribe form, contact form, Get the Guide (57 requests)

SOCIAL MEDIA (see attached)
Facebook: we conducted the second month of the "win a two-night stay and dinner in Rockaway Beach" campaign, and asked entrants to sign up for the e-newsletter (see attached). **In January, 3,748 people entered the contest, and we added 2,309 to the email newsletter list; we're now at 8,330 subscribers** (next newsletter goes out Feb. 8)**.** The two-night stay campaign will continue through February, with a winner announced each month. *The December winner is Robyn Dunn of Welches.*
So far, 8,114 people have entered the contest; added 5,301 to email list. One more month to go!

Added 287 followers to the Facebook page in January; now at **9,117 followers.** Facebook posts reached **104,257 people in January** (36,210 more than in December!)**, with 21,076 engagements** (5,600 more than December)**.** A photograph of Twin Rocks with an orange sunset reached **19,352** with **2,695** engagements. (See attachments)

Instagram: added 24 new followers, **now at 1,128** followers

EARNED MEDIA
Peak Northwest (Oregonian video and podcast): Crabbing near Rockaway Beach
https://www.youtube.com/watch?v=upzpLblGmic
Top 50 Beaches in the U.S. for 2022: Rockaway Beach is #15 (attached)
Oregon Coast Beach Connection: Beginning of Rockaway Beach: N. Oregon Coast History Includes a Science Mystery (attached)
Mamalife.love (blog): 5 things to do in Rockaway Beach Oregon (reposted by blogger)
https://www.mamalife.love/pacific-north-west/2018/10/5/5-things-to-do-in-rockaway-beach-or

DIGITAL and PRINT ADS
6-month digital ad on **BeachConnection.net** (one of the most popular websites for Oregon Coast stories/news)
6-month print ad in **Oregon Coast Today** (printed twice per month, contracted for articles, too)

ROCKAWAY BEACH

OREGON

small town. big beach.

2021-2022 OFF-SEASON TOURISM MARKETING GRANT ANNOUNCEMENT

Application Deadline
Monday, February 28, 2022 11:59pm

E-mail Grant Materials to
Grant@tillamookcoast.com

The City of Rockaway Beach announces $30,000 of available grant funding for businesses engaged in tourism-related activities in the Rockaway Beach area.

Eligible applicants must operate in the Rockaway Beach area or serve visitors in the Rockaway Beach area *and* be a business or non-profit engaged in tourism activities.

Maximum grant amount: $3,000.
No match required.

GRANT ZOOM LIVE Q&A SESSION
TUESDAY, FEBRUARY 15, 2022 @ 3:00 PM

MORE INFORMATION
WWW.VISITROCKAWAYBEACH.ORG/GRANTS

Jan 1, 2022 - Jan 30, 2022

Default Channel Grouping ▼   Source / Medium ▼   Device ▼

User Behavior

Users	New Users	Sessions	Bounce Rate
4,234	**4,178**	**4,776**	**69.30%**
▲ 32.1%	▲ 32.0%	▲ 34.4%	▼ -6.6%

Contact Forms	Get The Guide	Click to Email
2	**125**	**No data**
0.0%	▲ 140.4%	No data

Sessions over time

Sessions

Device Traffic

29.1%
66.2%
● mobile
● desktop
● tablet

New vs. Returning Users

New Visitor   Returning Visitor
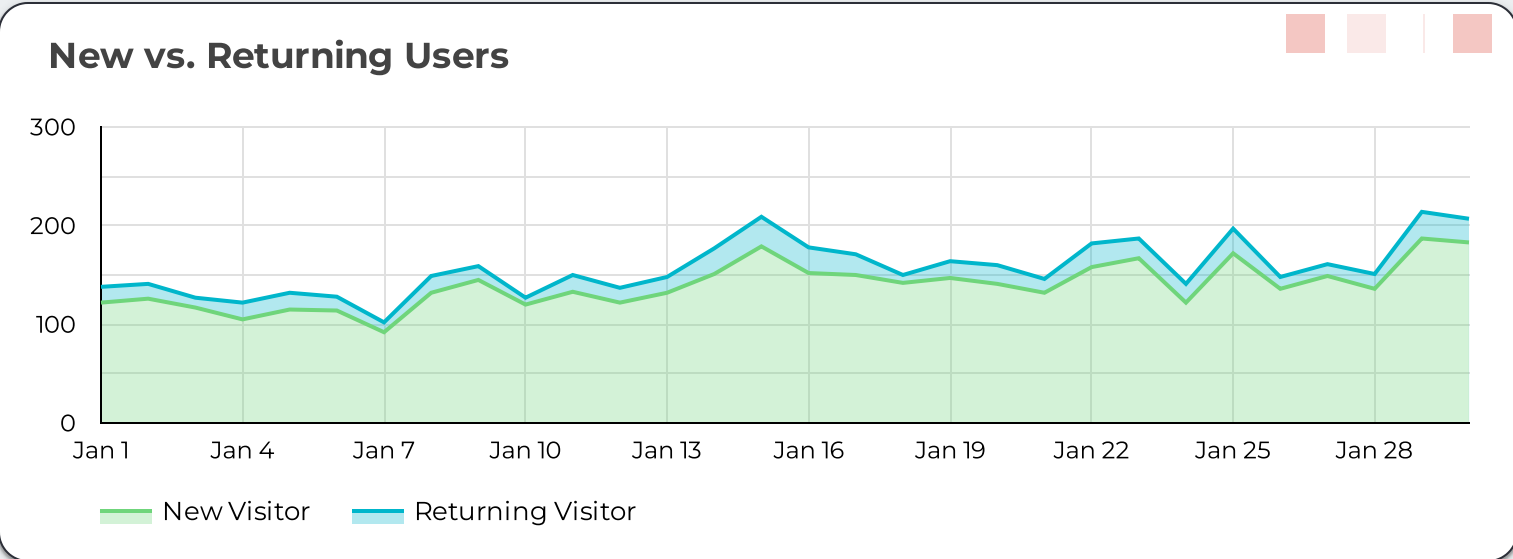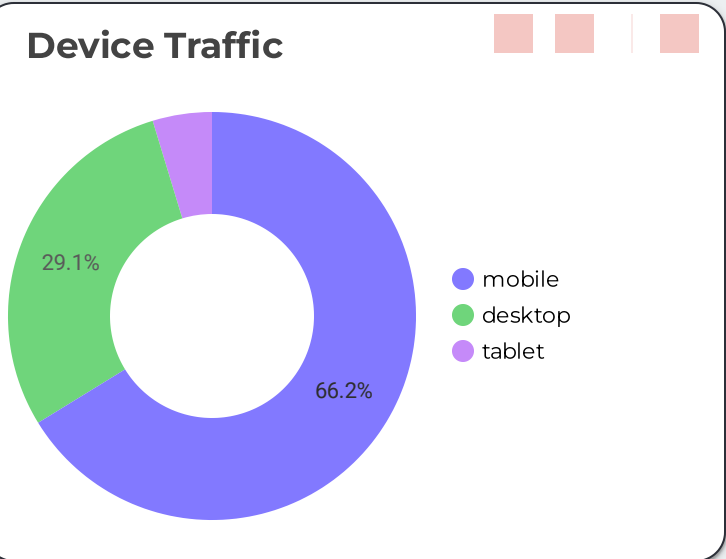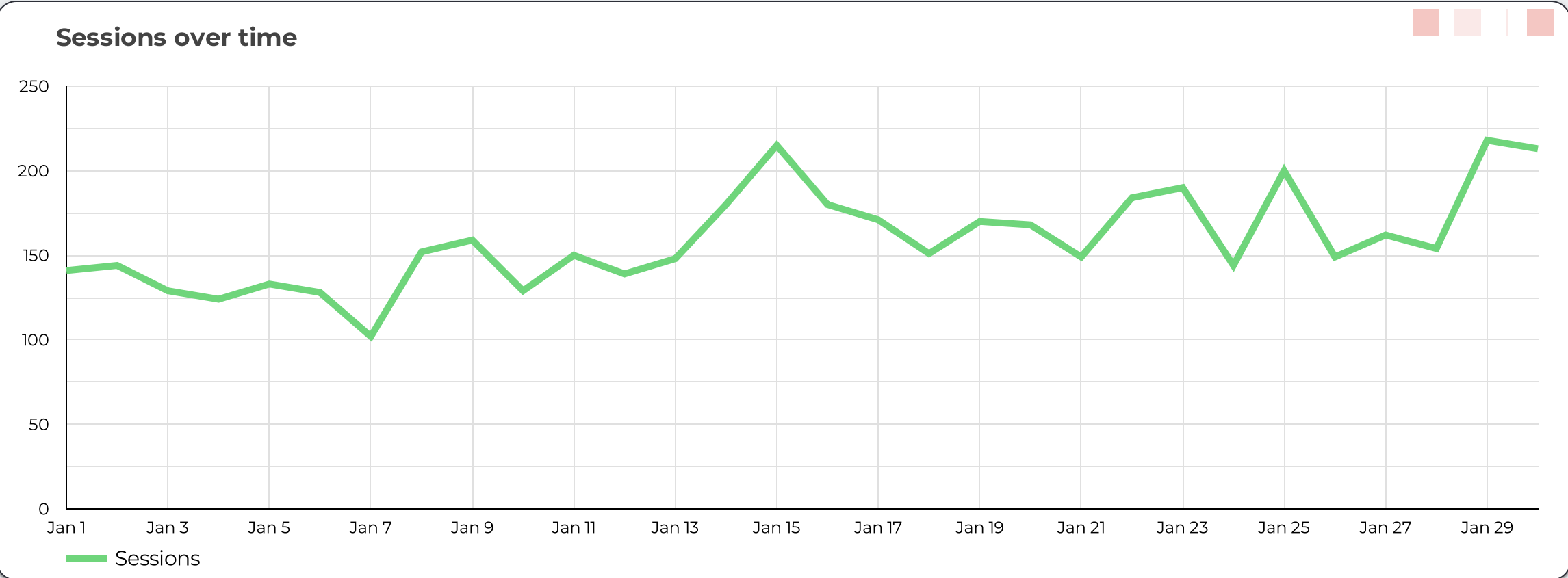
How Did Users Get To Our Website?

Source / Medium	Sessions ▼	Users	New Users	Pages / Session	Avg Session Duration
google / organic	3,606	3,210	3,165	1.71	00:01:10
(direct) / (none)	522	486	481	1.66	00:00:54
bing / organic	216	190	185	3.08	00:03:04
yahoo / organic	82	72	70	2.44	00:01:54
duckduckgo / organic	76	62	58	2.16	00:01:59
beachconnection.net / refer…	66	62	61	1.65	00:00:52
l.facebook.com / referral	36	35	34	2.92	00:02:29
visittheoregoncoast.com / r…	24	23	21	2.67	00:01:09
localadventurer.com / refer…	20	20	19	1	00:00:00
youtube.com / referral	11	10	9	1.73	00:02:18
lm.facebook.com / referral	10	8	6	4	00:01:50
search.pch.com / referral	8	2	0	1.75	00:08:08
Grand total	**4,776**	**4,234**	**4,178**	**1.82**	**00:01:17**

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Keywords from Google

Query	Impressions ▼	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	9,934	164	1.65%	6.41	6.41
rockaway beach	7,161	13	0.18%	11.38	11.38
pronto pup	930	25	2.69%	11.26	11.26
rockaway beach hotels	731	1	0.14%	10.98	10.98
kelly's marina	713	5	0.7%	10.76	10.76
twin rocks	689	1	0.15%	6.22	6.22
surfside resort	637	0	0%	25.78	25.78
rockaway	614	0	0%	23.61	23.61
rockaway beach oregon ho…	591	3	0.51%	7.54	7.54
oregon coast vacation rent…	571	0	0%	72.37	72.37
twin rocks motel	478	2	0.42%	4.47	4.47
old oregon smokehouse	453	4	0.88%	10.33	10.33
rockaway beach restaurants	449	7	1.56%	7.79	7.79
rockaway oregon	398	2	0.5%	6.53	6.53
food near me	379	4	1.06%	7.48	7.48
tradewinds+motel+rockaw…	368	0	0%	9.63	9.63
starfish vacation rentals	355	0	0%	5.11	5.11
Grand total	**111,286**	**1,398**	**1.26%**	**25.45**	**25.45**

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ROCKAWAY BEACH
OREGON

Source / Medium ▾   Page ▾

What Pages Did Users Visit?

Sessions	Unique Pageviews	% Exit	Avg. Time on Page
4,776	7,318	54.99%	01:34
▲ 34.4%	▲ 47.0%	▼ -10.3%	▼ -13.5%

Page	Sessions ▾	Unique Pageviews	Avg. Time on Page	% Exit
/outdoor/	1.9K	2K	02:50	77.63%
/	640	711	55	40.59%
/restaurants/grumpys-cafe/	239	256	02:22	63.11%
/contest-rules	202	202	01:48	74.61%
/rockaway-beach-lodging-guide/	121	353	01:06	35.62%
/bonfires/	108	120	04:30	83.46%
/restaurants/original-pronto-pup/	94	110	02:09	78.81%
/current-events/	56	158	01:32	41.53%
/twin-rocks/	55	58	07:55	83.58%
/5-winter-time-activities-rockaway-beach/	54	62	01:06	79.69%
/rockaway-beach-annual-events/	53	106	42	53.39%
/rockaway-beach-restaurants/	50	235	01:45	31.52%
/things-to-do/	49	155	01:07	30.05%
/lodging/seaview-condo-102/	42	44	02:09	68.97%
/lodging-guide-vacation-rentals/	42	86	58	27.41%
/lodging-guide-rv-parks-camping/	41	157	01:13	33.33%
/comes-trees-go-big-go-home/	37	37	05:53	86.84%
/how-to-get-here/	37	73	01:29	72.84%
/old-growth-cedar-wetlands-preserve/	36	39	01:53	77.78%
/emily-reed-shipwreck/	34	38	01:50	84.62%
Grand total	**4.8K**	**7.3K**	**01:34**	**54.99%**

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ROCKAWAY BEACH
OREGON

| Region ▾ | City ▾ | Metro ▾ |

Visitor Demographics

1 - 100 / 1029

Users	New Users	Sessions	Bounce Rate	Avg. Session Duration
4,234	4,178	4,776	69.30%	00:01:17
▲ 32.1%	▲ 32.0%	▲ 34.4%	▼ -6.6%	▲ 12.2%

Sessions by Device

- ● mobile
- ● desktop
- ● tablet

4.4%
29.1%
66.4%

Sessions by City

1 — 612
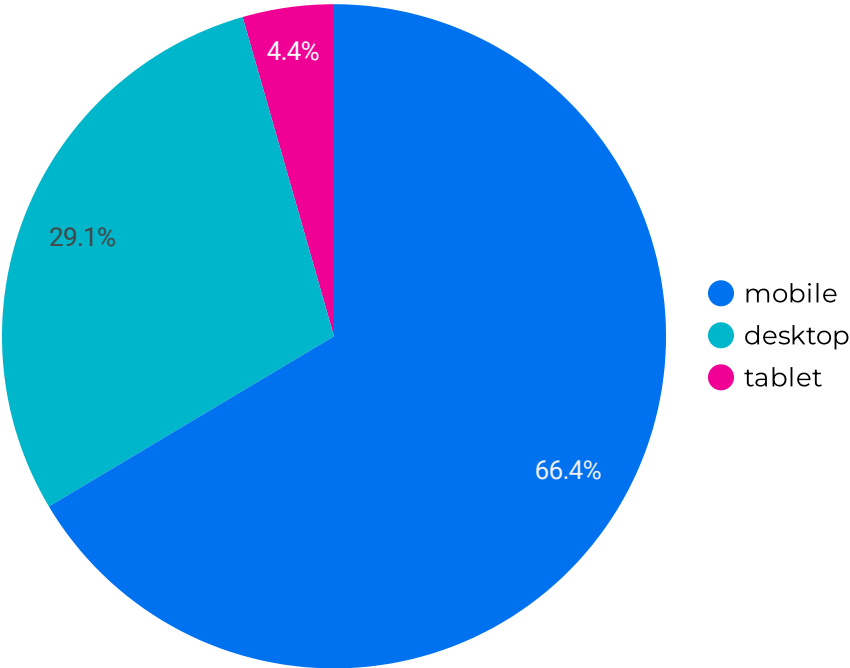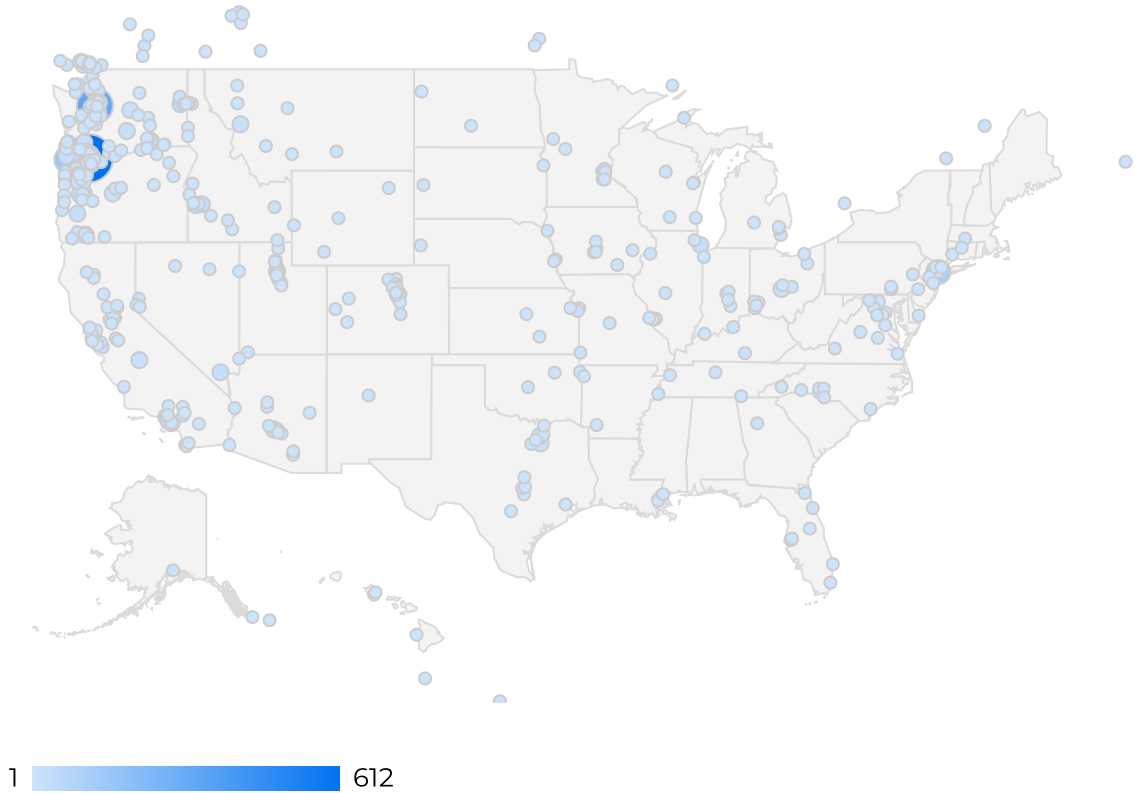
City	Sessions ▾	Users	New Users	Pages / Session	Avg Session Duration
Portland	612	543	521	1.74	00:01:19
Seattle	314	280	268	1.82	00:01:25
Tillamook	155	139	125	1.66	00:01:19
New York	110	109	108	1.22	00:00:15
Vancouver	96	91	90	1.92	00:01:11
Salem	86	70	67	1.53	00:01:30
Beaverton	69	60	56	2.49	00:01:25
Oregon City	54	50	41	1.54	00:01:39
Eugene	53	49	48	2.08	00:02:01
Spokane	49	46	45	2.33	00:01:36
Hillsboro	48	43	43	1.75	00:00:47
Boise	40	31	30	2.98	00:02:44
Forest Grove	35	33	31	1.77	00:02:10
Nampa	35	34	34	1.94	00:02:04
Salt Lake City	35	34	32	1.8	00:01:05
Medford	31	29	29	2.06	00:01:03
Grand total	**4,556**	**4,043**	**3,987**	**1.81**	**00:01:17**

1 - 100 / 1029

ROCKAWAY BEACH
OREGON

Default Channel Grouping ▼ | Source / Medium ▼ | Device ▼

How Did Users Get To Our Website?

Users	New Users	Sessions	Bounce Rate	Contact Forms	Get The Guide	Click to Email
4,234	**4,178**	**4,776**	**69.30%**	**2**	**125**	**No data**
▲ 32.1%	▲ 32.0%	▲ 34.4%	▼ -6.6%	0.0%	▲ 140.4%	No data

Source / Medium	Sessions ▼	Users	New Users	Pages / Session	Avg Session Duration
google / organic	3,606	3,210	3,165	1.71	00:01:10
(direct) / (none)	522	486	481	1.66	00:00:54
bing / organic	216	190	185	3.08	00:03:04
yahoo / organic	82	72	70	2.44	00:01:54
duckduckgo / organic	76	62	58	2.16	00:01:59
beachconnection.net / referral	66	62	61	1.65	00:00:52
l.facebook.com / referral	36	35	34	2.92	00:02:29
visittheoregoncoast.com / referral	24	23	21	2.67	00:01:09
localadventurer.com / referral	20	20	19	1	00:00:00
youtube.com / referral	11	10	9	1.73	00:02:18
lm.facebook.com / referral	10	8	6	4	00:01:50
search.pch.com / referral	8	2	0	1.75	00:08:08
discoverboating.com / referral	7	4	3	1.29	00:00:37
Grand total	**4,776**	**4,234**	**4,178**	**1.82**	**00:01:17**

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Channel Traffic

- Organic Search
- Direct
- Referral
- Social

11.4%

83.5%

Social

Referral

Organic Search

Direct

0   500   1K   1.5K   2K   2.5K   3K   3.5K   4K

Users

ROCKAWAY BEACH
OREGON

Event Category ▾

Event Action ▾
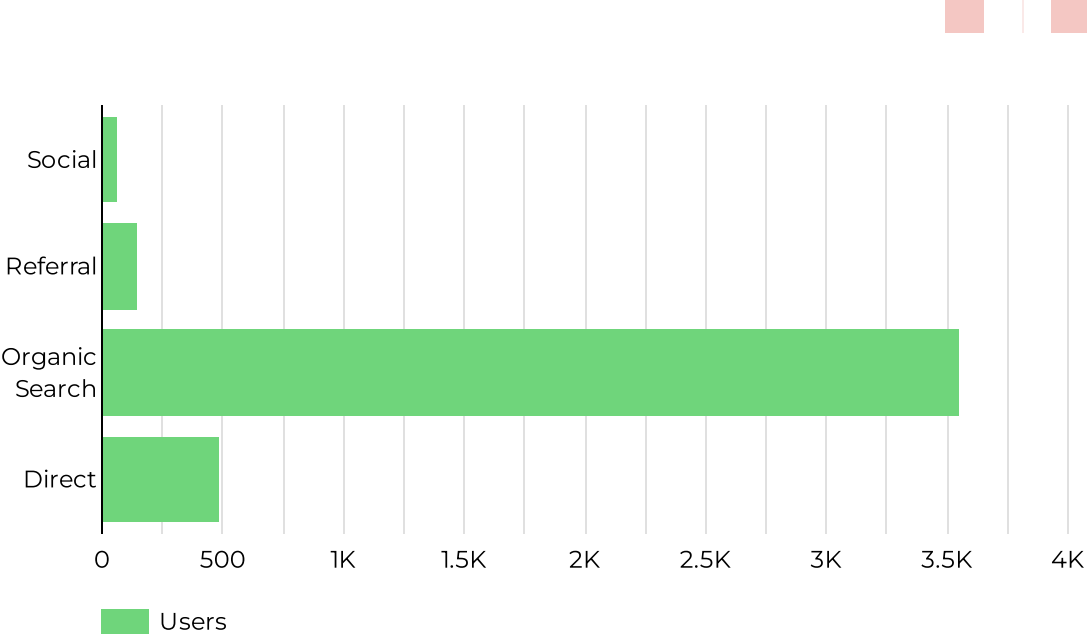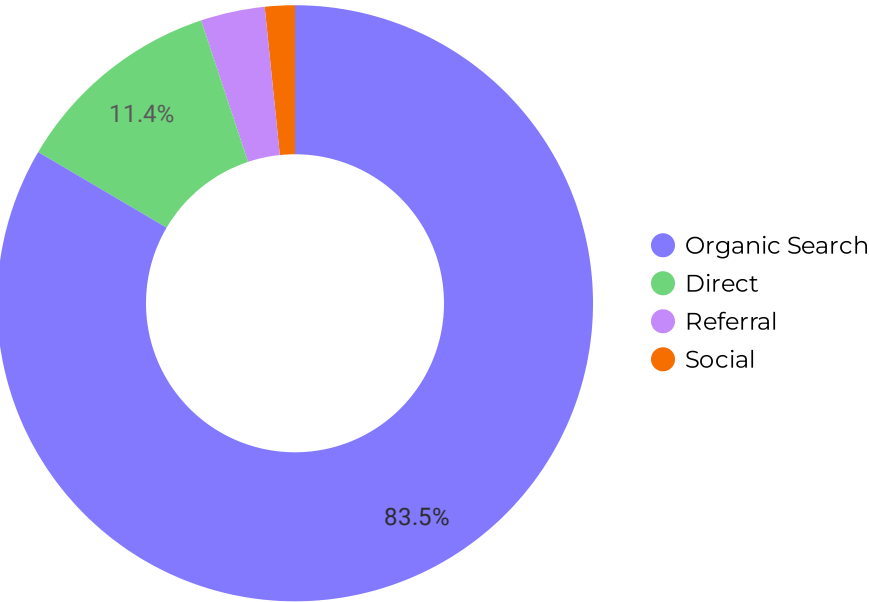
Event Label ▾

What specific actions (events) did users take? *(use filters above to narrow down)*

Total Events
199
↕ 131.4%

Unique Events
178
↕ 122.5%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	44	30
forms	submit	Contact Form	2	2
button	click to call	tel:(503) 355-2073	1	1
button	social profile click	Facebook	7	7
button	click	Get The Guide	131	125
button	click to call	tel:(503) 355-2501	2	2
button	click to call	tel:(503) 355-0585	2	2
button	social profile click	Twitter	2	1
button	click to call	tel:503-355-8443	1	1
button	click to call	tel:(503) 355-2291	2	2
button	click to call	tel:503-355-3333	1	1
button	click to call	tel:(503) 355-2093	1	1
button	social profile click	Instagram	3	3
Grand total			**199**	**178**

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Page Summary Last 28 days ⌄

Results from Jan 3, 2022 – Jan 30, 2022
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page
January 3 – January 30

9

Total Actions on Page ▲ 50%
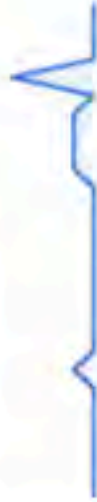
Page Views
January 3 – January 30

776

Total Page Views ▲ 53%

Page Likes
January 3 – January 30

286

Page Likes ▲ 51%

Post Reach
January 3 – January 30

104,257

People Reached ▲ 53%

Story Reach
January 3 – January 30

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations
January 3 – January 30

We have insufficient data to show for the selected time period.

Post Engagement
January 3 – January 30

21,076

Post engagement ▲ 36%

Videos
January 3 – January 30

1,356

3-Second Video Views ▼ 62%

Page Followers
January 3 – January 30

288

Page Followers ▲ 46%

Post details

Rockaway Beach
4d ·

No words needed ❤️
(Photo: Chris Williams)
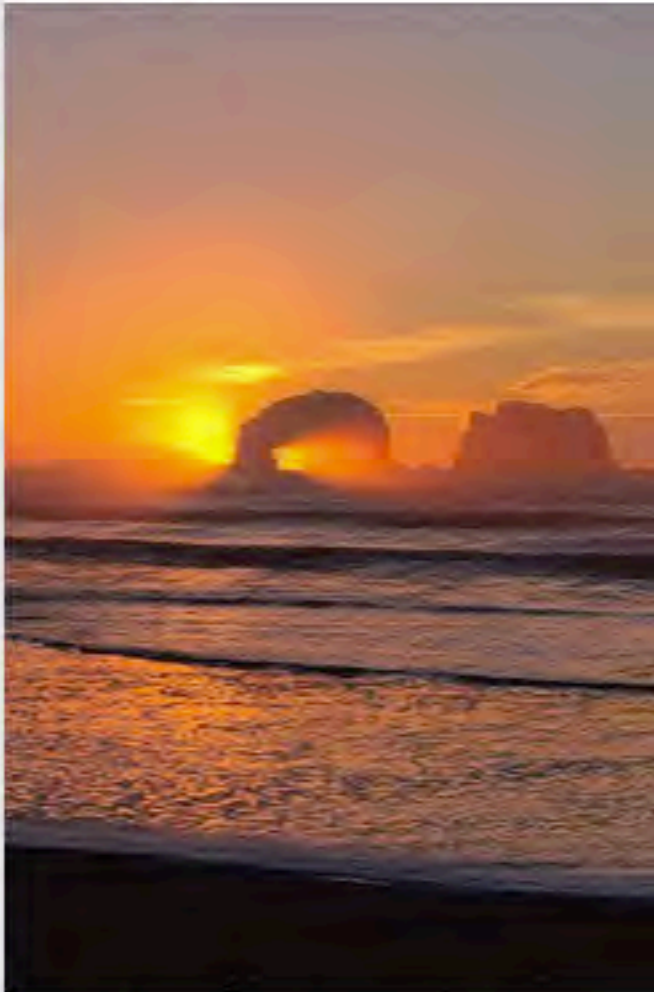
Get more likes, comments and shares
When you boost this post, you'll show it to more people.

19,352
People reached

3,229
Engagements

[Boost post]

👍❤️😮 525

19 Comments 233 Shares

👍 Like   💬 Comment   ↪ Share   🌐 ▾

Performance for your post

19,352 People Reached

2,695 Reactions, Comments & Shares

1,324 Like	279 On Post	1,045 On Shares
663 Love	201 On Post	462 On Shares
3 Haha	1 On Post	2 On Shares
250 Wow	49 On Post	201 On Shares
229 Comments	20 On Post	209 On Shares
233 Shares	233 On Post	0 On Shares

534 Post Clicks

63 Photo views	0 Link clicks	471 Other clicks

NEGATIVE FEEDBACK

3 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Message

460 posts   1,128 followers   192 following

Visit Rockaway Beach
Enjoy seven miles of beach and endless stories #smalltownbigstories
#rockawaybeachoregon
visitrockawaybeach.org

Followed by beachbakeshop, visitgaribaldi, robtrostrealestate +117 more

POSTS   VIDEOS   TAGGED
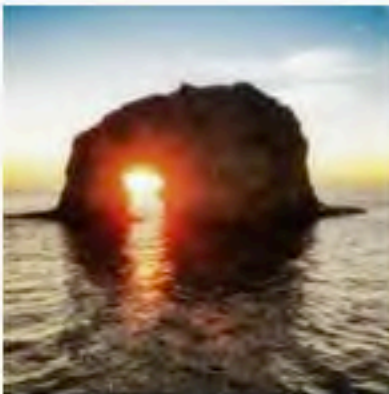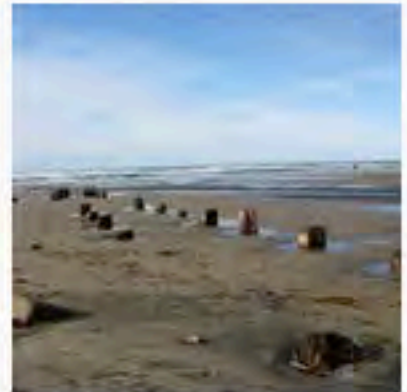
PEAK NORTHWEST

0:00 / 7:06

An introduction to crabbing on the Oregon coast | Peak Northwest

2,055 views • Jan 20, 2022

53   DISLIKE   SHARE   SAVE   ...

The Oregonian
345K subscribers

SUBSCRIBE

In this episode of the Peak Northwest video series, host Jim Ryan meets up with a crabbing expert from Kelly's Brighton Marina for an introduction to crabbing on Nehalem Bay.

SHOW MORE

Search

Stay (https://www.beachconnection.net/oregon_coast/080809lodging_motels_hotels.php) **Eat (https://www.beachconnection.net/dining.htm)** **Events (https://www.beachconnection.net/cal.htm)** **Weather (https://www.beachconnection.net/weather.htm)** **Beaches (https://www.beachconnection.net /oregon_coast_virtualtours.php)**

Beginning of Rockaway Beach: N. Oregon Coast History Includes a Science Mystery

Published 09/10/20 at 6:41 AM PDT
By Oregon Coast Beach Connection staff

(Rockaway Beach, Oregon) – Like superheroes, Oregon coast towns have their origin stories, too. Yet not every one of them includes a much sought-after science mystery of sound.

Rockaway Beach apparently officially became a town in 1909, but it was still quite overshadowed by a half dozen little "resorts" in and around it, including what is now teeny, tiny Brighton. In fact, that whole stretch from Nehalem Bay to beyond Rockaway Beach was called Garibaldi Beach. From just before 1900 through at least another decade or

two it had that name. At that time, the tourism industry was a rough and tumble world of pure adventurers, where you actually required some amount of bravery to venture out here.

Numerous land claims had been made along this part of the Oregon coast, and there was a growing feeling they'd be useless. The beach was the only thing resembling a road, which was used by horse 'n buggies, so the place remained isolated because there was essentially no decent route from the valley.

1912 map from a travel article

There was a growing lumber industry here, however, and Brighton was a major shipping port for that at the time.

A door was opened wide for this part of the Tillamook Coast in 1906 (a moniker that actually goes back to before 1910 – it wasn't just invented by the marketing group that currently oversees the county). It was that year that the Lytle company began work on a railroad operation from Hillsboro to the north Oregon coast, with the first stop created at Tillamook in 1911. Meanwhile, all those land claims became valuable.

In 1909, that business exploded, and the May 2 edition of the Oregon Daily Journal shows an ad promoting lots for sale at a mere $20 (something like $260 in today's money – the price of many people's monthly streaming and cable bills). On those lots you could set up your own "cabins" as they were called, but they were essentially tents. $5 down and $5 a month got you a nifty plot at the beach. All were sold by Elmer Lytle of the railroad company. Yes, someone had cornered the markets.

Finally, in 1912 the first railroad car stopped in Rockaway Beach, and thus began the town's version of the "Daddy Train:" where fathers would join the families every weekend, as kids and Momma played on the beaches and stayed all summer long.

These rail lines were critical, and by 1912 a scenic railway company called Harriman was also running tourists over to Garibaldi beaches. One writer called the routes to the coast "impenetrable" otherwise, and he, like many others at the time, praised the scenery along that long and tedious route, which was usually dusty, hot and 11 hours or so.

In some ways, Rockaway Beach has some interesting aspects in common with Lincoln City. Both were eventually comprised of various tiny communities, and both tout seven miles of beaches. In Rockaway Beach, the little resorts that became communities were Manhattan Beach, Moroney Town, Lake Lytle, Beal's Addition to Lake Lytle, Seaview Park, Elmore Park, Tillamook Beach (also known as Saltair), Rockaway Beach, Midway Beach, Twin Rocks, and Ocean Lake Park. Those are within city limits now. There are also historic mentions of little resorts called Rose City Beach and "Bar View."

Hotel Lytle

Interestingly enough, Twin Rocks was being referred to as Profile Rocks and sometimes Double-Headed Rocks. It's unclear when that name solidified.

About 1912, Brighton was the biggie, already with docks, a saloon and other businesses. By around 1920, Rockaway Beach was growing ever more so, now including the Rockaway Beach Dance Pavilion, the New Princess Theater and of course a natatorium.

Perhaps, the most fascinating forgotten item of history is some discussion of the "singing sands (https://www.beachconnection.net/news/singsands0618115_722.php)" phenomenon, where sand will make long, sustained musical tones. Parts of Cannon Beach had been known for it, and there is indeed a weird squeaking noise those sands can make under the right conditions. Parts of Florence's National Dune Recreation Area have been documented as creating the more musical version, which was in turn looked into by an Australian scientist in the '90s.

In 1912, Joeseph H. Johnston, a writer from the Oregon Daily Journal wrote this:

"The beach itself is noted for its singing sands, although they are not in evidence all over the entire strip. Although the sand is extremely fine, the beach is so hard that wagon traffic does not mar it, no more than to reflect the traffic a little. It was thought that shoe leather alone caused the peculiar musical sounds to issue from the sands. This belief, however, can be shattered by the simple experiment of running the open fingers over the sands when the same musical strains may be heard at a considerable distance."

This, if true, is a bit of an Oregon coast revelation. Not many spots on Earth have this unique noise. It's possible the writer was working with a lot of hyperbole and possibly marketing in mind. However, it's clearly disappeared in this modern world..

Whatever the case, the glimpses of Rockaway Beach in its infancy are a fun little trip down coastal history. It's easy to see what pioneer tourists saw back then. *Hotels in Rockaway Beach* **(https://www.beachconnection.net /news/rockaway_beach_hotels_lodgings.php) -** *Where to eat (https://www.beachconnection.net/dining.htm) - Rockaway Beach Maps and Virtual Tours (https://www.beachconnection.net/vtour_nbay.htm)*

Tradewinds Motel, Rockaway Beach (https://www.beachconnection.net /news/rockaway_staynight.php)

Sunset Vacation Rentals, Rockaway (https://www.beachconnection.net /news/sunset_vac_manz.php)

TRAVEL AND BEACH EXPERT RANDALL "MR. BEACH" KAPLAN ANNOUNCES THE TOP 50 BEACHES IN THE US FOR 2022

NEWS PROVIDED BY

Sandee →
Jan 10, 2022, 09:01 ET

NEW YORK, Jan. 10, 2022 /PRNewswire/ -- **Randall** "**Mr. Beach" Kaplan,** the world's foremost beach expert, just announced his **2022 list of the Top 50 Beaches in the United States.**

Randall Kaplan is the Founder and CEO of Sandee, a travel company focused on the promotion of beaches and beach tourism around the world. Randall's goal when creating Sandee was simple – to give the billion beachgoers around the world incredibly detailed information that would help them plan beach vacations, help them plan visits to beaches once they arrived in a new location, and help them plan visits to local beaches - and make all of their visits to the beach happier by allowing them to choose their perfect beach.

Over the last seven years, the Sandee team has spent 170,000 hours creating the world's largest and most comprehensive beach database by cataloging 94 categories of information for every beach in the world – more than 80,000 beaches in 212 countries. Sandee has two business models: on the consumer side Sandee is a Yelp for beaches for the billion+ people a year who visit the beach, and on the business-to-business side Sandee is a proprietary database that licenses its data to government tourism agencies, tourism and hospitality companies, and social media companies around the world.

**The Mr. Beach 2022 United States Beach list includes:**

1. South Beach (Miami Beach, Florida)

2. Cannon Beach (Cannon Beach, Oregon)

3. Venice Beach (Venice, California)

4. Waikiki Beach (Oahu, Hawaii)

5. Clearwater Beach (Clearwater, Florida)

6. Pfeiffer Beach (Big Sur, California)

7. Sleeping Bear Dunes National Lakeshore (Empire, Michigan)

8. Po'ipu Beach (Kauai, Hawaii)

9. Hanalei Bay (Kauai, Hawaii)

10. Gulf Shores Main Beach (Gulf Shores, Alabama)

11. El Matador Beach (Malibu, California)

12. Myrtle Beach (Socastee, South Carolina)

13. Santa Monica Beach (Santa Monica, California)

14. Destin Beach (Destin, Florida)

15. Rockaway Beach (Rockaway Beach, Oregon)

16. Capitola Beach (Capitola, California)

17. Main Beach (East Hampton, New York)

18. Emerald Isle (Emerald Isle, North Carolina)

19. Coney Island Beach (Brooklyn, New York)

20. Malaquite Beach (North Padre Island, Texas)

21. McWay Cove (Monterey County, California)

22. Delray Beach (Delray Beach, Florida)

23. Ka'anapali Beach (Lahaina, Hawaii)

24. Ocean City Beach (Ocean City, Maryland)

25. Sanibel Lighthouse Beach Park (Sanibel Island, Florida)

26. Oak Street Beach (Chicago, Illinois)

27. Naples Beach (Naples, Florida)

28. Driftwood Beach (Jekyll Island, Georgia)

29. Waiʻānapanapa State Park (Hana, Hawaii)

30. Rockaway Beach (Queens, New York)

31. Carmel Beach (Carmel, California)

32. Indiana Dunes State Park (Chesterton, Indiana)

33. Laguna - Main Beach (Laguna Beach, California)

34. Lucy Vincent Beach (Chilmark, Massachusetts)

35. Fort Lauderdale Beach (Fort Lauderdale, Florida)

36. Polihua Beach (Lanai, Hawaii)

37. Cape May Beach (Cape May, New Jersey)

38. Ogunquit Beach (Ogunquit, Maine)

39. Black Sand Beach (Prince William Sound, Alaska)

40. Sanibel Beach (Sanibel, Florida)

41. Makena Beach (Maui, Hawaii)

42. Savannah's Beach (Tybee Island, Georgia)

43. East Beach (Galveston Island, Texas)

44. Orange Beach (Orange Beach, Alabama)

45. Biloxi Beach (Gulfport, Mississippi)

46. Kiawah Beachwater Park (Kiawah Island, South Carolina)

47. Ruby Beach (Kalaloch, Washington)

48. Virginia Beach (Virginia Beach, Virginia)

49. Coopers Beach (Southampton, New York)

50. Crane Beach (Ipswich, Massachusetts)

Over the last 20 years, Randall has visited several thousand beaches and has taken more than 20,000 photos from these visits, and his coffee table book *BLISS: Beaches* featuring some of his drone photographs from around the world has been a best-seller since its release in June 2021. Randall is also the host of *In Search of Excellence*, a podcast about the journeys of highly successful people that is designed to motivate, inspire, and help people reach their potential on both a professional and personal level.

For more information about Randall "Mr. Beach" Kaplan, please visit www.randallkaplan.com and follow him on Instagram @randallkaplan. For more information about Sandee and the world's largest, most comprehensive, and most trusted beach resource, please visit www.sandee.com and follow the company on Instagram @sandee.

About Randall Kaplan: Randall Kaplan is a serial entrepreneur and venture capitalist with a passion for traveling around the world, and over the last seven years his company Sandee has spent 170,000 hours creating the world's largest, most comprehensive, and most trusted beach database and resource by cataloging 94 categories of information for every beach in the world – more than 80,000 beaches in 212 countries. In addition to being the Founder and CEO of Sandee, Randall is a Co-Founder of Akamai Technologies (Ticker: AKAM), a technology

company that has 8,000 employees around the world and serves a quarter of the world's web traffic; the Founder and CEO of JUMP Investors, an entrepreneurial investment firm with a focus on venture capital; a Co-Founder and Co-CEO of Thrive Properties, a real estate development and management firm; and the CEO of CollarCard, a promotional products company. Randall has also been an advisor to more than 50 companies, and is also a dedicated philanthropist. Randall is an active public speaker and has been a guest lecturer at Northwestern's Kellogg School of Management, Northwestern's Pritzker School of Law, UCLA's Anderson School of Management, USC's Marshall School of Business, and USC's Jimmy Iovine and Andre Young Academy. In 2006, Northwestern Pritzker School of Law presented Randall with the school's first Distinguished Entrepreneur Award. In 2001, Israeli Prime Minister Benjamin Netanyahu presented Randall with the Einstein Technology Medal on behalf of The Jerusalem Fund. For more information about Randall Kaplan, visit www.randallkaplan.com.

SOURCE Sandee