



NOV 2021 TOURISM MARKETING REPORT

OFF-SEASON TOURISM GRANT PROCESS

We received one application for the tourism grant round. A majority of the review committee determined it was not eligible, as it did not meet the criteria stated in the grant packet. We've recommended doing grant round #2 after the first of the year, and will conduct a grant writing workshop with participants working on their applications during the session.

WAYFINDING UPDATE

The RFP for fabrication and installation was distributed Dec. 1, with a deadline for proposals January 15th.

WEBSITE ANALYTICS (see attached reports)

User Behavior: 3,426 visited the website, **down 15% from October (not unusual for this time of year) yet** (3,361 were new to the site); **3,838 sessions, which is down 16.7%.** Most activity was Nov 1-3. Vast majority of users found the website through keywords "Rockaway Beach," "Rockaway Beach Oregon," and "Rockaway Beach hotels."

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

Pages most visited: **Outdoors**, Grumpy's Café, holiday happenings, lodging, contest rules, events, restaurants, bonfires, shopping, big trees.

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

Actions (events) taken: Subscribe form, contact form, Get the Guide (64 requests)

SOCIAL MEDIA (see attached)

Facebook: we conducted a "win a two-night stay and dinner in Rockaway Beach" campaign, and asked entrants to sign up for the e-newsletter (see attached). **2,542 people entered the contest, and we added 1,647 to the email newsletter list, now at 4,676 subscribers.** This campaign will continue through February, with a winner announced each month.

Added 96 followers to the Facebook page in November; now at **8,640 followers**

Facebook posts reached **44,385 people in November, with 11,273 engagements.** The image of the chamber's train car in lights reached **2,670**, and the Pronto Pup building in lights reached **1,800** (see attached).

Instagram: added 3 new followers, **now at 1,071 followers** (see attached of nine most recent posts)

SPONSORED MEDIA (see attached)

Willamette Living Magazine winter issue featured a two-page spread on first two pages. (See attached)

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

Portland Tribune and Boise Weekly: two-page story "Rockaway Beach: A Coastal Home Away From Home"

EARNED MEDIA

Oregon Coast Beach Connection: *Digging Deeper Into Rockaway Beach: North Oregon Coast Quirky to Cool*
https://www.beachconnection.net/news/rockaway_beach_quirky.php

Report prepared by Visit Tillamook Coast

Rockaway Contest (version 1)



Primary text: Enter now for a chance to win a scenic weekend getaway in Rockaway Beach!

Headline: **WIN a FREE Two-Night Stay at the Oregon Coast**

Desc: Includes two nights at the Surfside Resort + a \$50 dining gift card to Old Oregon Smokehouse

CTA button: **Sign Up**

Rockaway Contest (version 2)



Primary text: Enter now for your chance to WIN a free stay on the Oregon Coast!

Headline: **Win a dine and stay package in Rockaway Beach**

Desc: Stay at Surfside Resort and enjoy a \$50 dining gift card to the Old Oregon Smokehouse

CTA button: **Sign Up**

Win two nights free on the Oregon Coast!



Surfside Resort in Rockaway Beach

Dine and stay at the Oregon Coast!

Win a free two-night stay at the Surfside Resort in Rockaway Beach, and a \$50 gift card to Old Oregon Smokehouse! **Just submit your email below to enter.**

Surfside Resort puts the beach right in your backyard with comfortable, spacious rooms plus fun for the whole family, including an indoor swimming pool, complimentary board games and treats in the front office!

It's no surprise that Old Oregon Smokehouse often has people lining up out the door. Featuring authentic (and delicious!) fish and chips, oysters, chowder, crab melts and more plus dog-friendly outdoor seating, it's a Rockaway Beach staple!



Old Oregon Smokehouse in Rockaway Beach

This contest will run until **February 28, 2022**. We will pick one winner, monthly, at random and notify them by the first week of the following month.

* First name:

* Last name:

* Email:

The winner will be contacted by email.

* Would you like to subscribe to our newsletter?

☐ Yes

☐ No

Like our Facebook Page to get the latest news and offers:

Add the contest to your Facebook Page to enable the Like button.

Send

Powered by [Contests for Pages](#)

This contest is in no way sponsored or administered by Facebook. The information you provide will only be used for the purposes of this contest.



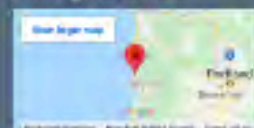
Visit Rockaway Beach Contest Rules and Regulations

1. The prize draw is open to all US residents aged 18 and over, with the exception of the promoter's employees, their immediate families or friends or anyone connected with the promotion.
2. No purchase necessary.
3. Entrants must have internet access to be eligible for the prize draw.
4. Entry to the draw is free — only one entry per person.
5. Incomplete, illegal, misdirected or late entries will not be accepted. Proof of sending will not be accepted as proof of receipt. Responsibility cannot be taken for lost or delayed entries whether due to technical problems or otherwise.
6. All entries must be completed by 5 pm on February 28, 2022.
7. The prize draw will take place once per month, through February 28, 2022.
8. The Promoter's decision is final, and no correspondence will be entered into.
9. Entry into the contest automatically supposes that entrants have read and accepted these Terms and Conditions statement to be eligible.

Prize and Winner

10. The winner will be notified via email by Visit Rockaway Beach. If a prize is declined or if a winner forfeits the prize under these terms and conditions, then the promoter may at its absolute discretion draw an alternative winner.
11. The name of the winner may be announced on Visit Tillamook Coast social media channels and may be obtained by sending a stamped, self-addressed envelope to Visit Tillamook Coast, 4331 3rd Street, Tillamook, OR 97141 within 3 (three) weeks of the closing date.
12. If a prize is declined or if a winner forfeits the prize under these terms and conditions, then the Promoter may at its absolute discretion draw an alternative winner.
13. The prizes are stated, and there are no alternative prizes or cash substitutes.
14. The winners must be prepared to take part in publicity accompanying or resulting from the promotion. No additional compensation will be awarded for such promotional activities.
15. All personal details and other information given in the survey either in this form or otherwise must be truthful, accurate and in no way misleading.
16. The Promoter reserves the right to disqualify entrants if they have supplied unethical, inaccurate or misleading personal details and/or information, have failed to abide by the terms and conditions and/or are in breach of the terms and conditions.
17. The Promoter reserves the right in its absolute discretion to add to or waive any of these terms and conditions or to cancel the competition at any stage, in the event of circumstance arising beyond its reasonable control.
18. Bulk entries from trade, consumer groups or third parties will not be accepted. Multiple entries made by the same person from various email or other accounts will not be accepted.
19. By entering the prize draw, entrants will be bound by and have accepted the terms and conditions and Facebook's Statement of Rights and Responsibilities.
20. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. You are providing your information to the Promoter and not to Facebook. The information you provide will only be used as stated in these terms and conditions. By entering the prize draw, entrants will be deemed to have released Facebook from any liability arising from their participation in the prize draw or out of, under, or as a result of the carrying out of the prize draw.
21. U.S. law applies, and the American courts shall have exclusive jurisdiction over any proceedings in connection with this promotion.
22. PROMOTER: Visit Rockaway Beach, 374 US-101, Rockaway Beach, OR 97136

Driving Directions



ROCKAWAY BEACH OREGON

Wildlife Center of the Willamette
4331 3rd Street, Tillamook
4331 3rd Street
Tillamook, OR 97141

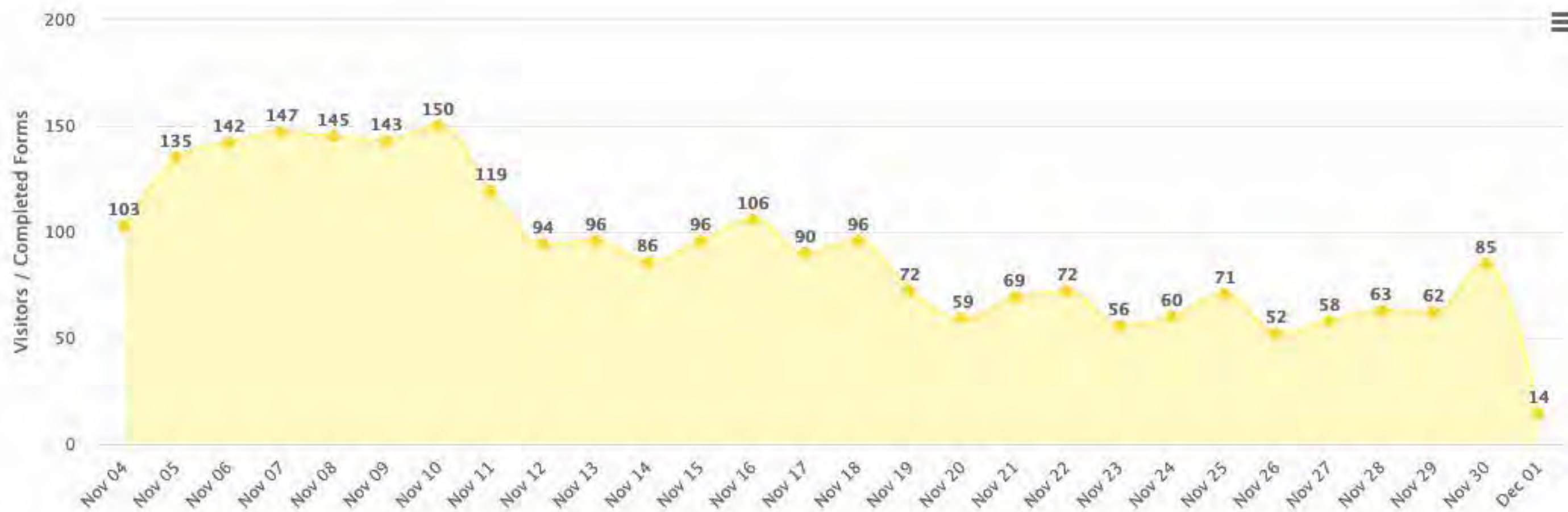
(503) 355-2291

VISIT ROCKAWAY BEACH OFFICE AT
CITY HALL

374 US-101, Rockaway Beach, OR 97136

Get Special Offers!

Subscribe Now

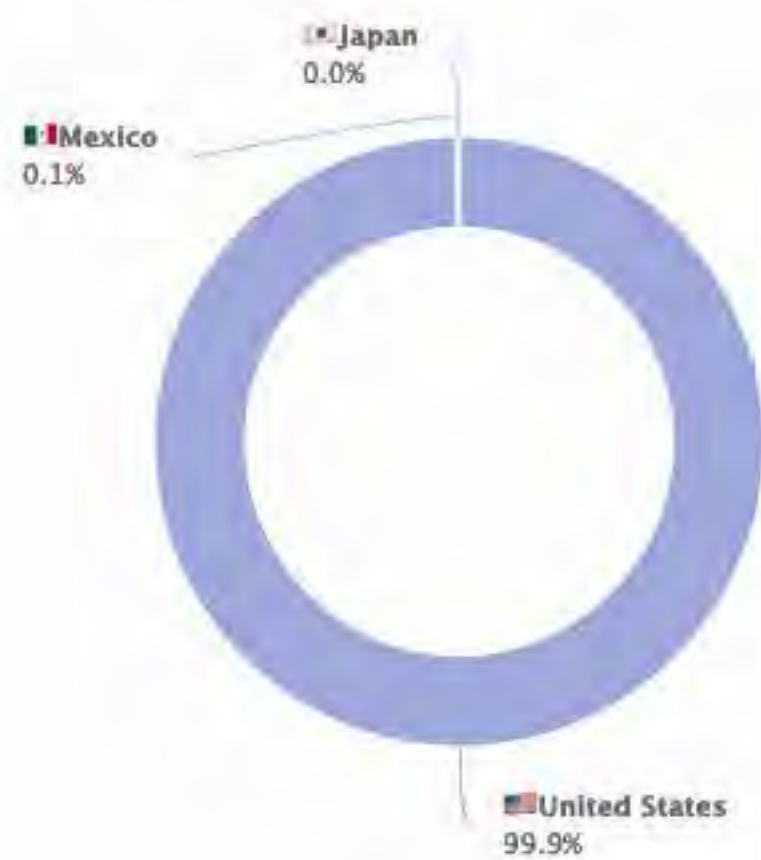


4,353
Viewed the contest



2,541
Completed the contest

Participants countries



00 : 44

Average time (min:sec) to complete



97%

Answered from a phone or tablet



11%

Posted the contest on their Timeline

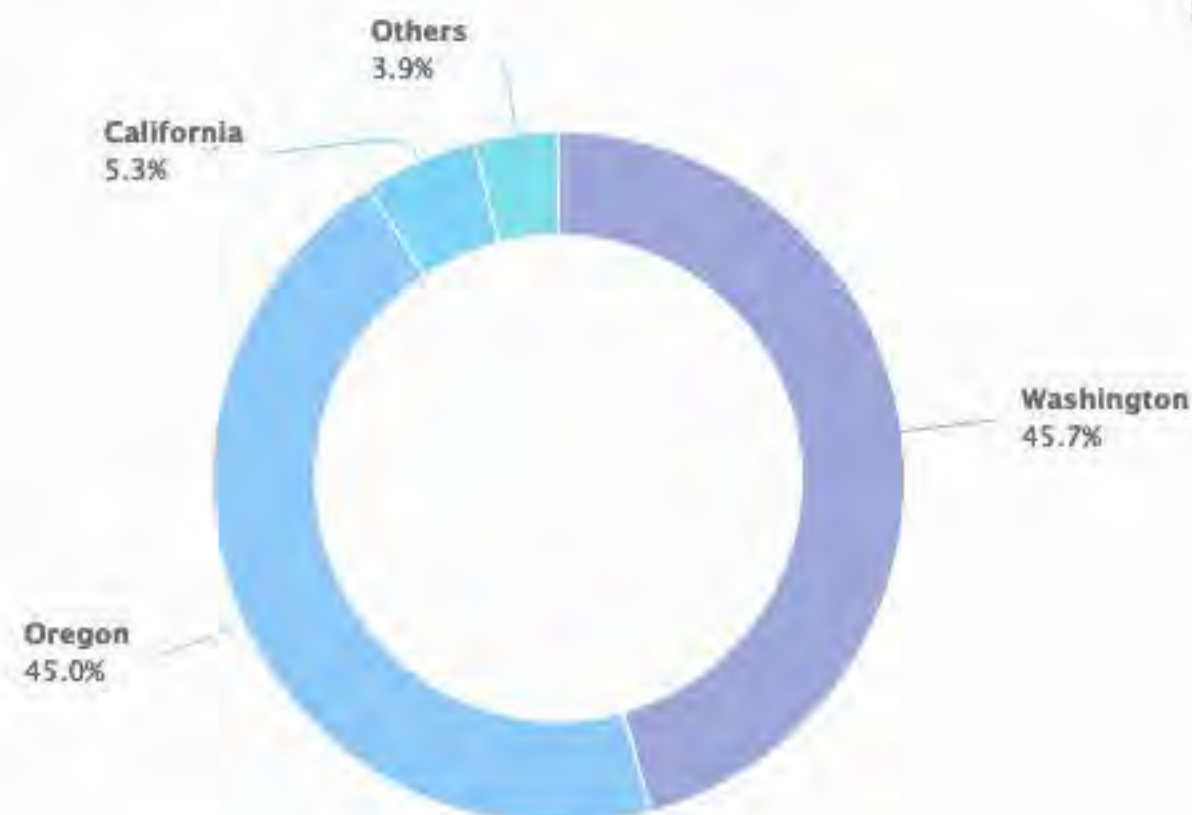
Likes increase on Rockaway Beach

8,369
November 03, 2021

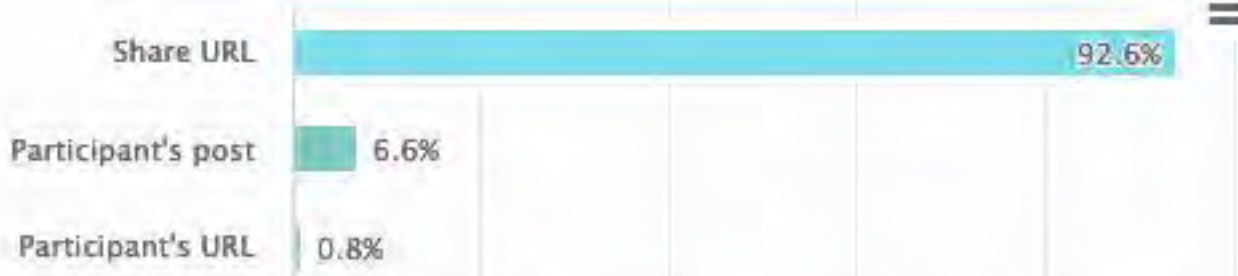


8,485
Today

Participants locations in United States



Participants origins



[Learn more about participants origins →](#)

Export to PDF



CAMPAIGN PERFORMANCE REPORT

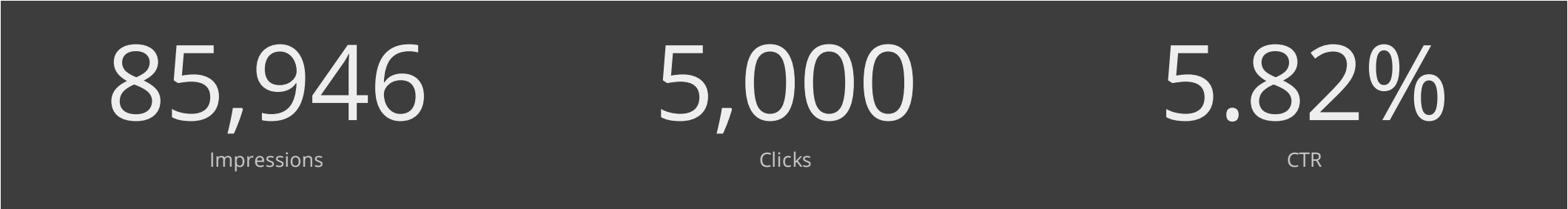
Prepared for:

Visit Rockaway Beach

Social:	10/19/2021 – 11/11/2021
SEM:	10/12/2021 – 11/11/2021

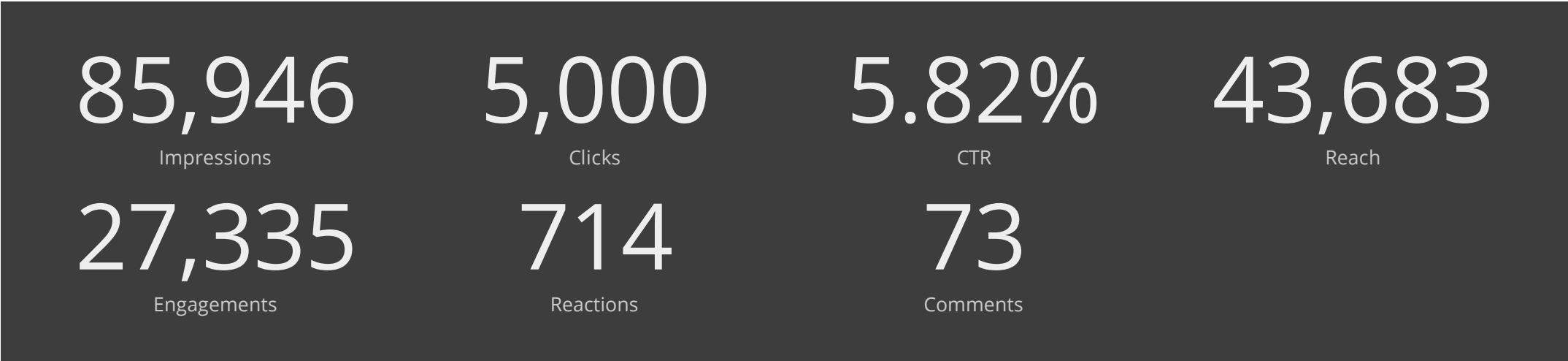
OVERALL PERFORMANCE

DISPLAY & SOCIAL

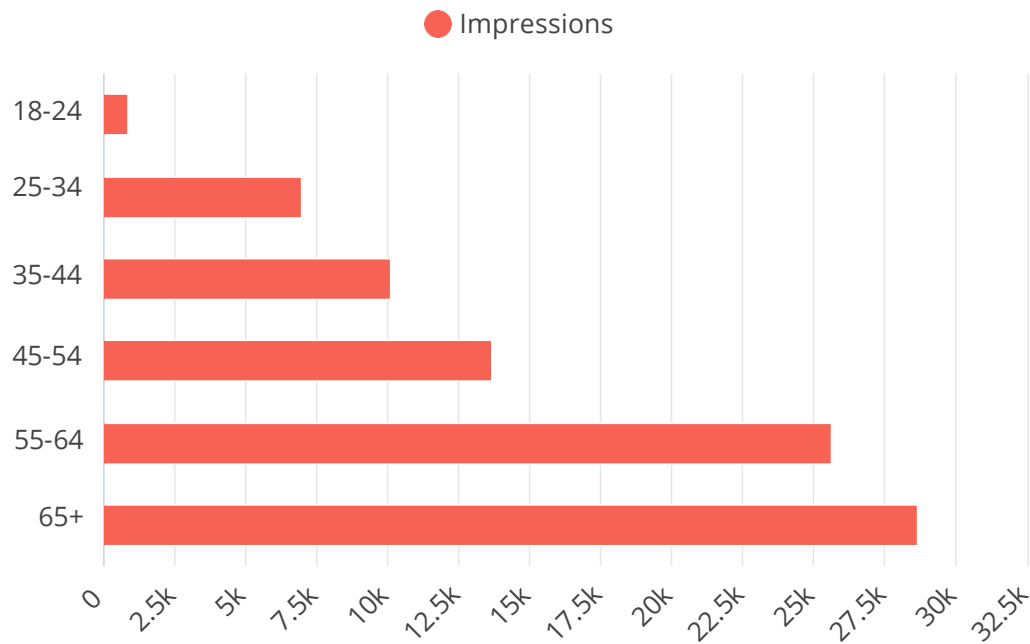


SEM

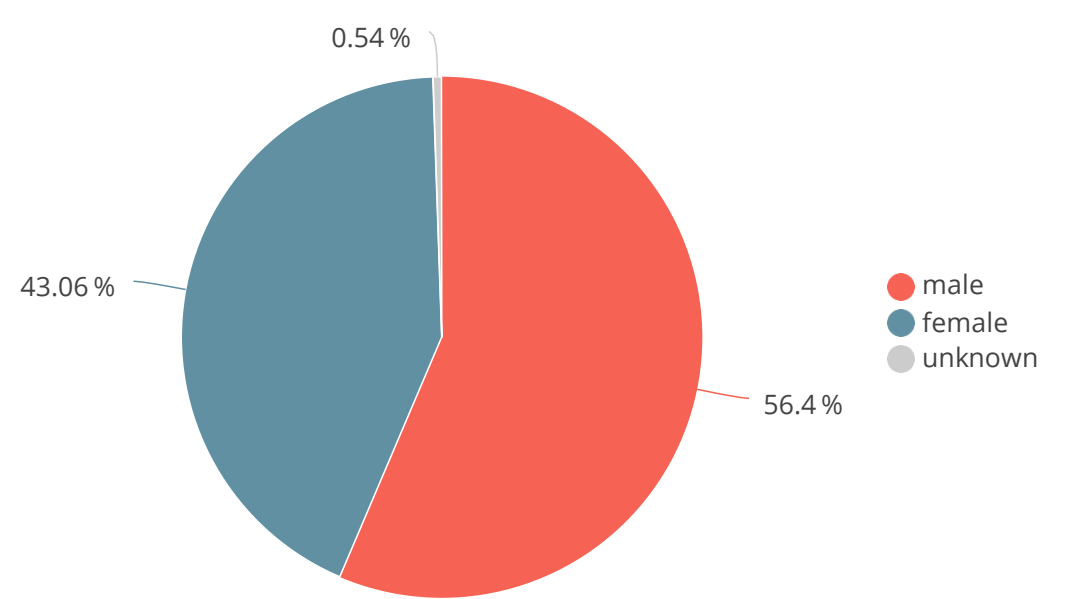




AGE



GENDER



SOCIAL AD | Video Summary

Report Date: 10/01/2021 - 11/11/2021

VIDEO ACTIVITY

Ad	Video 25% Views	Video 50% Views	Video 75% Views	Video 100% Views	Video 10 Sec. Views	Video Avg. Sec. Viewed	Video Thru Plays
 <u>crabbing clips tillamook</u> <u>See all that Rockaway Beach has to offer this winter!</u>	15,113	7,981	4,898	3,055	4,598	0:06	4,598

SOCIAL AD | Device & Geo

Report Date: 10/01/2021 - 11/11/2021

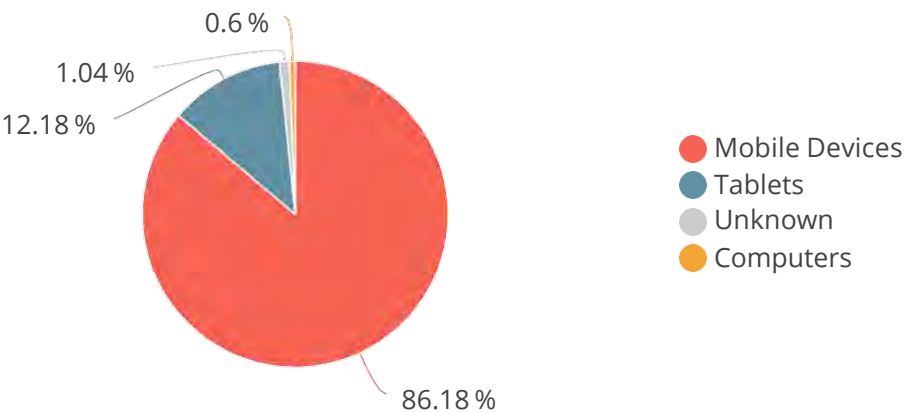
DEVICE PERFORMANCE

Device Type	Impressions	Clicks	CTR	Reach
Mobile Devices	77,113	4,309	5.59%	39,564
Tablets	7,980	609	7.63%	4,096
Unknown	486	52	10.70%	360
Computers	367	30	8.17%	296

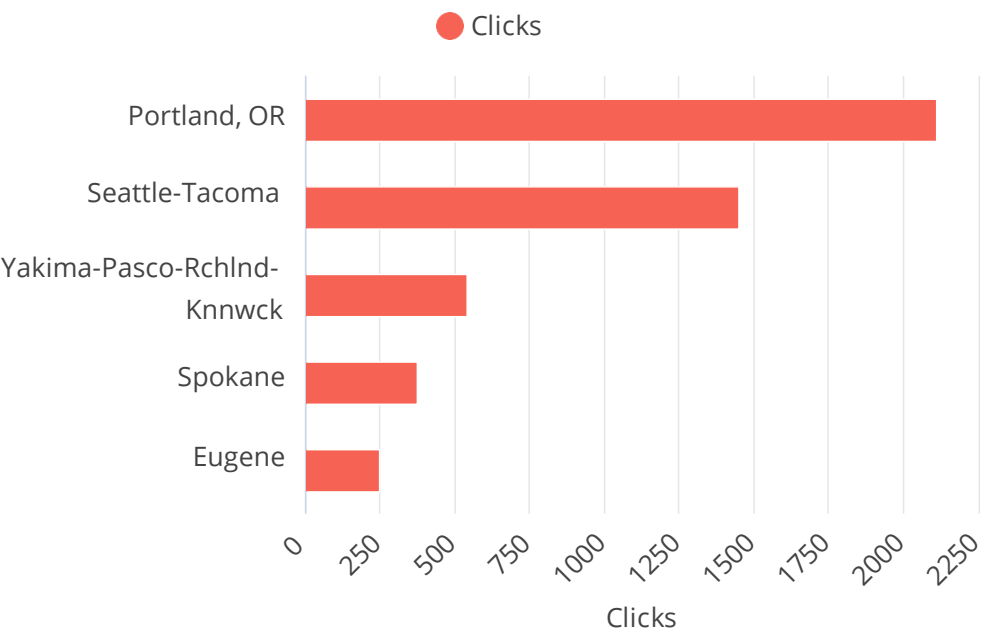
TOP DMA BYIMPRESSIONS

DMA	Impressions	Clicks	CTR	Reach
Seattle-Tacoma	32,567	1,452	4.46%	18,084
Portland, OR	30,742	2,113	6.87%	17,280
Yakima-Pasco-...	8,933	540	6.04%	4,760
Spokane	6,134	372	6.06%	3,424
Eugene	4,102	246	6.00%	2,469




DEVICE BY CLICKS






TOP DMA BYCLICKS



AD PERFORMANCE

Ad	Impressions	Clicks	CTR	Reach
 <u>crabbing clips tillamook</u> See all that Rockaway Beach has to offer this winter!	63,738	2,177	3.42%	32,455
 <u>Rockaway Contest (version 1)</u> Enter now for your chance to WIN a free stay on the Oregon Coast!	17,519	2,185	12.47%	12,530
 <u>Rockaway Contest (version 2)</u> Enter now for your chance to WIN a free stay on the Oregon Coast!	4,689	638	13.61%	3,146

AD ENGAGEMENT

Ad	Engagements	Reactions	Comments
 <div><u>crabbing clips tillamook</u> See all that Rockaway Beach has to offer this winter!</div>	25,050	216	10
 <div><u>Rockaway Contest (version 1)</u> Enter now for your chance to WIN a free stay on the Oregon Coast!</div>	1,774	425	53
 <div><u>Rockaway Contest (version 2)</u> Enter now for your chance to WIN a free stay on the Oregon Coast!</div>	511	73	10

56,158

Impressions

2,152

Clicks

3.83%

CTR

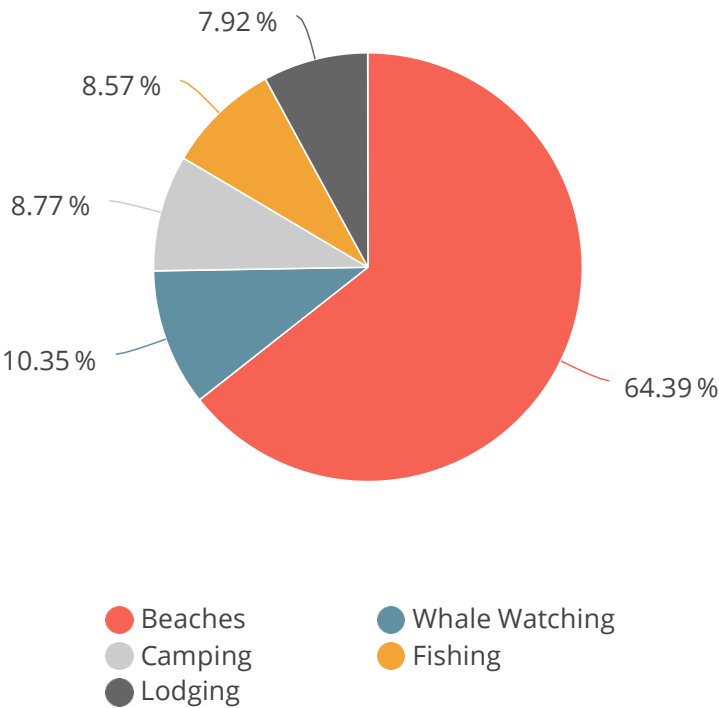
\$0.44

CPC

AD GROUPS BYIMPRESSIONS

Ad Group Name	Impressions	Clicks	CTR	CPC
Beaches	26,275	1,300	4.95%	\$0.44
Fishing	14,295	173	1.21%	\$0.38
Lodging	4,836	160	3.31%	\$0.46
Whale Watching	4,241	209	4.93%	\$0.52
Crabbing	3,569	133	3.73%	\$0.42
Camping	2,942	177	6.02%	\$0.43

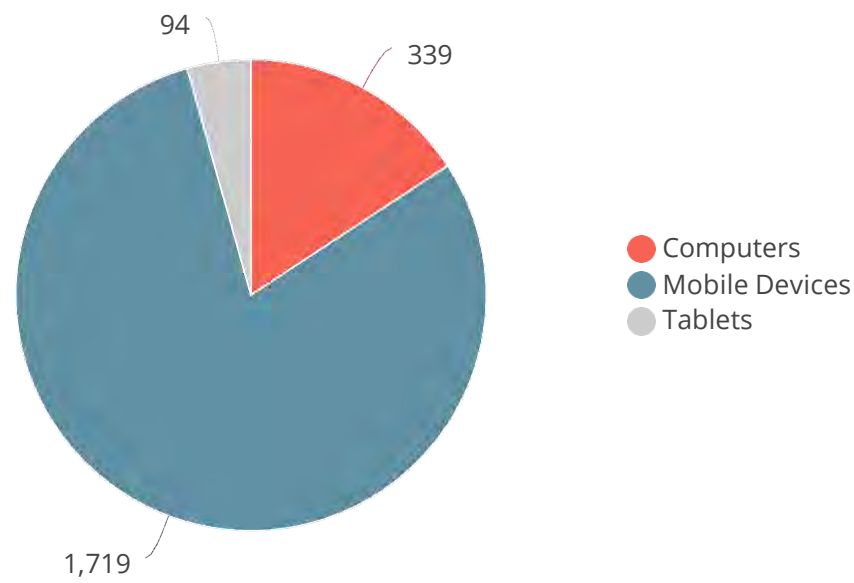
AD GROUPS BYCLICKS



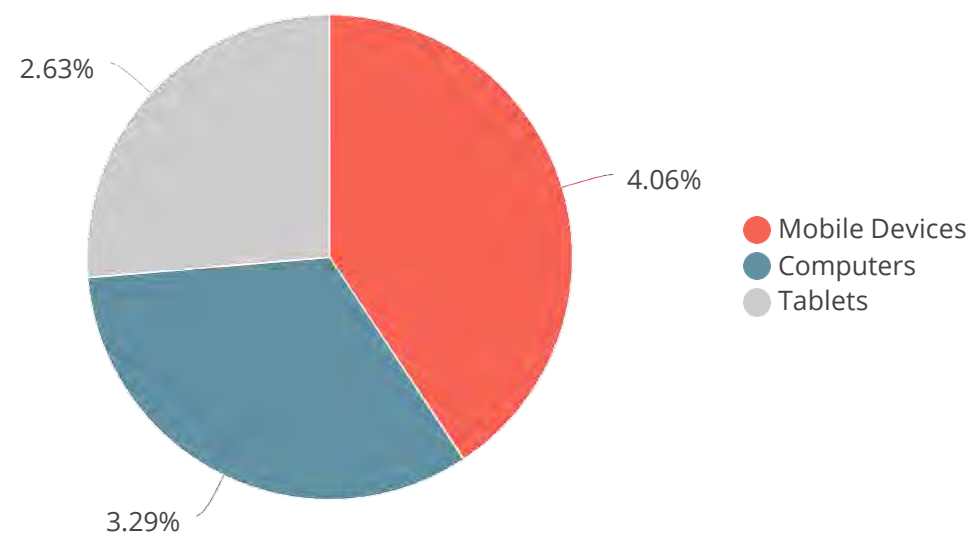
DEVICE PERFORMANCE BY IMPRESSIONS

Device Type	Impressions	Clicks	CTR	CPC
Mobile Devices	42,295	1,719	4.06%	\$0.45
Computers	10,289	339	3.29%	\$0.42
Tablets	3,574	94	2.63%	\$0.42

DEVICE PERFORMANCE BY CLICKS



DEVICE PERFORMANCE BY CTR



SEM | Ad Performance

Report Date: 10/01/2021 - 11/11/2021

ADS BY IMPRESSIONS

Ad	Ad Group Name	Impressions	Clicks	CTR	CPC
Rockaway Beach Oregon +4 more visitrockawaybeach.org Discover Starfish, Sea Urchins & More. Go Tide Pooling At Rockaway Beach. +3 more	Beaches	23,876	1,269	5.32%	\$0.45
Rockaway Beach Fishing Best Fishing Around visitrockawaybeach.org Our Boat Ramps Make It Easy To Bring Your Own Boat & Spend The Afternoon Fishing. Rockaway Beach Has Some Of The Best Fishing Around! Plan Your Oregon Beach Vacation Today!	Fishing	8,929	96	1.08%	\$0.37
Rockaway Beach Oregon +4 more visitrockawaybeach.org Our Boat Ramps Make It Easy To Bring Your Own Boat & Spend The Afternoon Fishing. +3 more	Fishing	4,170	73	1.75%	\$0.39
Rockaway Beach Oregon +5 more visitrockawaybeach.org Crabbing At Rockaway Beach Because The Tastiest Seafood Is The Kind You Catch Yourself! +3 more	Crabbing	2,818	120	4.26%	\$0.41
Rockaway Beach Lodging Guide +9 more visitrockawaybeach.org You Will Find Your Perfect Vacation Spot At Rockaway Beach, Book Your Stay Now! +2 more	Lodging	2,789	124	4.45%	\$0.47

ADS BY IMPRESSIONS

Ad	Ad Group Name	Impressions	Clicks	CTR	CPC
Camping At Rockaway Beach +7 more visitrockawaybeach.org Camp In Your RV Or Underneath The Stars With The Sound Of The Waves Crashing Nearby. +2 more	Camping	2,464	156	6.33%	\$0.43
Oregon Outdoors +5 more visitrockawaybeach.org The Train To Rockaway Beach Brings Carloads Of Families To Enjoy Whale Watching & More! +2 more	Whale Watching	2,285	198	8.67%	\$0.52
Rockaway Beach Oregon Enjoy Our Seven Miles of Beach visitrockawaybeach.org Enjoy Birdwatching, Build Your Own Sand Castle Or Just Relax At Rockaway Beach. Vacation With Us For Festivals, Great Food & Seven Miles Of Sandy Beach. Plan Now.	Beaches	2,133	29	1.36%	\$0.37
Visit Rockaway Beach Oregon Coast WhaleWatching visitrockawaybeach.org Ready For Some Whale Watching? Plan Your Oregon Beach Vacation Today! Outdoor Adventures At Rockaway Beach Are Endless.	Whale Watching	1,490	5	0.34%	\$0.34

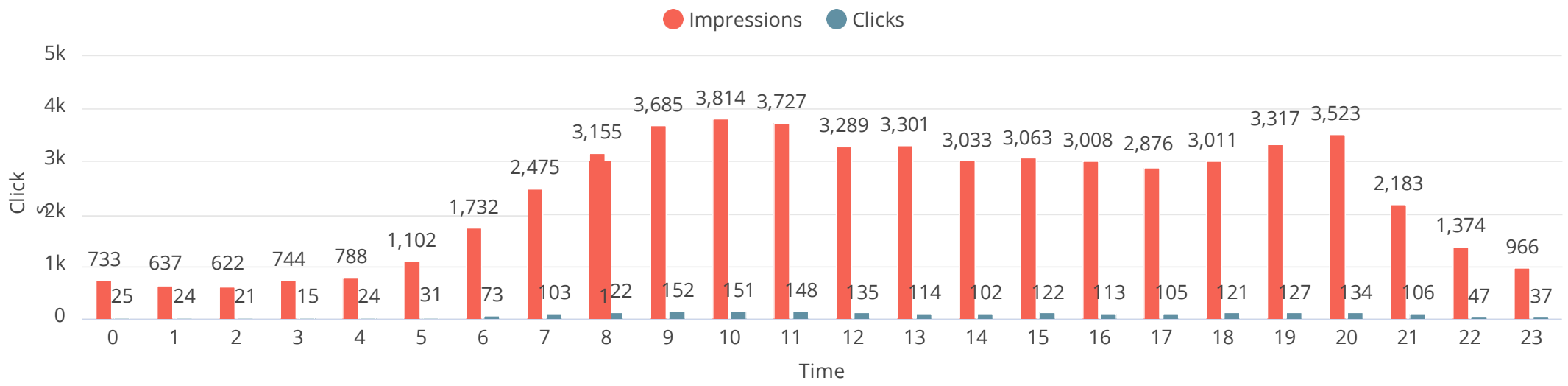
SEM | Keyword Performance

Report Date: 10/01/2021 - 11/11/2021

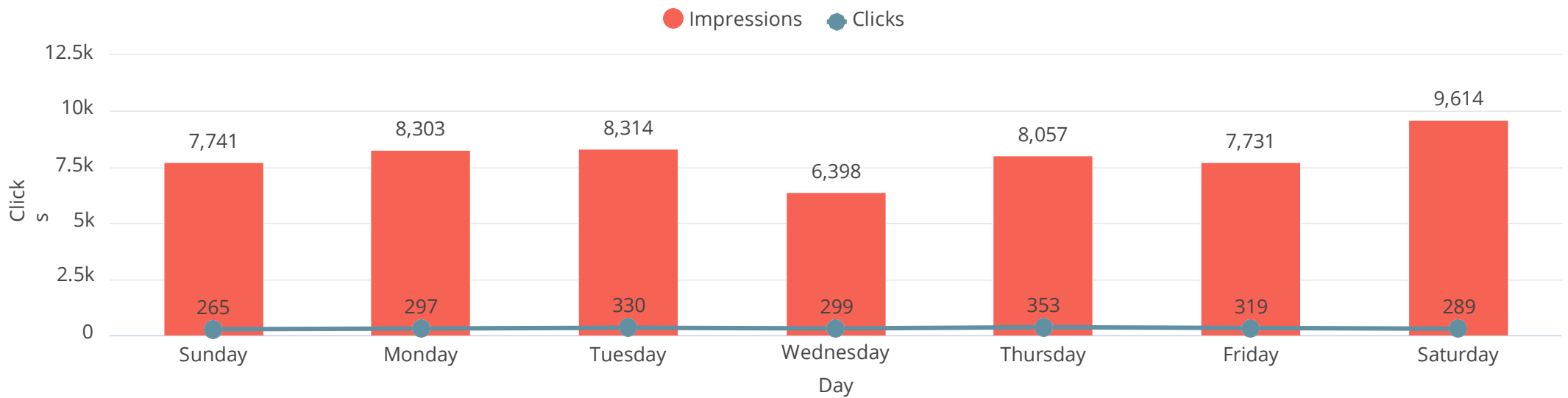
KEYWORDS BY IMPRESSIONS

Keywords	Ad Group Name	Impressions	Clicks	CTR	CPC
Content	Fishing	12,869	115	0.89%	\$0.33
oregon beach towns	Beaches	3,643	203	5.57%	\$0.46
cannon beach Oregon	Beaches	3,301	89	2.70%	\$0.48
best beaches on oregon coast	Beaches	3,272	215	6.57%	\$0.42
oregon beaches	Beaches	2,868	104	3.63%	\$0.44
visit oregon coast	Lodging	2,722	88	3.23%	\$0.44
oregon coast beaches	Beaches	2,682	100	3.73%	\$0.43
best oregon beach towns	Beaches	2,650	174	6.57%	\$0.42
oregon beach vacations	Beaches	2,457	144	5.86%	\$0.44
crabbing in oregon	Crabbing	1,937	81	4.18%	\$0.45
best beaches in oregon	Beaches	1,853	119	6.42%	\$0.43
whales oregon coast	Whale Watching	1,789	46	2.57%	\$0.55
oregon coast campgrounds	Camping	1,134	68	6.00%	\$0.44
whale watching oregon	Whale Watching	1,115	47	4.22%	\$0.56
oregon coast whale watching	Whale Watching	993	78	7.85%	\$0.45
oregon coast fishing	Fishing	863	38	4.40%	\$0.44
oregon coast vacation	Lodging	763	30	3.93%	\$0.43
seaside beach oregon	Beaches	744	28	3.76%	\$0.49
oregon coast lodging	Lodging	711	25	3.52%	\$0.57

TIME OF DAY



DAY OF WEEK



User Behavior

Users

3,426

-15.8%

New Users

3,361

-16.4%

Sessions

3,838

-16.7%

Bounce Rate

73.68%

-0.4%

Contact Forms

3

No data

Get The Guide

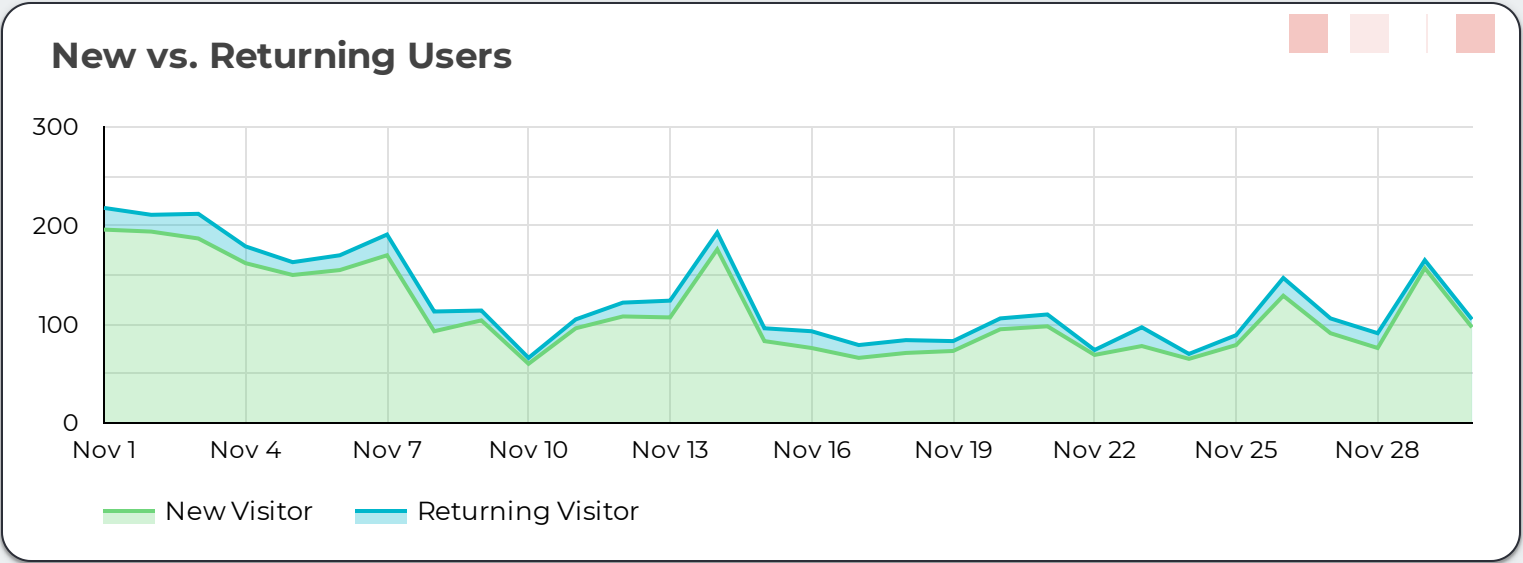
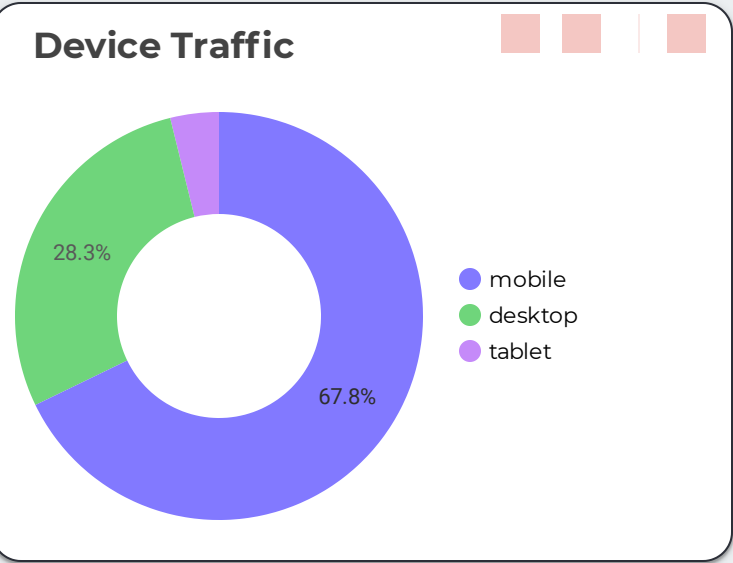
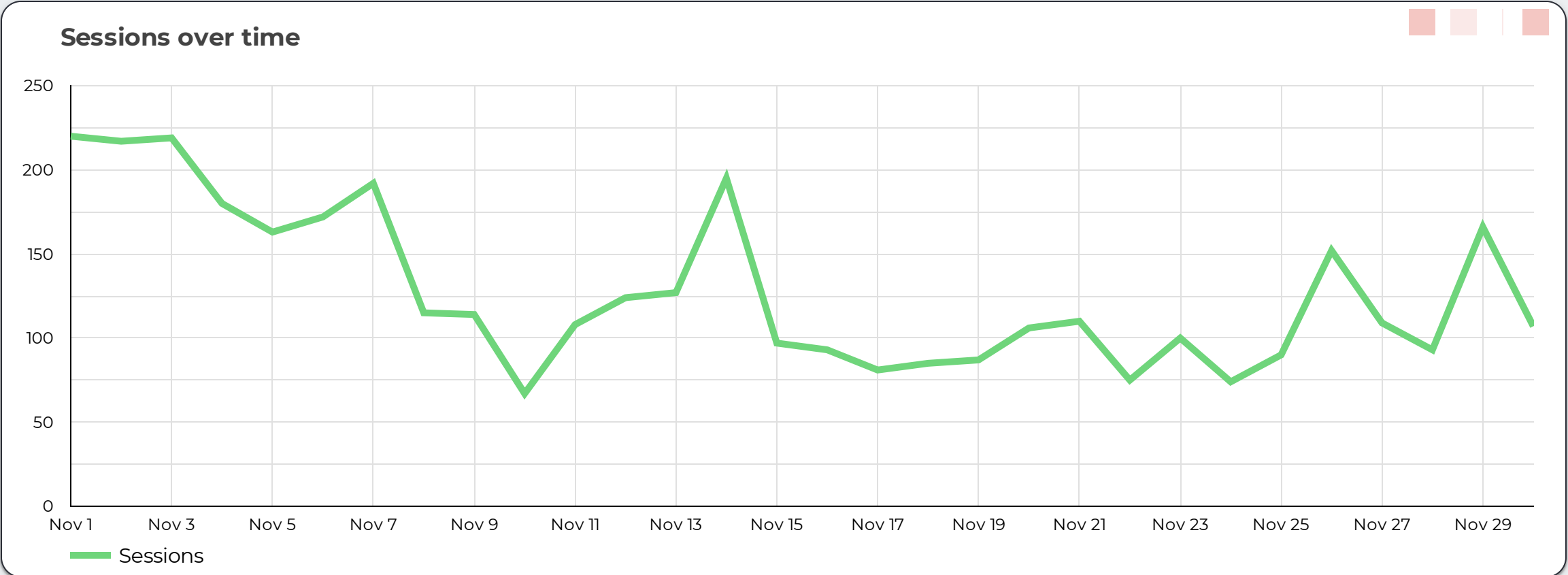
63

16.7%

Click to Email

2

No data



How Did Users Get To Our Website?

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,719	2,451	2,406	1.63	00:01:03
(direct) / (none)	403	367	361	1.37	00:00:35
bing / organic	225	196	188	2.43	00:01:48
l.facebook.com / referral	116	112	102	1.19	00:00:17
m.facebook.com / referral	106	105	100	1.04	00:00:00
yahoo / organic	93	58	57	2.08	00:01:50
duckduckgo / organic	63	57	56	1.97	00:01:41
visittheoregoncoast.com / r...	23	15	14	4.35	00:03:23
localadventurer.com / refer...	14	14	14	1	00:00:00
baidu / organic	13	13	13	1	00:00:00
youtube.com / referral	8	8	8	1.25	00:00:06
en.m.wikipedia.org / referral	5	5	5	2.2	00:00:51
Grand total	3,838	3,426	3,361	1.65	00:01:01

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	7,956	69	0.87%	8.45	8.45
rockaway beach	6,937	6	0.09%	11.38	11.38
rockaway beach hotels	572	0	0%	11.83	11.83
rockaway beach restaurants	546	11	2.01%	6.8	6.8
jetty fishery	512	0	0%	11.31	11.31
old oregon smokehouse	497	2	0.4%	9.98	9.98
restaurants near me	489	4	0.82%	7.8	7.8
kelly's marina	488	0	0%	11.83	11.83
rockaway beach oregon ho...	487	1	0.21%	8.73	8.73
food near me	477	5	1.05%	6.26	6.26
rockaway oregon	392	2	0.51%	8.51	8.51
tradewinds+motel+rockaw...	389	0	0%	9.28	9.28
silver+sands+rockaway+be...	370	0	0%	11.8	11.8
twin rocks motel	344	6	1.74%	6.34	6.34
rockaway beach, oregon	339	2	0.59%	8.14	8.14
starfish vacation rentals	327	0	0%	8.49	8.49
oregon coast vacation rent...	325	0	0%	64.41	64.41
Grand total	99,902	1,214	1.22%	24.92	24.92

What Pages Did Users Visit?

Sessions

3,838

↓ -16.7%

Unique Pageviews

5,438

↓ -17.2%

% Exit

60.54%

↑ 1.5%

Avg. Time on Page

01:35

↓ 0.0%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/outdoor/	1.3K	1.4K	02:55	79.55%
/	401	478	01:00	51.25%
/restaurants/grumpys-cafe/	259	272	02:12	64.64%
/holiday-happenings/	111	116	02:26	72.44%
/rockaway-beach-lodging-guide/	90	198	01:14	47.95%
/contest-rules	76	79	03:12	86.36%
/current-events/	70	130	01:21	51.72%
/rockaway-beach-restaurants/	67	169	01:16	31.82%
/bonfires/	62	66	04:09	75%
/rockaway-beach-shopping/	55	108	02:05	46.1%
/comes-trees-go-big-go-home/	48	51	04:01	89.29%
/things-to-do/	41	120	30	38.97%
/shopping/flamingo-jims-gifts-clothing/	39	41	57	71.43%
/5-winter-time-activities-rockaway-beach/	36	39	02:25	78.05%
/how-to-get-here/	32	55	06:09	82.76%
/indoor/	32	74	02:34	62.82%
/lodging/seaview-condo-102/	31	32	02:20	70.27%
/your-holiday-guide-to-rockaway-beach/	31	40	04:15	61.36%
/beach-access/	30	31	39	72.73%
/emily-reed-shipwreck/	29	30	09:04	90.63%
Grand total	3.8K	5.4K	01:35	60.54%

1 - 20 / 453

Visitor Demographics

Users
3,426
-15.8%

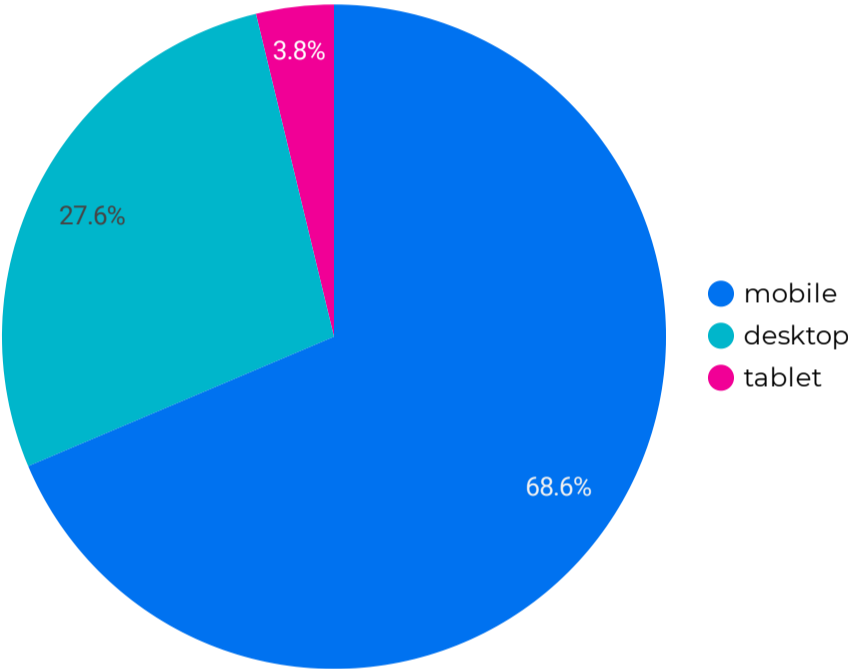
New Users
3,361
-16.4%

Sessions
3,838
-16.7%

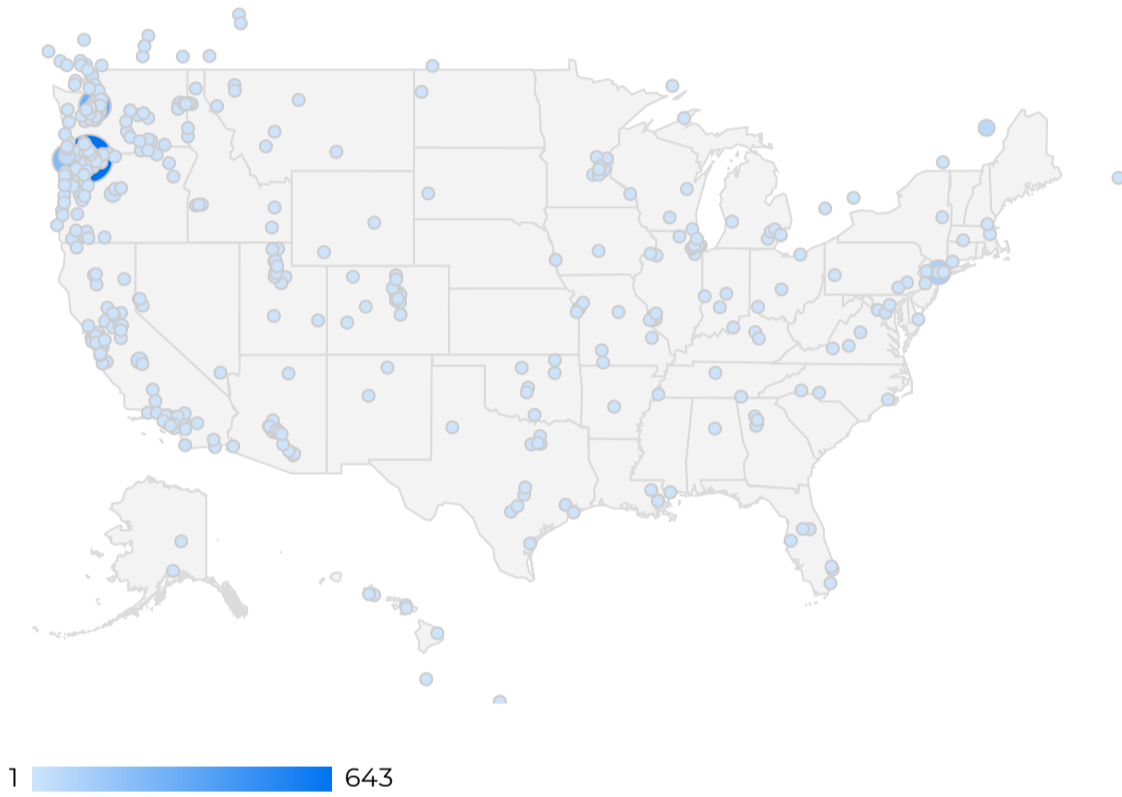
Bounce Rate
73.68%
-0.4%

Avg. Session Duration
00:01:01
-3.8%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	643	567	536	1.63	00:00:54
Seattle	294	264	250	1.62	00:01:15
Tillamook	232	206	196	2	00:01:39
New York	108	103	101	1.17	00:00:15
Vancouver	77	68	66	1.77	00:01:20
Beaverton	70	57	54	2.07	00:01:15
Eugene	53	51	48	1.3	00:00:44
Salem	53	52	47	1.53	00:00:52
Levis	53	53	53	1	00:00:00
San Francisco	49	45	43	1.45	00:00:57
Los Angeles	48	46	44	1.5	00:00:49
Rockaway Beach	42	35	31	2.29	00:03:35
Spokane	40	31	26	1.9	00:00:32
Hillsboro	34	32	28	1.85	00:00:43
Medford	25	25	25	1.12	00:00:09
Fresno	25	25	23	1.2	00:00:08
Grand total	3,654	3,269	3,203	1.65	00:01:01

1 - 100 / 757

How Did Users Get To Our Website?

Users

3,426

-15.8%

New Users

3,361

-16.4%

Sessions

3,838

-16.7%

Bounce Rate

73.68%

-0.4%

Contact Forms

3

No data

Get The Guide

63

16.7%

Click to Email

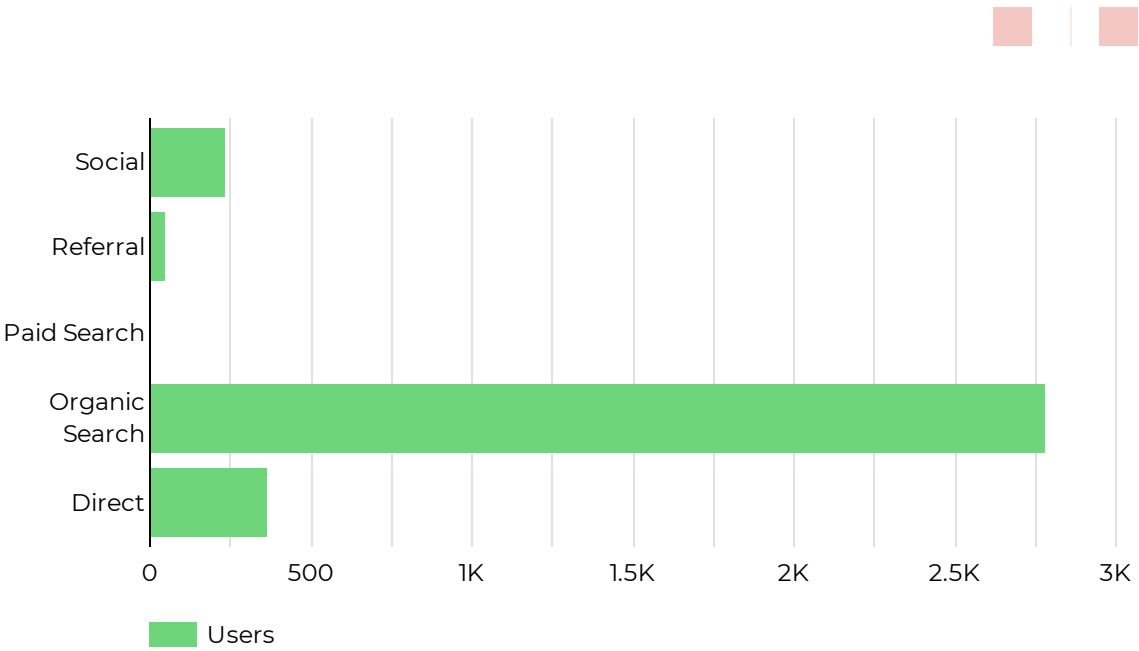
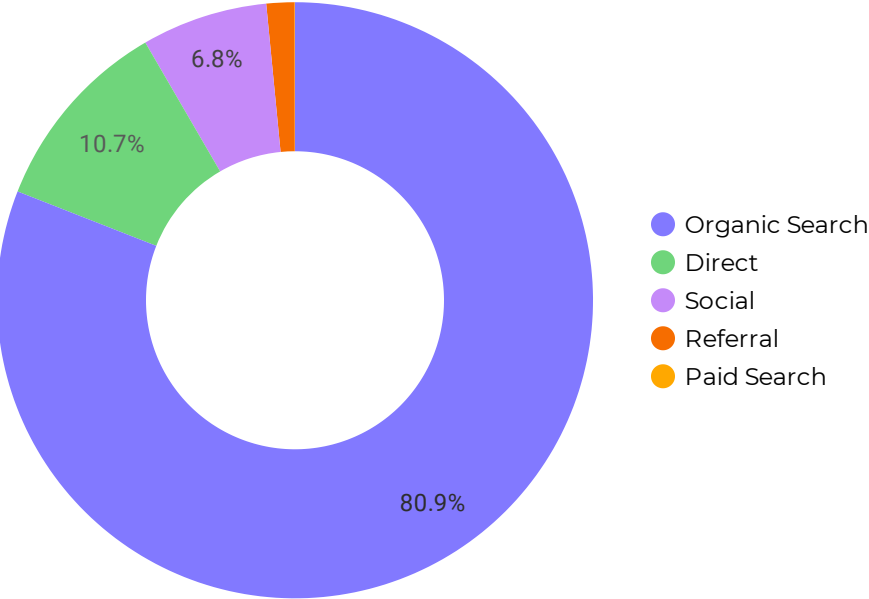
2

No data

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,719	2,451	2,406	1.63	00:01:03
(direct) / (none)	403	367	361	1.37	00:00:35
bing / organic	225	196	188	2.43	00:01:48
l.facebook.com / referral	116	112	102	1.19	00:00:17
m.facebook.com / referral	106	105	100	1.04	00:00:00
yahoo / organic	93	58	57	2.08	00:01:50
duckduckgo / organic	63	57	56	1.97	00:01:41
visittheoregoncoast.com / referral	23	15	14	4.35	00:03:23
localadventurer.com / referral	14	14	14	1	00:00:00
baidu / organic	13	13	13	1	00:00:00
youtube.com / referral	8	8	8	1.25	00:00:06
en.m.wikipedia.org / referral	5	2	2	2.2	00:00:51
ecosia.org / organic	5	3	3	1.2	00:00:33
Grand total	3,838	3,426	3,361	1.65	00:01:01

1 - 36 / 36

Channel Traffic



Event Category

Event Action

Event Label

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

Total Events

111

29.1%

Unique Events

102

24.4%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	13	13
forms	submit	Contact Form	4	3
button	click to call	tel:541-418-2842	4	3
button	click to call	tel:(503) 709-6018	1	1
button	click to call	tel:(503) 355-2073	1	1
button	click	Get The Guide	64	63
button	click to call	tel:503-355-2599	2	2
button	click to call	tel:(503) 355-2291	1	1
button	click	email - mailto:grant@tillamookcoast.com	2	1
button	click to call	tel:(503) 812-7559	2	1
button	click to call	tel:(503) 355-8220	1	1
button	click to call	tel:503-355-2365	2	1
button	click to call	tel:(503) 355-2501	2	1
button	social profile click	Facebook	7	5
button	click to call	tel:(503) 355-0585	4	4
button	click to call	tel:503-355-8330	1	1
Grand total			111	102

1 - 16 / 16



Rockaway Beach: A coastal home away from home

When a national organization recently surveyed travelers about what they seek most when making vacation plans, the top three desires were 1) rural area, 2) near water and 3) enjoying local experiences.

Welcome to Oregon's Rockaway Beach, where visitors get all three in one coastal village. There is lots to do in this area, so it's no wonder this destination is a favorite for multiple generations of Oregonians and Pacific Northwesterners. A big, wide beach, fresh ocean air and scenic views are all at your doorstep, as well as eclectic shopping and eateries featuring fresh seafood to Pronto Pups. But Rockaway Beach also makes a great home base for exploring and taking part in coastal activities.

Start your activities in Rockaway by exploring the new raised boardwalk at the south end of town. The Old Growth Cedar Trail takes you through ancient wetlands filled with native plants and nesting birds. The ADA-friendly boardwalk leads to a 1,200-year-old cedar tree that, as a recent visitor said, "is a spiritual experience, a feeling of witnessing history." Given the tree has survived earthquakes, tsunami, floods, fire and development, it truly is a gem to behold.

The beach is seven miles long, so lots of room to stretch your legs on the sand and chase waves. For another adventure, rent a fat tire bike or kid's beach scooter from Troxel's, a gem store and themed putt-putt golf course in the heart of downtown. You can also reserve a beach wheelchair from Troxel's.

Exploring the region: head north on Highway 101

Just a few miles north from your home base, Kelly's Marina and Jetty Fishery in Brighton are the places to learn to crab, from a dock or boat. When you catch your limit of Dungeness Crab, both places will cook and pack it for you to take home for days of delicious seafood meals.

A few miles north of Brighton, the small village of Wheeler is a boater's and fisher's mecca. Rent a kayak or boat at Wheeler Marina, along with a personal floatation device for safety, and explore beautiful Nehalem Bay and Nehalem River. If you didn't bring fishing gear (or you want to learn to fish), there are several local guides that can help. A list of guides is available at tillamookcoast.com/what-to-do/charter-fishing.

Exploring the region: head south on Highway 101

Just four miles south is the fishing town of Garibaldi, with its active port and marina. Want to try ocean fishing? This is the place. Garibaldi Charters and Siggie G Charters, both located at the port, will provide an exciting local experience — and your dinner of freshly caught salmon, steelhead or tuna, depending on the season.

Garibaldi is also a good place to dig for clams. At low tide and armed with a license to dig, you can fill a bucket with clams ready to steam and slurp. Best place is along the Bayshore next to the 700-foot pier that leads to the historic Garibaldi Boathouse, once the home of Coast Guard emergency rescue crews.

A few short miles south beyond Garibaldi is Bay City, home to Kilchis Point Reserve. This ADA-friendly interpretive trail has three routes, all leading to Tillamook Bay and a cedar gazebo perfect for birdwatching and wildlife viewing. The three trails are themed: native history, pioneer settler history, and flora and fauna information. Take all three in one day? Very doable.

Head back 'home' to Rockaway

After your adventures, settle in for your foraged meal, or enjoy dinner at one of the several restaurants and food trucks in Rockaway Beach. To celebrate your adventurous day, sit back and savor the sunset. From this beach, your home away home, it's the best gift you can receive. ★



ABOVE LEFT: Rockaway Beach at sunset. Photo by @mysticalfootsteps

ABOVE: Seven miles of sands make Rockaway Beach the perfect place for a stroll

BELOW: Littleneck clams

Willamette LIVING

November
December
2021

The lifestyle magazine for Oregon's Willamette Valley



Happy Holidays!

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

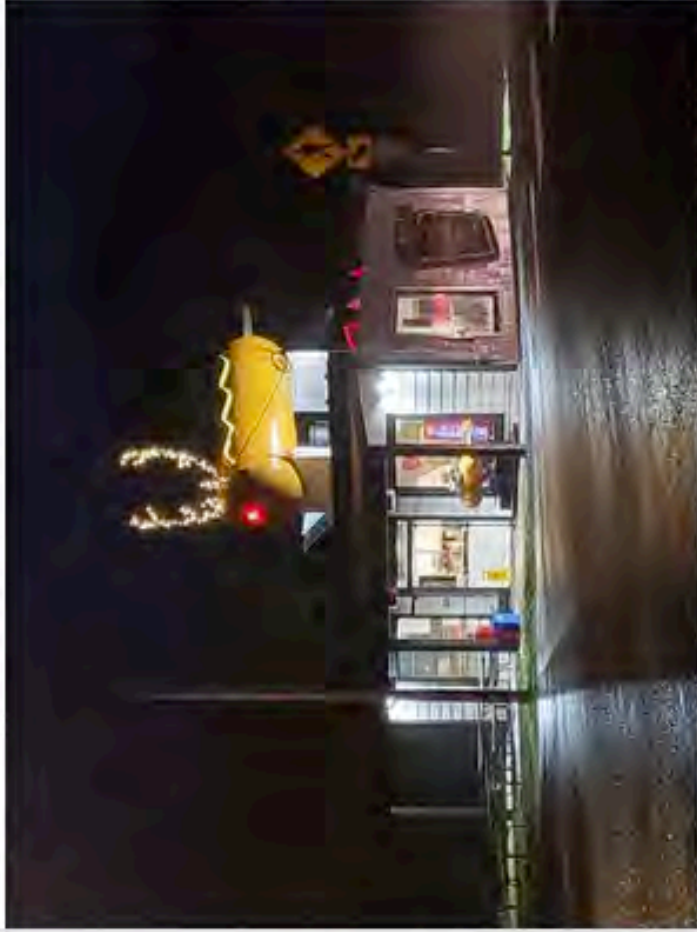
Post details



Rockaway Beach

3d · 🌐

Signs of festive cheer are everywhere in Rockaway 📍



The Original Pronto Pup

4d

We're gearing up for one of our favorite holidays! 📍

Check out the Christmas cheer brought to our little corner of Highway 101.

What's your favorite way to get...

See more

👍 Like Page

1,792

People reached

169

Engagements

Boost Unavailable

👍👎🗨️ 117

3 Comments 10 Shares

👍 Like

🗨️ Comment

➦ Share



Performance for your post

1,792

People Reached

132

Reactions, Comments & Shares ⓘ

86

👍 Like

86

On Post

0

On Shares

18

👉 Love

18

On Post

0

On Shares

14

😂 Haha

14

On Post

0

On Shares

4

Comments

4

On Post

0

On Shares

10

Shares

10

On Post

0

On Shares

38

Post Clicks

5

photo views

0

Link clicks ⓘ

33

Other clicks ⓘ

NEGATIVE FEEDBACK

0

Hide post

0

Hide all posts

0

Report as spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

Post details



Rockaway Beach

5d · 🌐

It's beginning to look a lot like Christmas 🎄



Kristine Hayes ▸ Rockaway Community & Tillamook Coast
November 24



2,670
People reached

235
Engagements

Boost Unavailable

👍❤️🎄 Lesa Lemons Turner, Janna Ray and 179 others 2 Comments 9 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

2,670 People Reached

195 Reactions, Comments & Shares ⓘ

149 👍 Like	149 On Post	0 On Shares
32 ❤️ Love	32 On Post	0 On Shares
1 😞 Sad	1 On Post	0 On Shares
4 Comments	2 On Post	2 On Shares
9 Shares	9 On Post	0 On Shares

40 Post Clicks

15 Photo views	0 Link clicks ⓘ	25 Other clicks ⓘ
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Instagram

