



OCT. 2021 TOURISM MARKETING REPORT

OFF-SEASON TOURISM GRANT PROCESS

We **launched the off-season tourism marketing grant** with flyers handed out to businesses, posts on local community groups, a grant writing webinar, and a landing page (visitrockawaybeach.org/grants) where applicants can download forms and get directions on submitting applications. **Deadline to apply is Nov. 15.** The review committee was selected to score the grants. Recommendations will be made to city council members at the December council meeting.

WAYFINDING UPDATE

Nine signage permit applications were sent to ODOT; luckily, all signs are outside ODOT's right-of-way on Highway 101. However, two signs (north end gateway replacement and new parking sign at N. 3rd are in Railroad's right of way. Now getting approval from Port of Tillamook Bay; the parking sign will also require approval from the Salmonberry Trail committee. All other signs are on city property. Working with local experts on content for interpretive signage now. RFP for fabrication and installation will be distributed by Nov 15, with a decision made in January.

WEBSITE ANALYTICS (see attached reports)

User Behavior: 3,766 visited the website, **that's up by 878 from September, or 23.9%** (3,719 were new to the site); **4,273 sessions, which is up 22.8%**. Most activity was October 22. Vast majority of users found the website through keywords "Rockaway Beach," "Rockaway Beach Oregon," and "Kelly's Marina."

User demographics: 72% are women from Portland, Seattle, Washington, New York, Vancouver, Beaverton, Salem, San Francisco, Los Angeles, Eugene, Hillsboro, Spokane

Pages most visited: Grumpy's Café, bonfires, lodging, restaurants, events, shopping, Things to do, big trees, Flamingo Jim's, Emily Reed Shipwreck, how to get there.

How did they find the site: Google, Facebook, Bing, Yahoo, duckduckgo, visittheoregoncoast.com,

Actions (events) taken: Get the Guide (61 requests), subscribe form, click to call

SOCIAL MEDIA

Facebook: **added 39 followers** since September 30; now at **8,544 followers**

Most engagement: Shared post about **Oregon Coast Scenic Railroad**: reached **1,941**, with **84** reactions, comments and shares (see attached). Overall post reach: **22,500** (up 9% from September). There was also a post on another Rockaway community FB page about the beach wheelchair that got high engagement, and gave a shout-out to Troxel's for making the chair available.

Instagram: added 9 new followers, **now at 1,068** followers (see attached of three most recent posts)

SPONSORED MEDIA (see attached)

Willamette Living Magazine and **Parent Map Winter Adventure Guide** (attached two-page spread)

Willamette Living reaches 50,000 readers in Corvallis, Albany and Salem

Parent Map reaches 215,000 monthly print readership in greater Seattle area

EARNED MEDIA

Oregon Coast Beach Connection: Three Unusual Things in the Nehalem Bay Area (see attached)

https://www.beachconnection.net/vtour_nbay27.htm

Report prepared by Visit Tillamook Coast

User Behavior

Users

3,766

± 23.9%

New Users

3,719

± 24.6%

Sessions

4,273

± 22.8%

Bounce Rate

72.90%

± 15.7%

Contact Forms

1

No data

Get The Guide

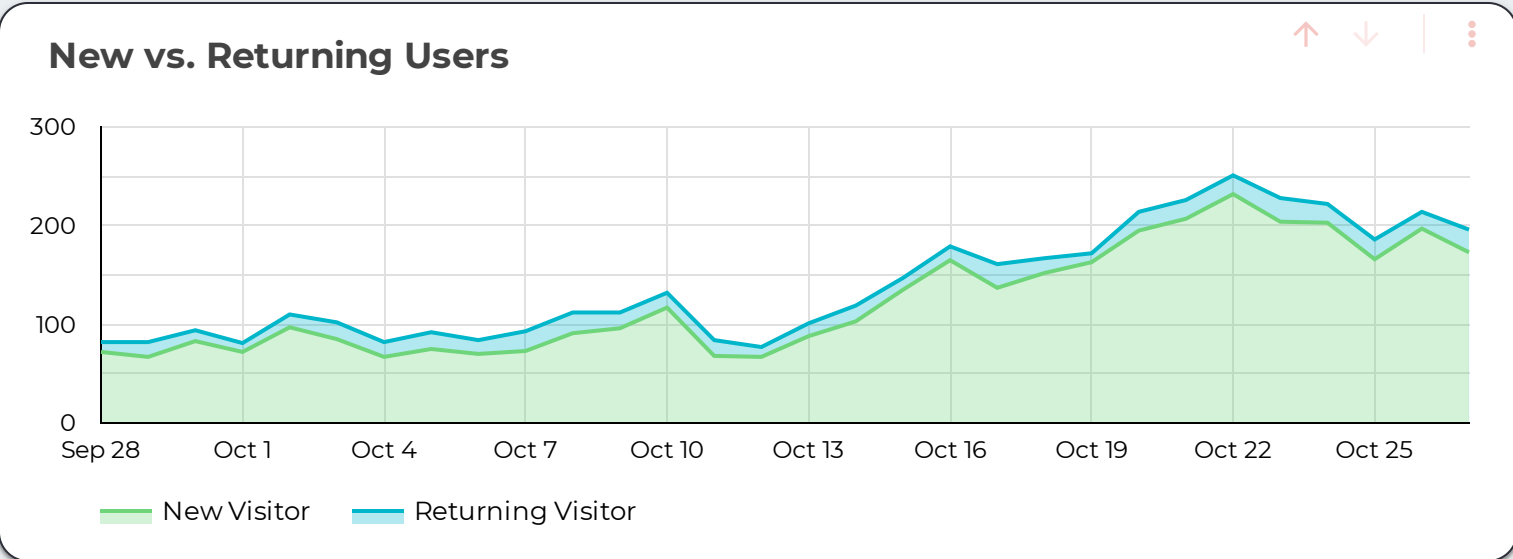
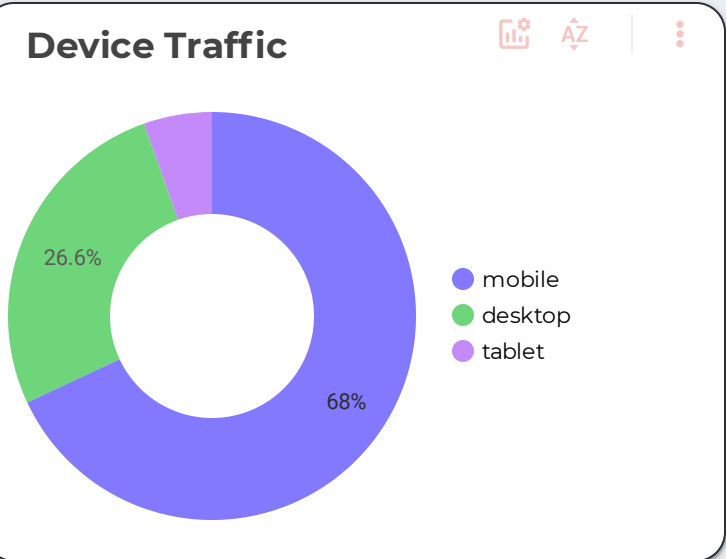
61

± -27.4%

Click to Email

No data

No data



How Did Users Get To Our Website?

| Source / Medium | Sessions | Users | New Users | Pages / Session | Avg Session Duration |
|--------------------------------|----------|-------|-----------|-----------------|----------------------|
| google / organic | 2,616 | 2,340 | 2,303 | 1.63 | 00:01:00 |
| (direct) / (none) | 412 | 351 | 349 | 1.7 | 00:01:27 |
| m.facebook.com / referral | 358 | 335 | 336 | 1.11 | 00:00:10 |
| bing / organic | 299 | 262 | 250 | 2.66 | 00:02:23 |
| l.facebook.com / referral | 206 | 190 | 189 | 1.16 | 00:00:27 |
| yahoo / organic | 143 | 98 | 95 | 2.73 | 00:02:47 |
| duckduckgo / organic | 68 | 63 | 60 | 3.12 | 00:02:04 |
| baidu / organic | 34 | 34 | 33 | 1 | 00:00:00 |
| doubleclick.net / referral | 26 | 25 | 25 | 1.15 | 00:00:09 |
| visittheoregoncoast.com / r... | 21 | 16 | 13 | 3.76 | 00:04:57 |
| googleads.g.doubleclick.ne... | 17 | 16 | 15 | 1 | 00:00:00 |
| localadventurer.com / refer... | 14 | 14 | 13 | 1 | 00:00:00 |
| Grand total | 4,273 | 3,766 | 3,719 | 1.72 | 00:01:08 |

Keywords from Google

| Query | Impressions | Clicks | Site CTR | Average Position | Average Position |
|-------------------------------|-------------|--------|----------|------------------|------------------|
| rockaway beach oregon | 10,727 | 53 | 0.49% | 11.04 | 11.04 |
| rockaway beach | 8,057 | 10 | 0.12% | 11.64 | 11.64 |
| kelly's marina | 1,078 | 4 | 0.37% | 9.55 | 9.55 |
| rockaway beach hotels | 789 | 1 | 0.13% | 11.46 | 11.46 |
| old oregon smokehouse | 781 | 12 | 1.54% | 10.41 | 10.41 |
| rockaway beach restaurants | 772 | 9 | 1.17% | 7.11 | 7.11 |
| restaurants near me | 683 | 3 | 0.44% | 7.9 | 7.9 |
| rockaway beach oregon ho... | 605 | 1 | 0.17% | 9.07 | 9.07 |
| food near me | 535 | 3 | 0.56% | 6.79 | 6.79 |
| rockaway beach, oregon | 524 | 3 | 0.57% | 10.47 | 10.47 |
| oregon coast vacation rent... | 503 | 0 | 0% | 55.04 | 55.04 |
| twin rocks motel | 405 | 7 | 1.73% | 4.83 | 4.83 |
| tradewinds+motel+rockaw... | 403 | 0 | 0% | 9.42 | 9.42 |
| rockaway oregon | 400 | 1 | 0.25% | 9.94 | 9.94 |
| silver+sands+rockaway+be... | 388 | 0 | 0% | 11.57 | 11.57 |
| starfish vacation rentals | 378 | 0 | 0% | 7.6 | 7.6 |
| jetty fishery | 366 | 1 | 0.27% | 12.47 | 12.47 |
| Grand total | 112,012 | 1,414 | 1.26% | 22.36 | 22.36 |

Region

City

Metro

Visitor Demographics

Users

3,766

↑ 23.9%

New Users

3,719

↑ 24.6%

Sessions

4,273

↑ 22.8%

Bounce Rate

72.90%

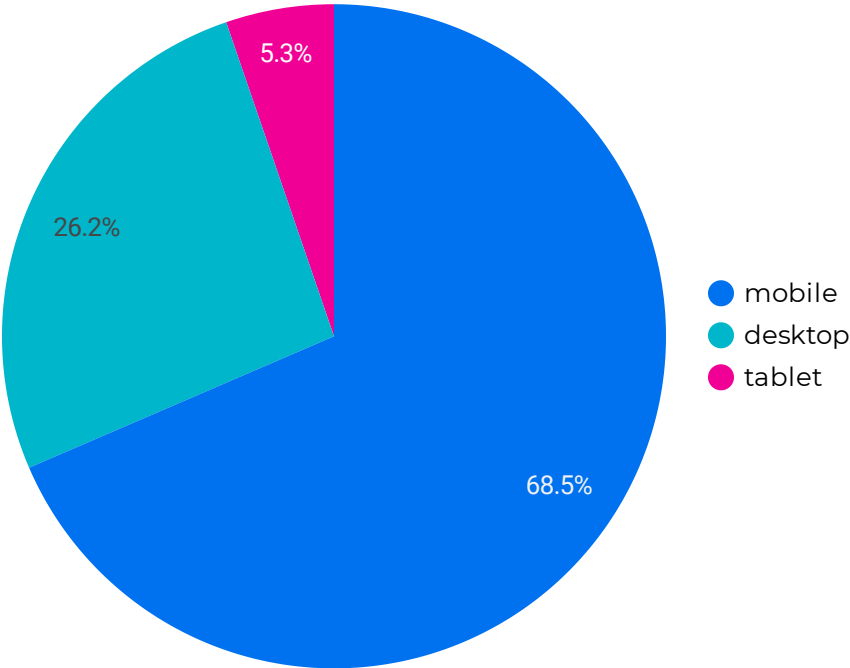
↑ 15.7%

Avg. Session Duration

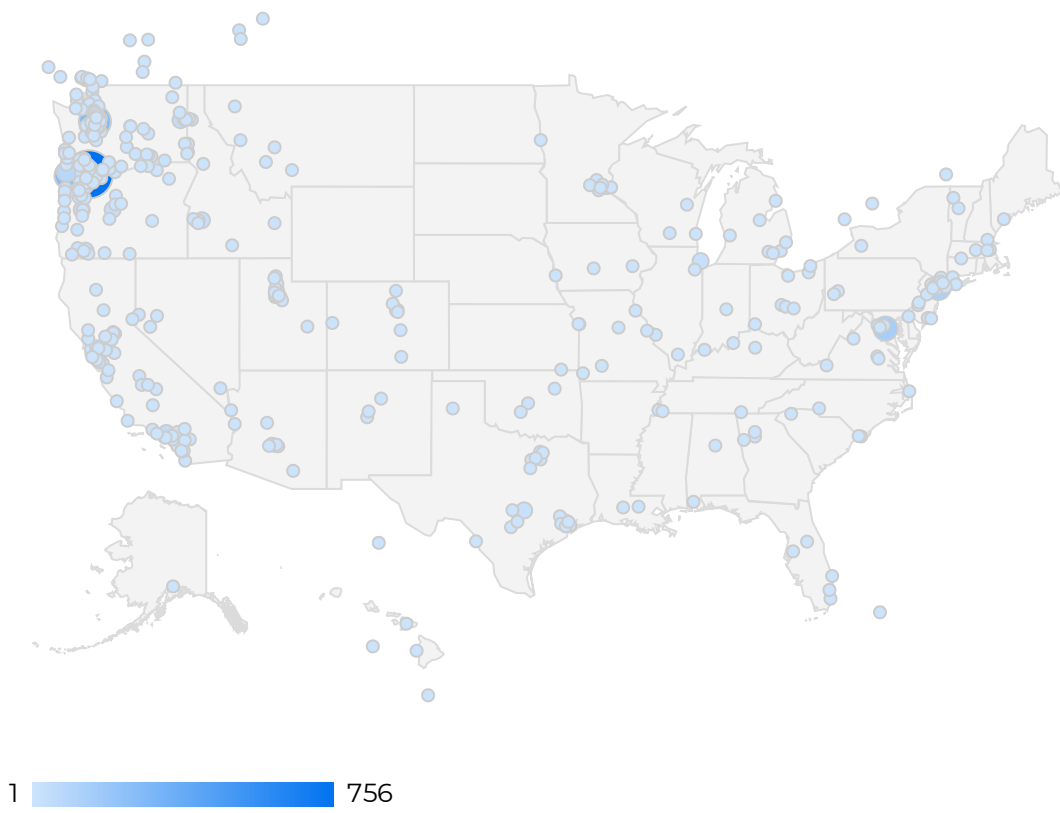
00:01:08

↓ -28.6%

Sessions by Device



Sessions by City



| City | Sessions | Users | New Users | Pages / Session | Avg Session Duration |
|----------------|----------|-------|-----------|-----------------|----------------------|
| Portland | 759 | 671 | 650 | 1.67 | 00:01:05 |
| Seattle | 270 | 256 | 248 | 1.57 | 00:01:00 |
| Tillamook | 253 | 228 | 209 | 1.72 | 00:01:24 |
| Washington | 141 | 118 | 112 | 1.27 | 00:00:23 |
| New York | 124 | 116 | 112 | 1.24 | 00:00:42 |
| Rockaway Beach | 79 | 69 | 60 | 1.68 | 00:00:57 |
| Vancouver | 73 | 66 | 61 | 2.3 | 00:01:37 |
| Beaverton | 59 | 48 | 42 | 2.61 | 00:01:32 |
| Salem | 50 | 41 | 38 | 1.98 | 00:02:17 |
| San Francisco | 49 | 44 | 42 | 1.43 | 00:00:30 |
| Los Angeles | 48 | 43 | 39 | 1.54 | 00:02:29 |
| Eugene | 44 | 41 | 40 | 2.39 | 00:01:41 |
| Hillsboro | 41 | 37 | 35 | 1.93 | 00:00:57 |
| Spokane | 39 | 30 | 30 | 1.79 | 00:00:49 |
| Bend | 37 | 33 | 31 | 1.84 | 00:00:30 |
| Boise | 30 | 28 | 28 | 2.17 | 00:01:18 |
| Grand total | 4,102 | 3,618 | 3,572 | 1.71 | 00:01:08 |

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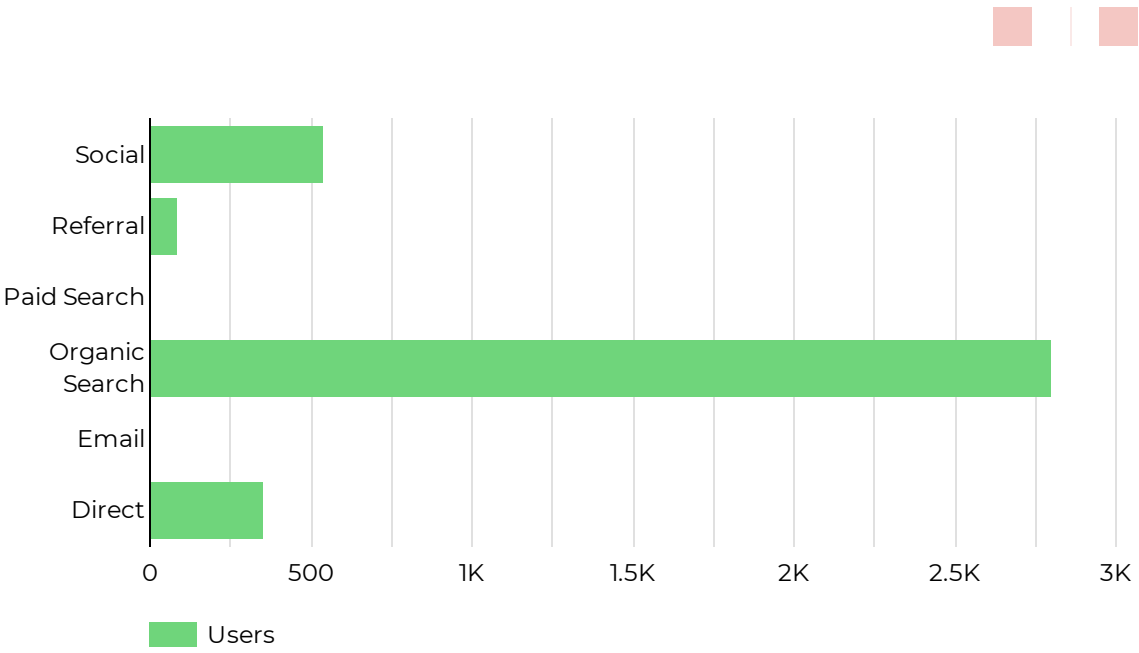
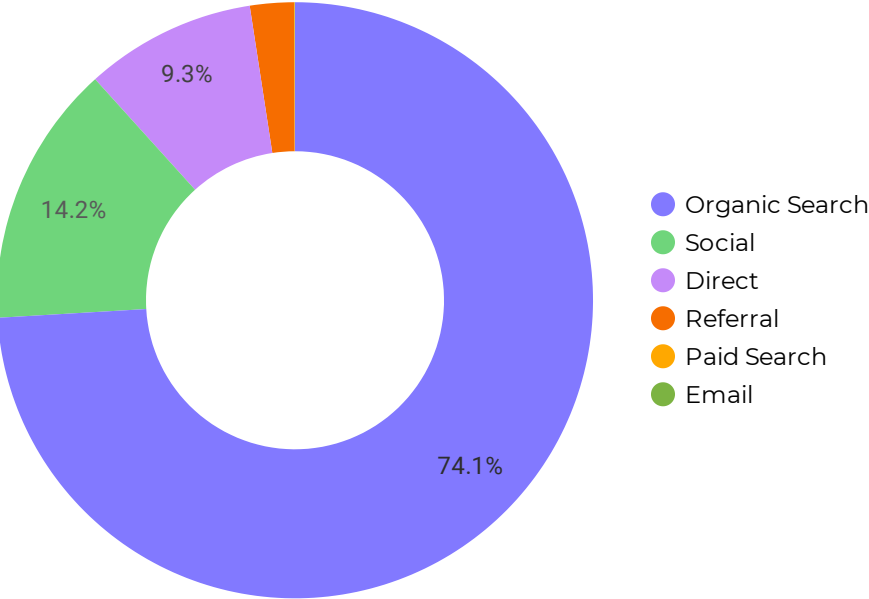
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| googleads.g.doubleclick.net / referral | 17 | 16 | 15 | 1 | 00:00:00 |
| localadventurer.com / referral | 14 | 14 | 13 | 1 | 00:00:00 |
| youtube.com / referral | 7 | 7 | 7 | 2.14 | 00:01:55 |
| Grand total | 4,273 | 3,766 | 3,719 | 1.72 | 00:01:08 |

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Channel Traffic



What Pages Did Users Visit?

Sessions

4,273

22.8%

Unique Pageviews

6,227

9.4%

% Exit

58.13%

16.7%

Avg. Time on Page

01:34

-0.3%

| Page | Sessions | Unique Pageviews | Avg. Time on Page | % Exit |
|---|----------|------------------|-------------------|--------|
| /outdoor/ | 1K | 1.1K | 03:14 | 82.57% |
| / | 490 | 556 | 01:04 | 43.73% |
| /restaurants/grumpys-cafe/ | 335 | 353 | 01:56 | 62.09% |
| /bonfires/ | 116 | 128 | 02:40 | 79.72% |
| /rockaway-beach-lodging-guide/ | 105 | 229 | 01:29 | 41.78% |
| /rockaway-beach-restaurants/ | 95 | 262 | 01:53 | 31.39% |
| /current-events/ | 68 | 133 | 01:06 | 52.74% |
| /rockaway-beach-shopping/ | 63 | 156 | 01:31 | 47.89% |
| /things-to-do/ | 59 | 148 | 01:01 | 29.89% |
| /comes-trees-go-big-go-home/ | 52 | 54 | 02:06 | 81.67% |
| /shopping/flamingo-jims-gifts-clothing/ | 44 | 47 | 55 | 62.5% |
| /lodging-guide-vacation-rentals/ | 41 | 68 | 01:16 | 34.55% |
| /emily-reed-shipwreck/ | 40 | 42 | 03:18 | 84.78% |
| /how-to-get-here/ | 39 | 71 | 02:30 | 67.53% |
| /lodging/seaview-condo-102/ | 37 | 40 | 01:29 | 63.27% |
| /rockaway-beach-annual-events/ | 34 | 74 | 01:06 | 49.41% |
| /beach-access/ | 33 | 43 | 01:57 | 43.55% |
| /beachcombing-rockaway-beach/ | 32 | 35 | 04:12 | 68.29% |
| /restaurants/old-oregon-smoke-house/ | 31 | 49 | 01:11 | 62.75% |
| /lodging/sea-treasure-inn/ | 30 | 33 | 03:38 | 72.22% |
| Grand total | 4.3K | 6.2K | 01:34 | 58.13% |



Rockaway Beach

October 18 · 🌐



Details at <https://oregoncoastscenic.org/trai.../fall-splendor-excursion/>



Oregon Coast Scenic Railroad

October 16

The Neahkahnie car is making its first trip today on the Fall Splendor excursion. This is a gorgeous addition to Oregon Coast Scenic Railroad.

1,941

People reached

216

Engagements

Boost Unavailable



Sean Ryan Bahrman, Kara Landen and 72 others

3 Comments 6 Shares





Sue Wilson ▸ Nan Devlin

7h · 🌐

...



Loretta Schutten ▸ Rockaway Beach Community

18h · 🌐

Thank you to Troxels for the use of your beach wheel chair and to Rob who was so gracious and helpful to get Art down to the beach for the first time in 2 years. Our family is gathering to celebrate Arts 81 st birthday. It was such a fun time this morning with family flying kites and racing around on the beach — with **Arthur Pieretti** and **Gail Bowman**.

Instagram – recent posts



Lake Lytle: 23 likes



Old Growth Cedar Trail: 29 Likes



Kelly's Marina: 59 Likes

ROCKAWAY BEACH

OREGON

small town. big beach.

WINTER ADVENTURE GUIDE *to the Oregon Coast*

With seven miles of sandy beach and unlimited fun, Rockaway Beach on the north Oregon Coast is a favorite getaway for generations of families. Easy to get to, and with lots of lodging options, it's the place to make family memories and traditions.

**** COVID-19 SAFETY GUIDELINES will be in place. Please wear a mask indoors and maintain safe distancing rules. ****



Geocaching

Part outdoor adventure, part scavenger hunt, geocaching is a great family experience. Find out how to join the treasure hunt at geocaching.com and get started on the fun. Here's one family's story:

→ tillamookcoast.com/geocaching-treasure-hunt/



Clamming & Crabbing

The tastiest seafood is the kind you catch yourself. All you need are the right tools and a proper license, easily available in Rockaway Beach and at local marinas. Toss a crab ring off a dock, or get a shovel and dig!

→ visitrockawaybeach.org/outdoor



Shopping

Rockaway Beach is filled with wonderful shops and restaurants. You'll find that special treasure, ice cream flavor, favorite bakery and delicious seafood.

→ visitrockawaybeach.org/rockaway-beach-shopping



Oregon Scenic Railroad

Ride the rails along the coastline from Rockaway Beach to Garibaldi and back again. From Thanksgiving to Christmas, Santa and Mrs. Claus join the train for the Candy Cane Express.

→ oregoncoastscenic.org



Old Growth Cedar Wetlands Trail

The oldest resident in Rockaway Beach is a mammoth Western Red Cedar. At 49 feet in circumference, it is also among Oregon's largest trees. An easy, ADA-friendly trail leads through a wetlands preserve to the famous tree.

→ visitrockawaybeach.org/old-growth-cedar-wetlands-preserve



Rockhounding

Winter surf brings treasures for rockhounds at low tide. Stay safe out there! Keep an eye on the ocean.

→ visitrockawaybeach.org/beachcombing-rockaway-beach

Photo: Sarune Sedereviciute

Plan your trip at:
VisitRockawayBeach.org

Oregon Coast Beach Connection

https://www.beachconnection.net/vtour_nbay27.htm

Side Trip: 3 Unusual Sights in Rockaway Beach, Manzanita, Wheeler Rockaway Beach, Manzanita, Wheeler, Nehalem Bay Virtual Tour, Oregon Coast



Three Unusual Things in the Nehalem Bay Area:

First, that mysterious arch-like structure at the end of Manzanita's Neahkahnie Mountain. Normally, it's a tiny feature, so far away you can't see it clearly. Here, however, is a close-up view.

Secondly, see the Nehalem Bay and Wheeler at night. This shot is unusual because you can see the fog clinging low to Wheeler, but it's clear above. You can see the stars racing overhead.

Third: a 100-year-old shipwreck at Rockaway Beach. This one only showed itself twice in the last 50 years. The last time was in 2010. See the [Secret Oregon Coast Shipwreck Shows Up after 35-Year Absence](#).