



Rockaway Beach Marketing Report: FEBRUARY 2021
Prepared by Nan Devlin, Visit Tillamook Coast

Website

See attached report

- 37.95% of visitors to website were new visitors
- Pages per session are up 10%
- Referral to website is up 100%
- top 3 pages visited: Lodging, things to do, restaurants
- Visitors by cities (top 10): Portland, Seattle, Beaverton, Spokane, Boise, Vancouver, Hillsboro, Salem, Gresham, Fresno

Social media

See attached report

- 8,022 followers
- Largest engagement on post about Pronto Pup for Sale

Paid Print

See attached stories

- Oregon Coast Today branded insert – two-page story on shopping in Rockaway Beach, plus Rockaway logo on cover. Distributed as special insert in Portland Tribune editions (Pamplin Media) and Boise Weekly – total reach: 86,000
- Willamette Living: two-page story on shopping in Rockaway Beach. Total reach: 30,000
- Willamette Living website: Story on shopping on Home page featuring Warehouse 10 image

Upcoming Digital:

- **ParentMap – Seattle region:** Placed digital banners for March, April, May about children's activities on parentmap.com
- **ParentMap – e-newsletter stories**
- **1859 Magazine – e-newsletter stories**
- **Facebook campaign – March – month-long giveaway – follow FB page, enter to win a gift card from a restaurant or retailer**
- **Salem-Statesman Journal/USA Today regional story placement (mid-March to mid-May)**

Upcoming Print:

- **NW Travel and Life magazine:** Old Growth Cedar Trail story
- **Oregon Coast Today branded insert:** Old Growth Cedar Trail story (see attached); will appear in Boise Weekly and Portland Tribune

ROCKAWAY BEACH

OREGON

Trend Report

February 2021

 response interactive



Executive Summary



Here are the highlights:

A plugin was added called WPMU Dev which will help speed up the website. It will manage image sizes, and a variety of backend tasks that should increase the speed of the site.

I contacted Canvas Host to see what they can do to increase their server speed as this is the biggest problem right now. Unless we want the expense of a virtual private server, there isn't much we can do to speed things up on the server, so I will continue to monitor what can be done with the things that can be controlled.

February 2021 compared to January 2021*

- Sessions are up 41%
- Users are up 38%
- Pages per session are up 10%
- Avg Session Duration is down 0.44%
- Organic is up 29%
- Direct is up 34%
- Social is down 13%
- Referral is up 100%
- Paid is up 64%

February 2021 compared to February 2020*

- Sessions are up 28%
 - Users are up 25%
 - Pages per session are down 4%
 - Avg Session Duration is up 11%
 - Organic is up 111%
 - Direct is up 5%
 - Social is down 64%
 - Referral is up 363%
 - Paid is down 26%
- *Traffic numbers are compiled with spam traffic removed.



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Executive Summary



More highlights:

AdWords Compared to Last Month

- Clicks are up 29%
- AdWords impressions are up 30%
- Click-through rate decreased 1%
- Spend is up 15% (still within budget)

AdWords Compared to Last Year

- Clicks are down 8%
- AdWords impressions are down 30%
- Click-through rate increased 31%
- Spend is down 20%



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Trend Report



<https://visitrockawaybeach.org/>

	2020		2021		2021	
	COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed	
	2020		2021		2021	
	December		January		February	
	11/23 to 12/22		12/23 to 01/22		01/23 to 02/22	
Website						
All Visitors (Sessions)	590	53.39%	905	40.99%	1,276	
Unique Visitors (Users)	548	52.92%	838	37.95%	1,156	
Google	283	66.43%	471	26.75%	597	
Live/Bing	18	27.78%	23	152.17%	58	
Yahoo	12	16.67%	14	42.86%	20	
Inbound links*	129	1.55%	131	1.53%	133	
Visits from keyphrase search	321	66.98%	536	29.29%	693	
Average Session Duration (in seconds)	214	28.65%	275	-0.44%	274	
Pages per Session	3.13	13.42%	3.55	10.42%	3.92	
Google Ads						
Clicks	496	70.77%	847	28.93%	1,092	
Impressions	6,987	87.33%	13,089	30.12%	17,031	
Click-Through Rate	7.10%	-8.87%	6.47%	-0.93%	6.41%	
Avg CPC	\$0.73	-15.07%	\$0.62	-11.29%	\$0.55	
Avg. Position	na	na	na	na	na	
Total Cost	\$360.96	44.86%	\$522.89	15.10%	\$601.83	

Overall traffic increased 41% from January and search traffic increased 29%.

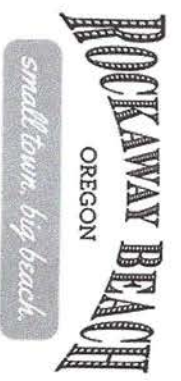
Inbound links increased to 133 (2%).

People visited almost four pages and stayed almost five minutes per visit on average.

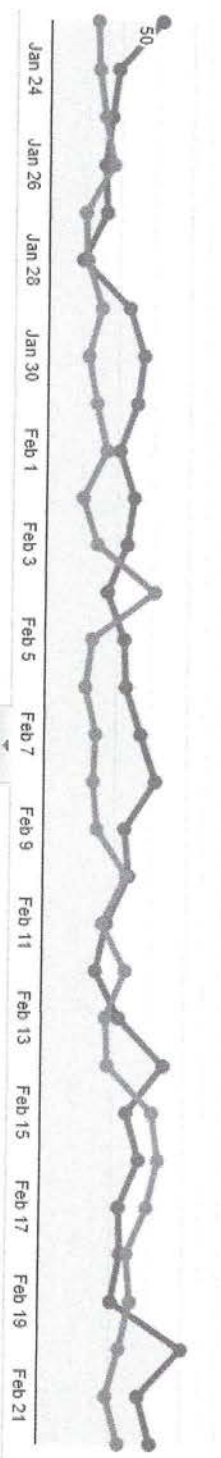
(See next slide for comparison to last January.)



Audience Overview



Jan 23, 2021 - Feb 22, 2021: ● Users
 Jan 23, 2020 - Feb 22, 2020: ● Users



Users

Referral Spam Removed 1...
25.24%
 1,156 vs 923

New Users

Referral Spam Removed 1...
27.53%
 1,098 vs 861

Sessions

Referral Spam Removed 1...
28.11%
 1,276 vs 996

Number of Sessions per User

Referral Spam Removed 1...
2.29%
 1.10 vs 1.08

Pageviews

Referral Spam Removed 1...
23.13%
 4,999 vs 4,060

Pages / Session

Referral Spam Removed 1...
-3.89%
 3.92 vs 4.08

Avg. Session Duration

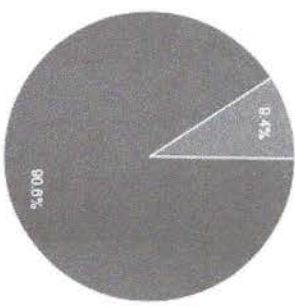
Referral Spam Removed 1...
11.07%
 00:04:56 vs 00:04:26

Bounce Rate

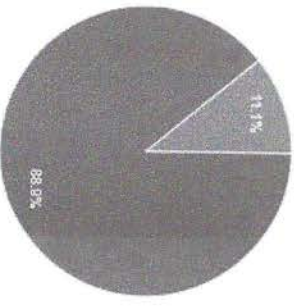
Referral Spam Removed 1...
0.00%
 0.00% vs 0.00%

■ New Visitor ■ Returning Visitor

Jan 23, 2021 - Feb 22, 2021



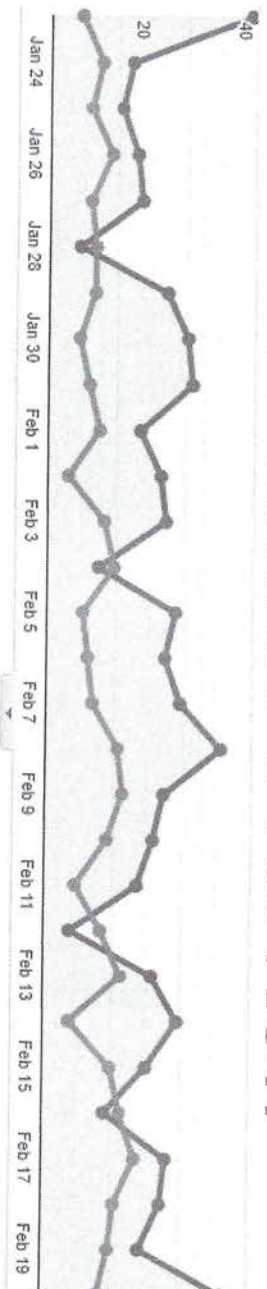
Jan 23, 2020 - Feb 22, 2020



When comparing last February to this February, the number of sessions have increased 28%.

Average Session Duration increased from 4:26 minutes to 4:56 minutes and pages per session decreased from 4.08 to 3.92 pages.

Search Traffic Overview



Blue line is this period
Orange line is last year



Primary Dimension: Keyword Source Landing Page Other +

Hot Topics Secondary dimension Sort Type: Default

Search: advanced

Source	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018	111.86% 661 vs 312	115.73% 617 vs 286	110.64% 693 vs 329	0.00% 0.00% vs 0.00%	2.26% 3.74 vs 3.83	3.22% 00:04:32 vs 00:04:41
1. google	Jan 23, 2021 - Feb 22, 2021 571 (86.25%)	531 (86.06%)	597 (86.15%)	0.00%	3.65	00:04:20
	Jan 23, 2020 - Feb 22, 2020 250 (80.13%)	231 (80.77%)	265 (80.55%)	0.00%	3.64	00:04:24
% Change	128.40%	129.87%	125.28%	0.00%	0.29%	-1.74%
2. bing	Jan 23, 2021 - Feb 22, 2021 54 (8.16%)	52 (8.49%)	58 (8.37%)	0.00%	4.59	00:05:52
	Jan 23, 2020 - Feb 22, 2020 42 (13.46%)	38 (13.25%)	44 (13.37%)	0.00%	4.61	00:05:20
% Change	28.57%	36.84%	31.82%	0.00%	-0.59%	10.17%
3. yahoo	Jan 23, 2021 - Feb 22, 2021 19 (2.87%)	17 (2.76%)	20 (2.89%)	0.00%	3.95	00:06:02
	Jan 23, 2020 - Feb 22, 2020 13 (4.17%)	10 (3.50%)	13 (3.95%)	0.00%	4.23	00:07:55
% Change	46.15%	70.00%	53.85%	0.00%	-6.64%	-23.74%

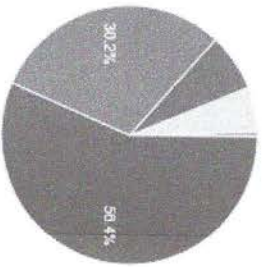
When comparing last February to this February, the number of organic search sessions have increased about 111%.

Pages per session dropped about 2% and Avg. Session duration dropped about 3%.

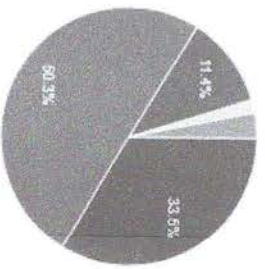
Channel Mix

Top Channels

Jan 23, 2021 - Feb 22, 2021



Jan 23, 2020 - Feb 22, 2020



Channel	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1 Organic Search	111.86%	27.53%	28.11%	0.00%	3.89%	11.07%
2 Paid Search	24.36%			0.00%		
3 Direct	20.75%			0.00%		
4 Referral	333.33%			0.00%		
5 Social	76.67%			0.00%		
6 (Other)	100.00%			0.00%		

Organic and Paid are the top traffic drivers. These two channels make up 84% of all user traffic.

Organic traffic users increased 112%, Paid decreased 24%, Direct increased 21% from last year and Referral increased 333%, while social traffic decreased 77%.

2/25/2021

Top 10 Pages Visited

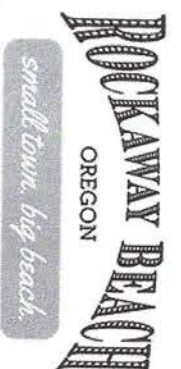


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Referral Spam Removed						
11/02/2018						
1. /	4,999 <small>% of Total: 69.55% (7,188)</small>	3,452 <small>% of Total: 61.49% (5,614)</small>	00:01:41 <small>Avg for View: 00:01:44 (-2.40%)</small>	1,276 <small>% of Total: 37.36% (3,415)</small>	0.00% <small>Avg for View: 62.31% (-100.00%)</small>	25.53% <small>Avg for View: 47.51% (-46.27%)</small>
2. /rockaway-beach-lodging-guide/	672 (13.44%)	448 (12.98%)	00:01:23	408 (31.97%)	0.00%	15.77%
3. /things-to-do/	442 (8.84%)	278 (8.05%)	00:01:25	164 (12.85%)	0.00%	18.10%
4. /rockaway-beach-restaurants/	317 (6.34%)	211 (6.11%)	00:01:18	114 (8.93%)	0.00%	23.34%
5. /rockaway-beach-restaurants/	316 (6.32%)	224 (6.49%)	00:02:26	23 (1.80%)	0.00%	30.70%
6. /restaurants/grumpys-cafe/	268 (5.36%)	131 (3.79%)	00:01:45	125 (9.80%)	0.00%	32.84%
7. /outdoor/	214 (4.28%)	172 (4.98%)	00:03:51	9 (0.71%)	0.00%	42.06%
8. /rockaway-beach-shopping/	157 (3.14%)	103 (2.98%)	00:01:50	21 (1.65%)	0.00%	28.66%
9. /lodging/a-room-with-a-view/	143 (2.86%)	97 (2.81%)	00:02:23	10 (0.78%)	0.00%	27.27%
10. /current-events/	121 (2.42%)	91 (2.64%)	00:01:36	12 (0.94%)	0.00%	19.83%
10. /eat-sleep/	120 (2.40%)	100 (2.90%)	00:00:22	0 (0.00%)	0.00%	25.00%

The Home Page received the most traffic, followed by the Lodging guide. Guide pages continue to do quite well (outlined in orange).

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Visitors by Top 10 Cities



City	Acquisition			Behavior			Conversions
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
Referral Spam Removed 11/02/2018							
1. Portland	176 (15.11%)	157 (14.30%)	180 (14.11%)	0.00%	3.48	00:04:31	0.00%
2. Seattle	87 (7.47%)	84 (7.65%)	91 (7.13%)	0.00%	4.21	00:04:39	0.00%
3. Tillamook	75 (6.44%)	68 (6.19%)	82 (6.43%)	0.00%	2.84	00:02:51	0.00%
4. (not set)	34 (2.92%)	31 (2.82%)	36 (2.82%)	0.00%	3.50	00:04:16	0.00%
5. Beaverton	34 (2.92%)	32 (2.91%)	39 (3.06%)	0.00%	3.90	00:05:33	0.00%
6. Spokane	21 (1.80%)	21 (1.91%)	22 (1.72%)	0.00%	4.68	00:07:37	0.00%
7. Boise	20 (1.72%)	19 (1.73%)	20 (1.57%)	0.00%	3.80	00:04:04	0.00%
8. Vancouver	18 (1.55%)	18 (1.64%)	19 (1.49%)	0.00%	3.53	00:03:36	0.00%
9. Rockaway Beach	17 (1.46%)	14 (1.28%)	18 (1.41%)	0.00%	2.50	00:03:42	0.00%
10. Ichalkaranji	14 (1.28%)	13 (1.18%)	54 (4.20%)	0.00%	5.94	00:14:16	0.00%
11. Hillsboro	13 (1.12%)	13 (1.18%)	16 (1.25%)	0.00%	5.12	00:06:52	0.00%
12. Salem	13 (1.12%)	14 (1.28%)	14 (1.10%)	0.00%	5.50	00:06:11	0.00%
13. Gresham	11 (0.94%)	11 (1.00%)	13 (1.02%)	0.00%	4.00	00:04:01	0.00%
14. Fresno	10 (0.86%)	10 (0.91%)	11 (0.86%)	0.00%	3.73	00:02:20	0.00%

Most traffic comes from Portland, followed by Seattle and then Beaverton.

The cities crossed out are the cities that were requested to be excluded, except Ichalkaranji which is where my developer lives.

Top Referral Traffic

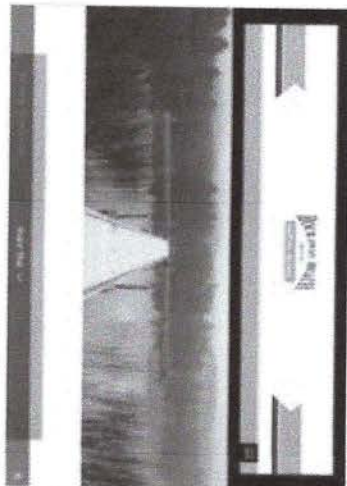


Source	Acquisition			Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
Referral Spam Removed 11/02/2018							
1. visittheregoncoast.com	53 (81.54%)	51 (82.26%)	55 (74.32%)	0.00%	5.05	00:07:00	
2. en.m.wikipedia.org	4 (6.15%)	4 (6.45%)	4 (5.41%)	0.00%	4.50	00:02:16	
3. en.wikipedia.org	3 (4.62%)	3 (4.84%)	3 (4.05%)	0.00%	3.33	00:09:13	
4. discoverbaycityor.com	1 (1.54%)	0 (0.00%)	8 (10.81%)	0.00%	5.00	00:13:18	
5. manzanitabeachgetaway.com	1 (1.54%)	1 (1.61%)	1 (1.35%)	0.00%	3.00	00:06:03	
6. nortonsafe.search.ask.com	1 (1.54%)	1 (1.61%)	1 (1.35%)	0.00%	2.00	00:00:13	
7. oceanhero.today	1 (1.54%)	1 (1.61%)	1 (1.35%)	0.00%	3.00	00:01:09	
8. oregonlive.com	1 (1.54%)	1 (1.61%)	1 (1.35%)	0.00%	2.00	00:06:40	

Referral sites increased to eight from the last report. The sixth and seventh URLs, are search engines.



Keyword Rankings Summary



visitrockawaybeach.org

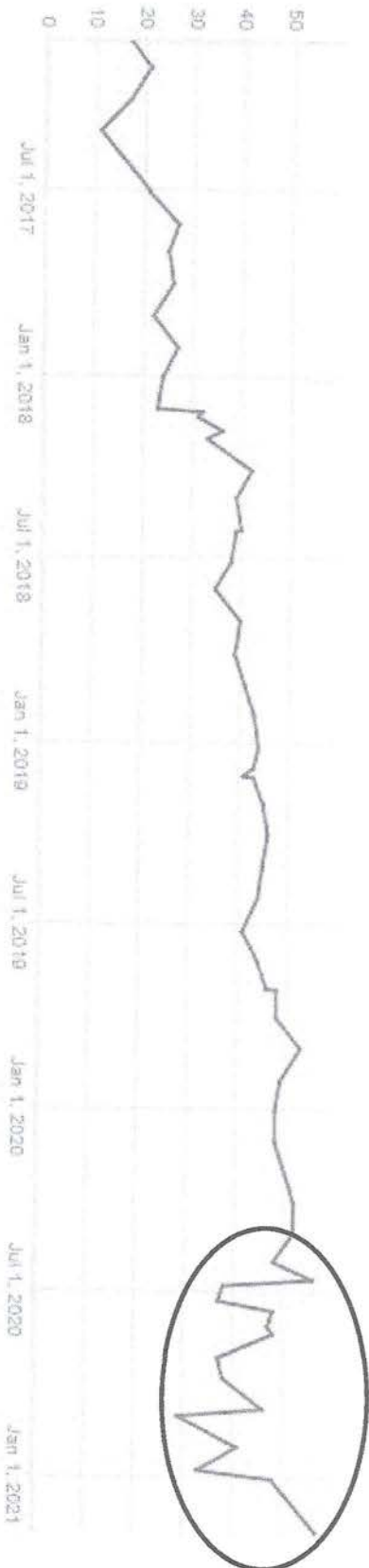
Rockaway Beach Oregon | Small Town, Big Stories

57% visibility in all search engines

↑ **23%**

Keywords: 75 | Search engines: 3 | Compare to: First | Feb 25, 2021

Visibility Progress Graph



Rankings have been volatile for the past several months. I found out that in November, Google rolled out a significant update to the search algorithm which as you can see, caused traffic to be volatile, but it is now recovering.

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Tracked Keywords in Top 10



#	Keyword	Organic T...	Google Rank	Yahoo! Rank	Bing US Rank
1	vistrockawaybeach.org	0	1	1	1
2	Rockaway Beach blog	N/A	1	1	1
3	Rockaway Beach Oregon directions	30	1	4	4
4	Rockaway Beach Wayside	8	1	1	1
5	North end Rockaway Beach	N/A	1	1	1
6	Rockaway Beach annual events	N/A	1	1	1
7	Rockaway Beach south end	N/A	1	1	1
8	Beach Combing Rockaway Beach	N/A	1	1	1
9	whale watching rockaway beach oregon	0	2	6	2
10	Rockaway Beach Campgrounds	N/A	2	2	1
11	Rockaway Beach Access	6	2	1	1
12	Beach Safety for Dogs Rockaway Beach	N/A	2	1	1
13	Rockaway Beach Shopping	N/A	3	3	3
14	where is rockaway beach oregon	1	3	2	3
15	what to do in rockaway beach oregon	1	4	2	1(1)
16	things to do in rockaway beach oregon	3	4	2	4
17	rockaway beach oregon things to do	0	4	3(3)	1(3)
18	rockaway beach activities	0	4	2	2
19	things to do rockaway beach oregon	2	4	4	1(2)
20	RV PARKS NEAR ROCKAWAY BEACH	N/A	5	3	1
21	Rockaway Beach RV Parks	N/A	5	3	2
22	rockaway oregon	2	5	3	3

Top 10 Rankings in Google stayed the same at 34 keywords from last month.

The column outlined in green shows what position the phrase shows up on Google.

See next slide.

Tracked Keywords in Google Top 10



#	Keyword	Organic T...	Google Rank	Yahoo! Rank	Bing US Rank
23	rockaway beach in oregon	182	5	1	2
24	Beach Safety for Dogs oregon	N/A	5	3	Local Pack (11)
25	Manhattan Beach Oregon	12	6	6	Not in top 50
26	rockaway beach ore	86	6	2	1
27	rockaway beach lodging	0	6	4	13
28	rockaway beach or	98	6	2	2
29	Kite Flying Tips	3	7	18	25
30	rockaway beach oregon	61	7	1	1
31	rockaway beach oregon restaurants	4	7	4	5
32	twin rocks	14	8	4	11
33	places to stay in rockaway beach oregon	0	8	3	4
34	rockaway beach oregon hotels	3	8	7	10
35	Oregon Coast indoor activities	N/A	10	6	5
36	Beach Combing oregon	N/A	10	14	Images (6/5)

Continued from previous page.

Top Organic Keyword Clicks



Query	Clicks	Impressions
grumpy's cafe	60	254
rockaway beach oregon	55	6,219
emily g reed shipwreck	26	127
grumpy's cafe	25	96
things to do in rockaway beach oregon	22	396
rockaway beach	21	2,569
rockaway beach winter	17	53
rockaway big tree trailhead	14	92
breakfast near me	14	50
rockaway beach, oregon upcoming events	13	58
grumpys	13	39
grumpys cafe rockaway beach	12	35
grumpys rockaway beach	12	29

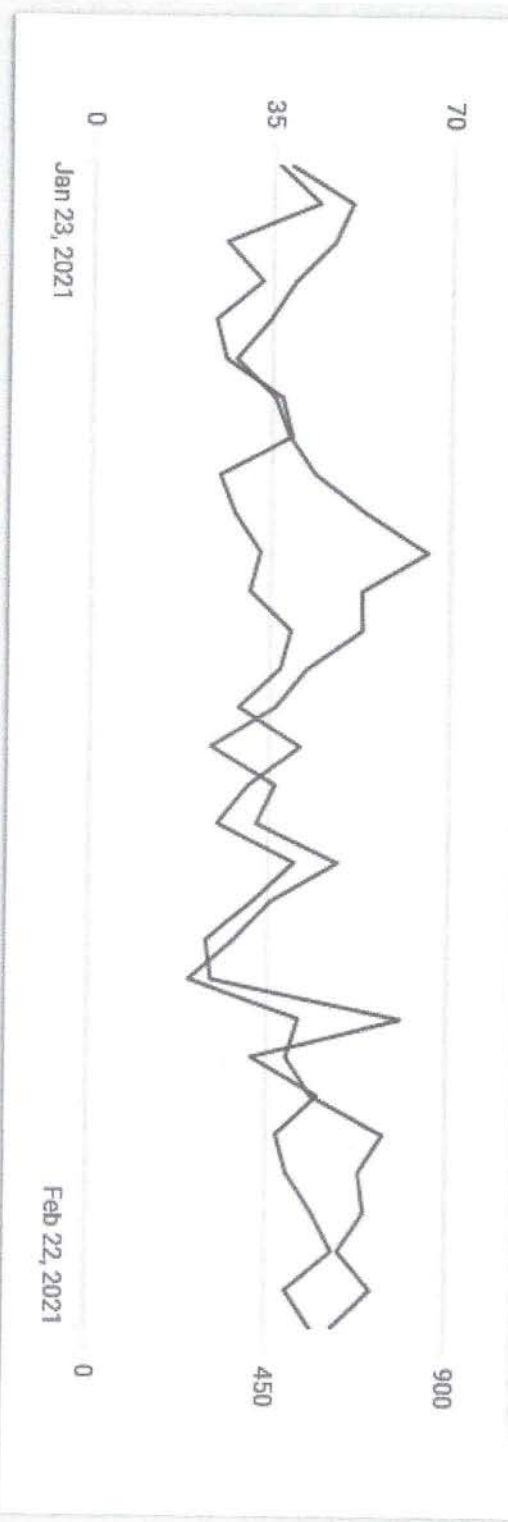
Query	Clicks	Impressions
rockaway beach camping	11	77
old oregon smokehouse	10	619
things to do near rockaway beach oregon	9	82
ocean rogue inn	8	232
rockaway beach shipwreck	8	56
food near me	7	498
rockaway beach oregon restaurants	7	364
getaway oceanfront lodging	6	86
diamond beach oregon	6	42
big tree rockaway beach	6	29
rockaway beach restaurants	5	627
restaurants near me	5	484
restaurants in rockaway beach	5	244
sea treasures inn	5	159



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Paid Search

Clicks ▾	1.09K	Impressions ▾	17K	Avg. CPC	\$0.55	Cost	\$602	⋮
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	2021		2021	
Google Ads	January		February	
Clicks	847	28.93%	1,092	
Impressions	13,089	30.12%	17,031	
Click-Through Rate	6.47%	-0.93%	6.41%	
Avg CPC	\$0.62	-11.29%	\$0.55	
Avg. Position	na	na	na	
Total Cost	\$522.89	15.10%	\$601.83	

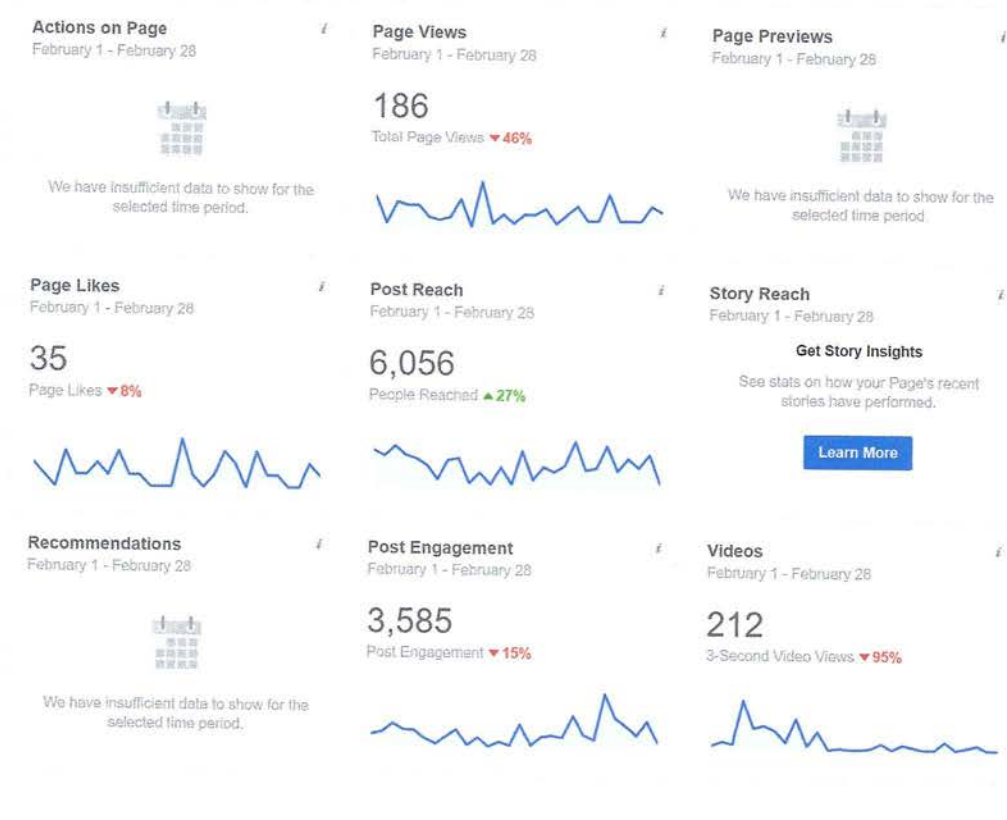
As you can see in the table to the left, Clicks and Impressions increased substantially. The the avg cost per click dropped by 11% and overall cost increased by 15% while remaining in budget.

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Visit Rockaway Beach Social Media February Month-End Report

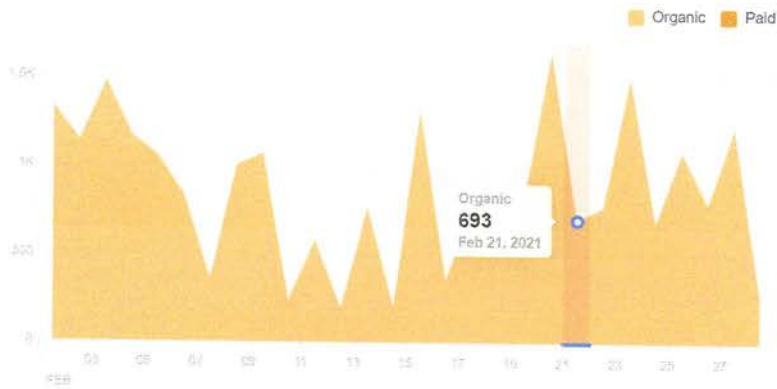
Facebook: 7,935 Total Likes

Overview:



Post Reach


The number of people who saw any of your posts at least once. This metric is estimated.



Most Engaging Post:

Rockaway Beach
Published by Sayde Walker [?] · 6d · 🌐

Anyone looking for a business venture in Rockaway Beach? The Original Pronto Pup is up for sale.
Fun fact: did you know the pronto pup originated in Rockaway Beach?



OREGONLIVE.COM
The Original Pronto Pup, popular corn dog restaurant on Oregon coast, is up for sale

✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

2,107 People Reached 779 Engagements [Boost Post](#)

👍❤️👍 65 18 Comments 26 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

2,107 People Reached

283 Reactions, Comments & Shares #

97	40	57
👍 Like	On Post	On Shares
19	10	9
❤️ Love	On Post	On Shares
15	1	14
😂 Haha	On Post	On Shares
22	15	7
😲 Wow	On Post	On Shares
8	3	5
😞 Sad	On Post	On Shares
96	40	56
Comments	On Post	On Shares
26	26	0
Shares	On Post	On Shares

496 Post Clicks

0	139	357
Photo Views	Link Clicks #	Other Clicks #

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

February Highlights:

- Posted 27 times in February 2021
- Fourteen of those posts reached over 1,000 people

Instagram: 933 Followers

February Highlights:

- Posted 7 times in February
- Posted using unique and popular hashtags
- Shared other Rockaway Beach accounts via stories

March Goals:

- Write a Business profile on RB Little Store
- Video the Wetlands Cedar Reserve boardwalk (waiting for a sunny day)

What's in store?

Small, charming shops in Rockaway Beach provide a weekend of treasure hunting

Rockaway Beach on Oregon's north coast offers small-town charm and a big, big beach, drawing many generations of Oregonians. In recent years, creative local shopkeepers have turned this village that borders Highway 101 into an entertaining shopping adventure that is sure to reveal a special treasure. Here are a few of the many shops to explore.



Flamingo Jim's
The quintessential beach shop — t-shirts, sweatshirts and hats, but also shells, rocks, statuary, yard art, toys (including squishy toys), kids books, souvenirs, ornaments, and baskets from the past. Entire families will find something they need to take home, and they've been finding treasures for nearly three generations. Find Flamingo Jim's at 234 Hwy. 101 on the east side of the highway.



Troxel's Gem and Jewelry
Troxel's offers the best source of handmade jewelry and gem specimens on the north coast — even rare pieces from around the world (rockhounds will love it). Troxel's also has buckets of agates and cut stones in front of the store's Wizard of Oz-themed putt-putt golf course. Find Troxel's Gem and Jewelry at 146 Hwy. 101 on the east side of the highway.

Simply Charming
A mix of vintage and new, this boutique recently relocated into a larger space, giving the visitor more to love. Find handmade treasures, antiques, jewelry, hairbrushes, wire art, unique clothing and so much more. You'll spend the afternoon discovering wonderful items. Find Simply Charming at 130 Hwy. 101 on the east side of the highway.

Etcetera
You can't walk out of this store without that item you wanted all your life. From clothing, handbags and scarves to locally made soaps, lotions, and lip balms to knitted and crocheted baby sweater sets, adult hats and dog sweaters. And don't forget those perfect earrings and delicious jams. Gift giving is so easy here. Find Etcetera at 139 N. Miller Street on the west side of Highway 101.

Little Crow
There's a new surprise every week: the owners of this eclectic store love the hunt for exciting merchandise. From sterling silver chains to fabulous clothing to antique jars and film equipment. You'll also find a collection of soaps, candles, cards and books. Find Little Crow at 104 Hwy. 101 on the east side of the highway.

Warehouse 10
Bring the midwest. You'll need it to haul your treasures. At the south end of town, this large store is filled to the brim with nautical, industrial farmhouse accent pieces, linens, signs, heady and nautical items, art pieces, glassware, locally-made soaps, candles, furniture and other must-have items from 12 different vendors. Turn any room in your home into a beach-inspired retreat. Find Warehouse 10 at 19485 Hwy. 101 on the east side of the highway.



Little White Church Antiques
Discover an eclectic mix of new, vintage, upcycled, handcrafted furniture, decor, jewelry, clothing accessories, gifts and more. Find Little White Church Antiques at 344 Hwy. 101 on the east side of the highway.

Trash & Treasures
One person's trash is another person's treasure, so the saying goes. But you'd be hard-pressed to find anything but treasure in this vintage marketplace. From the store's many vendors you'll uncover Fenton Glass, mid-century dishware, original art, vintage cookie cutters and linens, jewelry, books — you name it, it's probably here. Plan on spending a couple of hours in this store. Find Trash & Treasures at 180 Hwy. 101 on the east side of the highway.

This is just a sampling of the many shopping experiences in Rockaway Beach. Come for the weekend and stop to your heart's content. Plan your trip at visitorockawaybeach.org.

APPEARING IN PORTLAND TRIBUNE AND BOISE WEEKLY
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Willamette

March/April 2021

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THE ROCKAWAY BEACH TREASURE HUNT

SMALL, CHARMING STORES PROVIDE A WEEKEND OF DISCOVERING THAT "PERFECT THING"

BY ANN DENNIS // PHOTO'S COURTESY OF MOST TILLAMOOK COAST

FOR GENERATIONS, FAMILIES FROM THE WILLAMETTE VALLEY HAVE VACATIONED IN ROCKAWAY BEACH, AND NO WONDER. It has small town charm and a big, big beach. But in recent years, creative shopkeepers have turned this village that borders Highway 101 on Oregon's north coast into an entertaining shopping adventure that is sure to reveal a special treasure. Best of all, these shops are locally owned, so your dollars spent here stay in the community.

Ectetera
You can't walk out of this store without that item you wanted all your life. From clothing, handbags and scarves to locally made soaps, lotions, and lip balms to knitted and crocheted baby sweater sets, adult hats and dog sweaters. And don't forget those perfect earrings and delicious jams. Gift giving is so easy here. Find Ectetera at 139 N Miller Street (west side of Hwy 101).

Simply Charming
A mix of vintage and new, this newly-relocated shop into a larger space gives the visitor more to love. Find handmade treasures, antiques, jewelry, birdbaths, wire art, unique clothing and so much more. You'll spend the afternoon discovering wonderful items. Find Simply Charming at 130 Hwy 101 (east side of Hwy 101).

The Little Crow
There's a new surprise every week, the owners of this eclectic store love the hunt for exciting merchandise. From sterling silver chains to snowshoes to fabulous clothing to eclectic socks and jewelry to antique jars and film equipment. You'll also find a collection of soaps, candles, cards, and books. What's not to love about this shopper's paradise. Find The Little Crow at 104 Hwy 101 (east side of Hwy 101).

Troxel's Gem and Jewelry
This is not your normal jewelry store and that's what makes it so special. Troxel's offers the best source of handmade jewelry and gem specimens on the north coast - even rare pieces from around the world (any rockhounds in the family?). Troxel's also has buckets of

agates and cut stones in front of the store's put-put golf course (named on the story of The Wizard of Oz), which you can buy and add to your rock collection. Find Troxel's Gem and Jewelry at 146 Hwy 101 (east side of Hwy 101).

Trash & Treasures
One person's trash is another person's treasure, so the saying goes. But you'd be hard-pressed to find anything but treasure in this vintage marketplace. From the store's many vendors you'll uncover Fenton Glass, mid-century dishware, original art, vintage cookie cutters and lenses. Jewelry, books, you think of it, it's probably here. Plan on spending a couple of hours in this store. Find Trash & Treasures at 180 Hwy 101 (east side of Hwy 101).

Flamingo Jim's
This is the quintessential beach shop - t-shirts, sweatshirts and hats, but also shells, rocks, statuary, yard art, toys (including squishy toys), kids' books, souvenirs, ornaments, and bibs from the past. Entire families will find something they need to take home, and they've been finding treasures for nearly three generations. Find Flamingo Jim's at 214 Hwy 101 (east side of Hwy 101).

Warehouse 10
At the south end of town, this large store is filled to the brim with rustic, industrial, farmhouse accent pieces, linens, signs, beachy and nautical items, art pieces, glassware, locally-made soaps, candles, furniture and other must-have items from 12 different vendors. Turn any room in your home into a beach-inspired retreat. Bring the mini-van. You'll need it to haul your treasures. Find Warehouse 10 at 19485 Hwy 101 (east side of Hwy 101).

This is just a sampling of the many shopping experiences in Rockaway Beach. Come for the weekend and shop to your heart's content. Plan your trip at www.visitrockawaybeach.org



Ectetera



Flamingo Jim's



The Little Crow



Warehouse 10

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Photo by Greg Kazawa

Rockaway Beach: Walking through old-growth silence

Just steps from busy Highway 101, at the south end of Rockaway Beach on Oregon's north coast, is an unexpected oasis of nature that greets its guests with wonder and awe. The Old Growth Cedar Trail — actually an ADA-friendly, elevated boardwalk — takes visitors through a 50-acre preserve of wetlands and ancient trees, culminating in a meet-and-greet of the grande dame of cedars — an estimated-1,200-year-old specimen that wears her age and prestige well. More about her later.

Once part of a homestead, the property has never been logged, resulting in it being the last stand of old-growth spruce, hemlock and cedar trees on the Oregon Coast. Most of the trees range from 500 to 800 years old and have lived through earthquakes, tsunamis, tornadoes, fire and development. As a local historian said, "It's what the coast used to look like."

For a few years, the property was under the care of the Nature Conservancy, which decided the land to the city of Rockaway Beach more than 10 years ago. With the preserve prized and protected for science and education, the city leaders of Rockaway Beach decided there had to be a better way to give more people easy access. About two years ago, the city received funding to build a non-invasive trail, one that would protect the wetlands but also provide a remarkable, one-of-a-kind experience on the north coast.



Photo by Greg Kazawa



Photo by Greg Kazawa



Photo by Bill Hassell

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