



## February 2022 TOURISM MARKETING REPORT

### OFF-SEASON TOURISM GRANT PROCESS

**Received 9 grant applications for a total of \$26,343 in requests.** Review committee will make funding recommendations to the city council at the March meeting.

### WAYFINDING UPDATE

Ramsey Signs will be in Rockaway Beach in March for an onsite walk-through of sign locations. Port of Tillamook Bay approved north gateway sign replacement and add a directional sign near wayside. Received a verbal OK from the property owners of the Rock Garden to place an information kiosk – waiting for signed, written approval.

### WEBSITE ANALYTICS (see attached reports)

**User Behavior:** 4,765 users visited the website, up 21% from January; 4,178 of those users were new to the site. Total of 5,404 sessions, which is up 21.1% from January, and 8,276 unique pageviews. Most activity was Feb. 5 and Feb. 12. Keywords were “Rockaway Beach,” “Rockaway Beach Oregon,” “Rockaway Beach Hotels.”

**User demographics:** Portland, Seattle, Tillamook, Beaverton, Vancouver, New York, Salem, Spokane, San Francisco, Eugene, Hillsboro, Boise, Salt Lake City. *New York comes when people search “Rockaway Beach” in New York.*

**Pages most visited:** Outdoors, Grumpy’s Café, lodging, Pronto Pup, contest rules, bonfires, events

**How did they find the site:** Google, direct (meaning the site was bookmarked or typed in), Bing, Yahoo, DuckDuckGo, beachconnection.net, Facebook, visittheoregoncoast.com, localadventure.com

**Actions (events) taken:** Subscribe form, contact form

### SOCIAL MEDIA (see attached)

**Facebook:** Added 287 followers to the Facebook page in January; now at 9,158 followers (up by 100 from January). Facebook posts reached 96,517 people in February with 16,771 engagements (5,000 more than December). A post of the Cedar Wetlands trail reached 5,443 with more than 400 engagements.

**Instagram:** at 1,127 followers

Conducted the fourth month of the “win a two-night stay and dinner in Rockaway Beach” campaign, **In February, 3,748 people entered the contest, and we added 2,309 to the email newsletter list; we’re now at 8,330 subscribers.** The two-night stay campaign will continue through February, with a winner announced each month. *The January winner is Melissa Crowder of Sherwood. February winner will be chosen in early March.*

**In total: 11,179 entered the contest; we added 7,107 to newsletter email list, which is now at 10,130 subscribers.**

### ADVERTISING

**Two-page story in Oregon Coast Today (attached)**

### EARNED MEDIA

Hairy 'Globster' Sighting Raises a Stink at N. Oregon Coast's Rockaway Beach

[https://www.beachconnection.net/news/globster\\_rockaway022022.php?fbclid=IwAR3Xs1fZEx2rPZvriuQogkZw0X2LaXkycbGSHsDi-DM-vjPpYqoN4LIs-Sw](https://www.beachconnection.net/news/globster_rockaway022022.php?fbclid=IwAR3Xs1fZEx2rPZvriuQogkZw0X2LaXkycbGSHsDi-DM-vjPpYqoN4LIs-Sw)

User Behavior

Users

4,765

↑ 21.0%

New Users

4,703

↑ 20.9%

Sessions

5,404

↑ 21.2%

Bounce Rate

68.36%

↓ -0.8%

Contact Forms

2

0.0%

Get The Guide

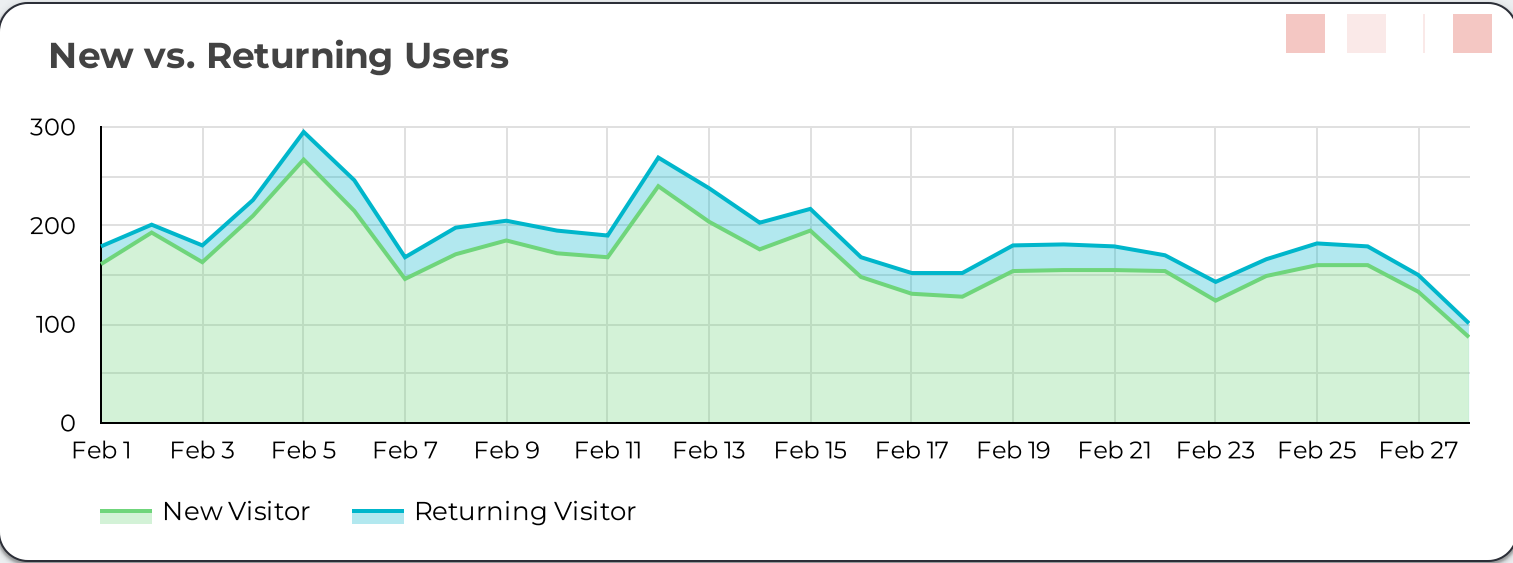
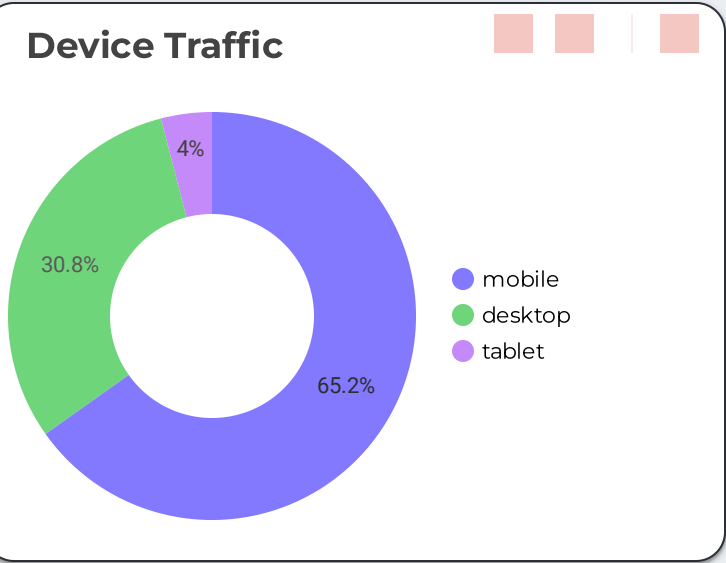
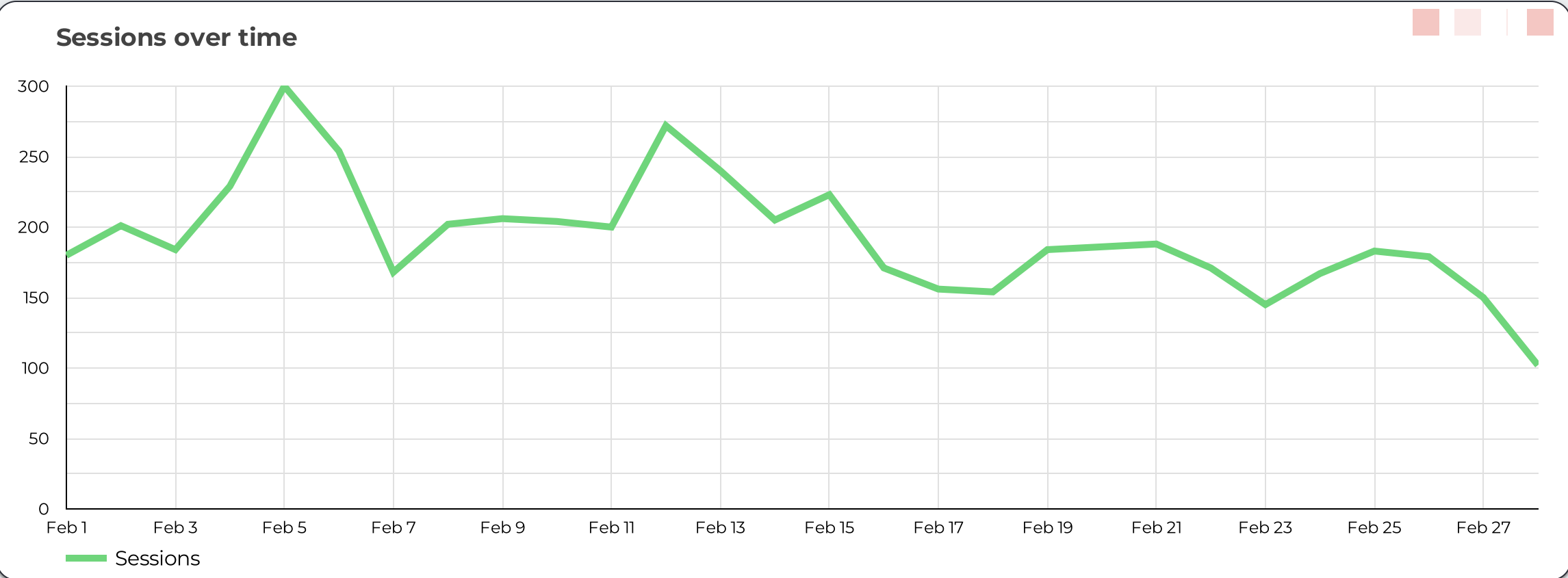
139

↑ 14.9%

Click to Email

3

No data



How Did Users Get To Our Website?

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	3,973	3,540	3,484	1.73	00:01:13
(direct) / (none)	631	561	548	1.71	00:01:16
bing / organic	257	225	217	2.79	00:02:28
yahoo / organic	125	90	90	1.89	00:01:42
duckduckgo / organic	103	92	91	2.15	00:01:22
beachconnection.net / referral	73	64	61	2.37	00:02:18
m.facebook.com / referral	58	57	56	1.19	00:00:08
l.facebook.com / referral	49	48	45	2.12	00:00:44
visittheoregoncoast.com / referral	28	25	21	3.79	00:04:12
lm.facebook.com / referral	20	20	20	2.4	00:01:56
localadventurer.com / referral	16	16	14	1	00:00:00
csa.google.com / referral	7	7	7	2.43	00:01:53
Grand total	5,404	4,765	4,703	1.81	00:01:19

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	10,281	199	1.94%	5.74	5.74
rockaway beach	6,500	21	0.32%	11.01	11.01
rockaway beach hotels	871	0	0%	10.72	10.72
kelly's marina	733	0	0%	9.62	9.62
rockaway beach oregon ho...	694	4	0.58%	7.56	7.56
pronto pup	656	30	4.57%	9.24	9.24
oregon coast vacation rent...	632	0	0%	63.88	63.88
twin rocks	626	0	0%	6.14	6.14
surfside resort	569	0	0%	23.53	23.53
old oregon smokehouse	544	9	1.65%	9.55	9.55
food near me	510	4	0.78%	6.75	6.75
rockaway	500	4	0.8%	17.46	17.46
jetty fishery	492	5	1.02%	10.81	10.81
restaurants near me	465	8	1.72%	7.47	7.47
twin rocks motel	453	3	0.66%	4.89	4.89
rockaway beach resort	438	0	0%	12.21	12.21
lakeside hideaway	437	1	0.23%	11.31	11.31
Grand total	119,692	1,722	1.44%	24.78	24.78

What Pages Did Users Visit?

Sessions  
5,404  
⬆ 21.2%

Unique Pageviews  
8,276  
⬆ 20.2%

% Exit  
55.09%  
⬆ 1.4%

Avg. Time on Page  
01:38  
⬆ 3.8%

Page	Sessions ▾	Unique Pageviews	Avg. Time on Page	% Exit
/outdoor/	1.8K	1.9K	02:59	75.71%
/	796	888	01:07	46.2%
/restaurants/grumpys-cafe/	399	420	01:43	63.71%
/rockaway-beach-lodging-guide/	137	358	01:16	36.75%
/restaurants/original-pronto-pup/	136	154	02:04	74.85%
/contest-rules	120	120	01:59	71.43%
/current-events/	91	209	01:16	49.13%
/bonfires/	88	96	03:25	78.85%
/rockaway-beach-restaurants/	78	327	01:37	37.32%
/rockaway-beach-annual-events/	67	128	01:17	52.11%
/things-to-do/	62	199	56	30.71%
/twin-rocks/	54	56	04:19	69.7%
/rockaway-beach-shopping/	54	167	01:39	45.41%
/how-to-get-here/	52	92	02:12	69.07%
/lodging-guide-rv-parks-camping/	50	161	01:15	30.26%
/lodging/whale-watcher-inn/	49	56	01:33	68.75%
/lodging-guide-vacation-rentals/	48	96	01:23	30.77%
/beach-access/	43	51	50	55.17%
/comes-trees-go-big-go-home/	37	41	05:41	80%
/5-winter-time-activities-rockaway-beach/	37	39	38	85.37%
Grand total	5.4K	8.3K	01:38	55.09%

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Region

City

Metro

Visitor Demographics

Users

4,765

21.0%

New Users

4,703

20.9%

Sessions

5,404

21.2%

Bounce Rate

68.36%

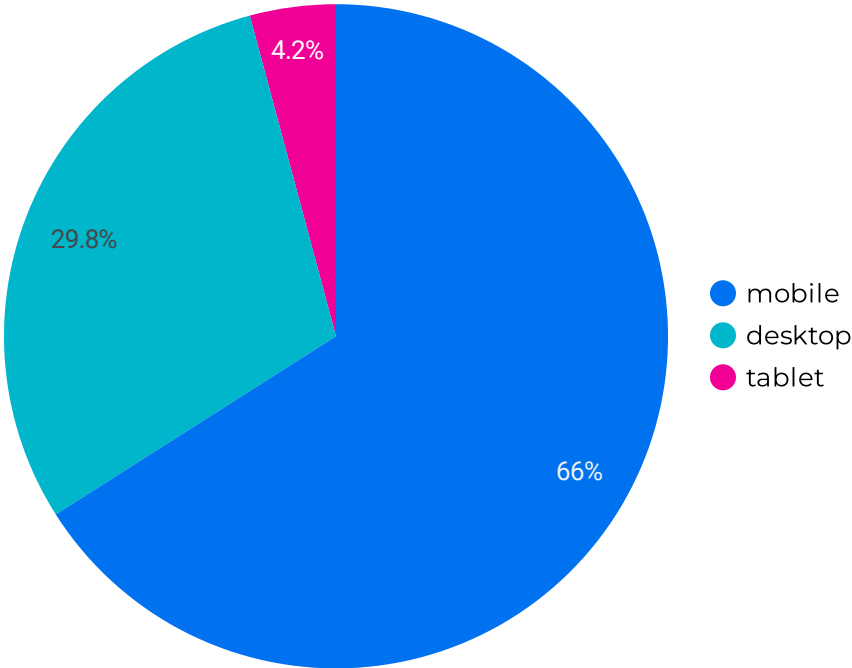
-0.8%

Avg. Session Duration

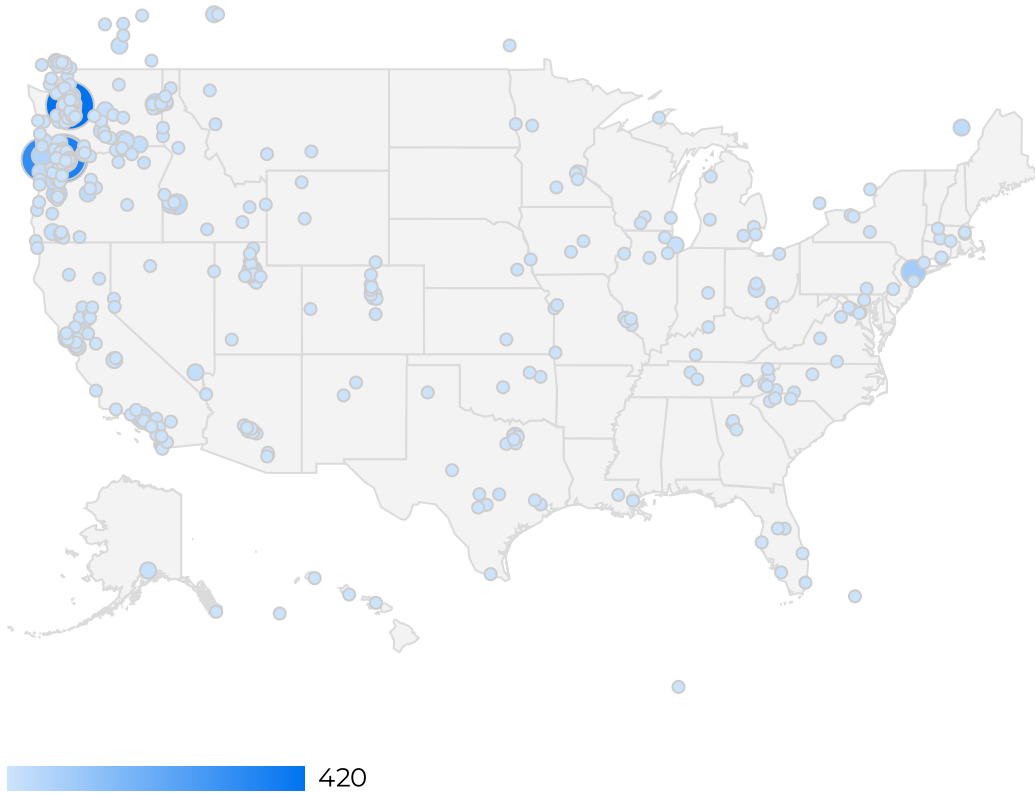
00:01:19

0.7%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	756	672	647	1.74	00:01:10
Seattle	420	371	344	1.83	00:01:09
Tillamook	318	287	264	1.46	00:00:49
Beaverton	99	82	76	1.84	00:01:52
Vancouver	88	82	80	1.69	00:01:09
New York	85	80	80	1.07	00:00:07
Salem	66	58	56	1.67	00:00:49
Spokane	58	42	40	2.17	00:02:48
Rockaway Beach	57	51	48	1.56	00:00:53
San Francisco	50	48	48	1.42	00:01:03
Eugene	49	48	46	1.55	00:01:45
Hillsboro	47	42	42	2.79	00:02:19
Boise	42	34	32	1.83	00:00:54
Salt Lake City	42	41	41	2.19	00:01:46
Los Angeles	37	34	33	1.76	00:00:33
Gresham	34	29	29	2.41	00:02:43
Grand total	5,183	4,578	4,515	1.81	00:01:19



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Get The Guide

139

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Click to Email

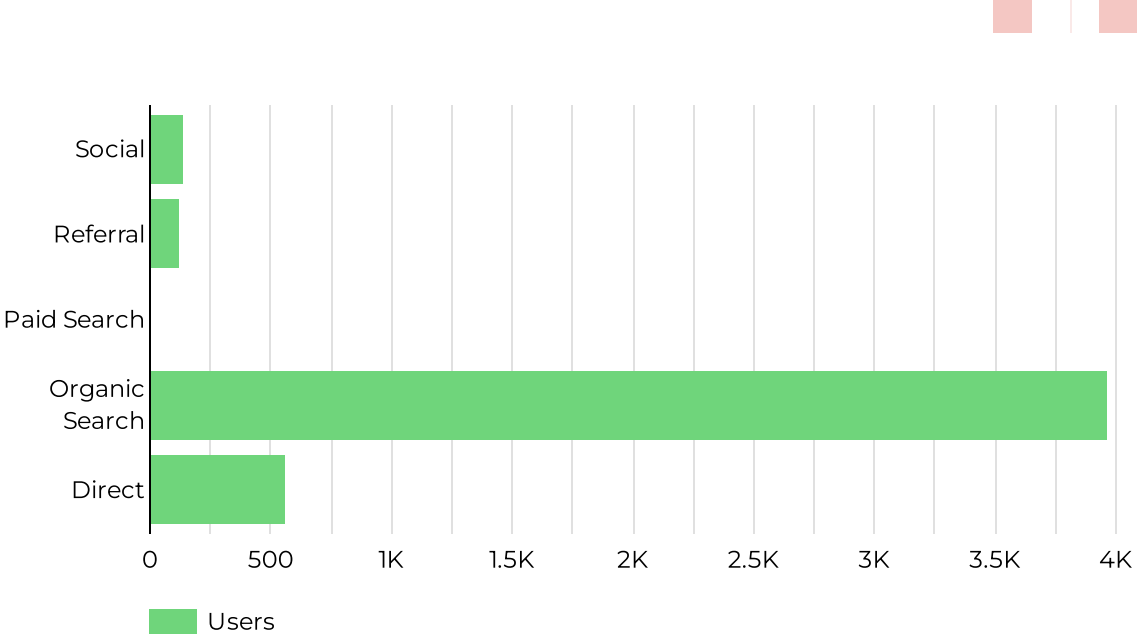
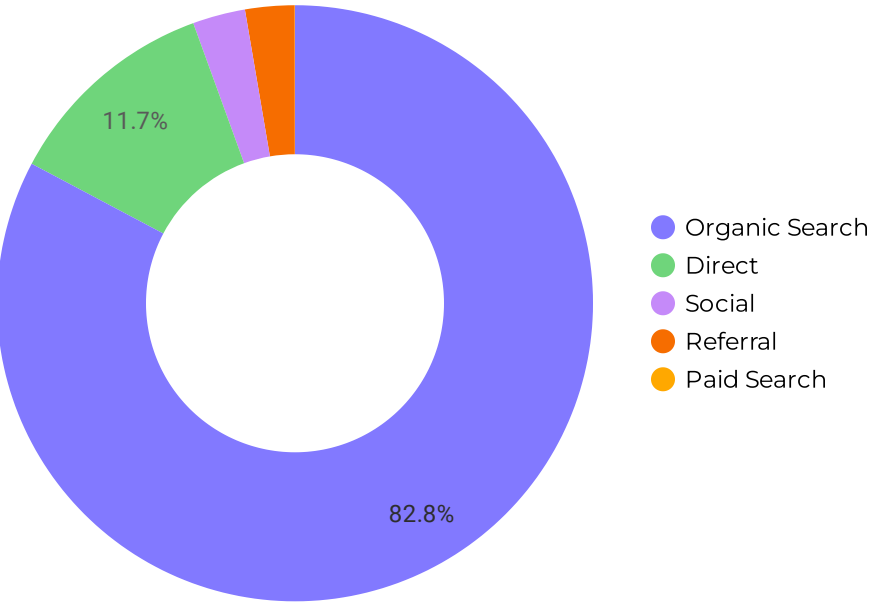
3

No data

Source / Medium	Sessions ▾	Users	New Users	Pages / Session	Avg Session Duration
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(direct) / (none)	631	561	548	1.71	00:01:16
bing / organic	257	225	217	2.79	00:02:28
yahoo / organic	125	90	90	1.89	00:01:42
duckduckgo / organic	103	92	91	2.15	00:01:22
beachconnection.net / referral	73	64	61	2.37	00:02:18
m.facebook.com / referral	58	57	56	1.19	00:00:08
l.facebook.com / referral	49	48	45	2.12	00:00:44
visittheoregoncoast.com / referral	28	25	21	3.79	00:04:12
lm.facebook.com / referral	20	20	20	2.4	00:01:56
localadventurer.com / referral	16	16	14	1	00:00:00
youtube.com / referral	7	7	6	1.29	00:00:20
cse.google.com / referral	7	7	7	2.43	00:01:53
Grand total	5,404	4,765	4,703	1.81	00:01:19

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Channel Traffic



Event Category

Event Action

Event Label

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

Total Events

217

⬆ 12.4%

Unique Events

198

⬆ 15.1%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	40	34
forms	submit	Contact Form	2	2
button	click to call	tel:(503) 355-0585	2	2
button	click to call	tel:800-452-5687	1	1
button	social profile click	Instagram	2	2
button	social profile click	Facebook	2	2
button	click	email - mailto:grant@tillamookcoast.com	3	3
button	click to call	tel:(503) 355-8220	2	2
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(503) 709-6018	1	1
button	click to call	tel:(503) 397-4418	1	1
button	click to call	tel:(503) 368 5746	1	1
button	click to call	tel:503-355-2599	2	2
button	click	Get The Guide	152	139
button	click to call	tel:(503) 355-2093	1	1
button	click to call	tel:(503) 355-2501	1	1
button	click to call	tel:(503) 355-2291	2	2
Grand total			217	198

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## Visit Rockaway Beach Social Media January 2022 – February 2022 Report

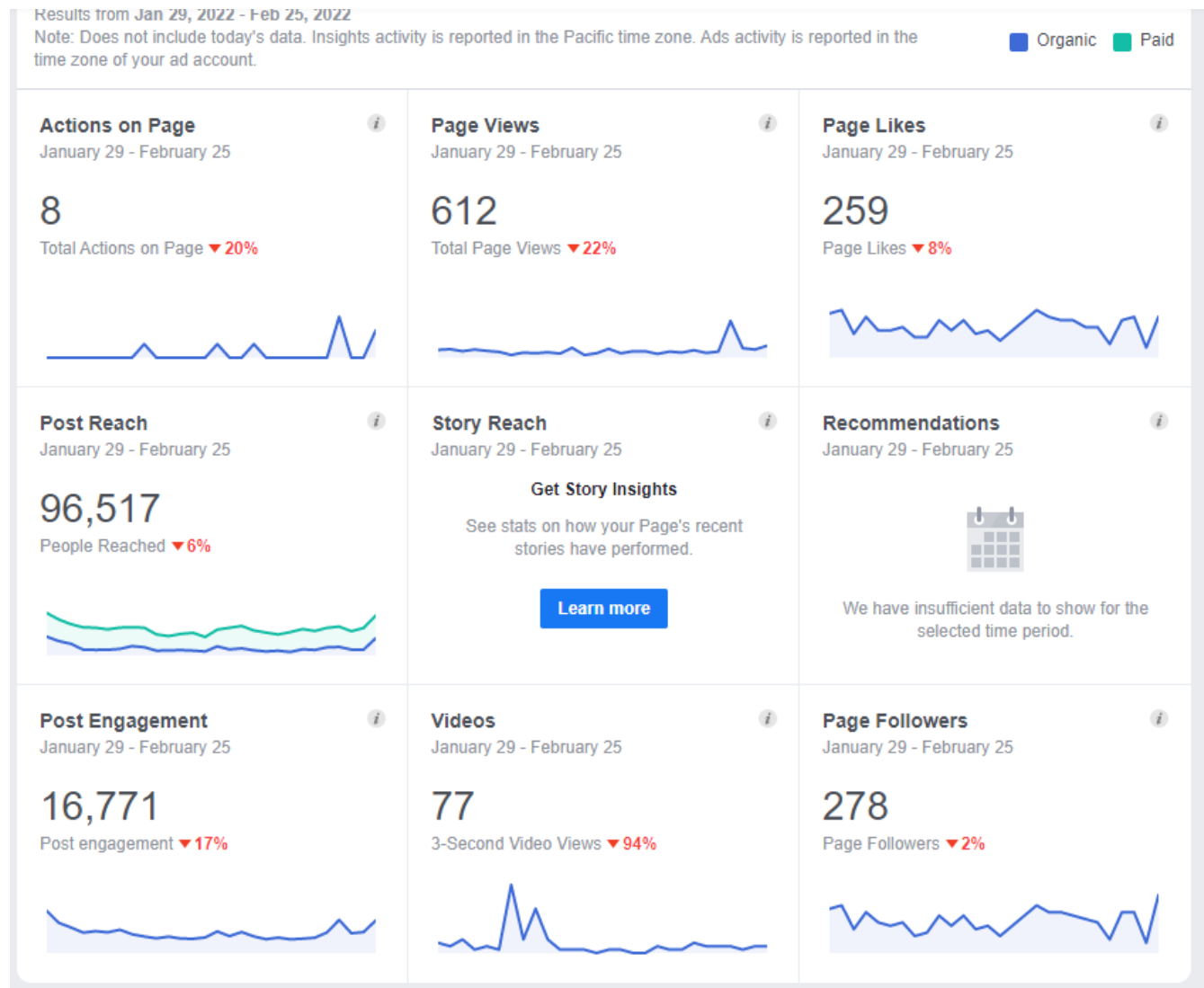
Facebook: Total page likes – 9,158

Overview:







## January 29 – February 25



## Most Engaging February Post:

**Rockaway Beach**  
2d · 🌐

A magical stroll through Cedar Wetlands



**5,443** People Reached

**271** Reactions, Comments & Shares ⓘ

<b>195</b> Like	<b>70</b> On Post	<b>125</b> On Shares
<b>33</b> Love	<b>15</b> On Post	<b>18</b> On Shares
<b>4</b> Wow	<b>1</b> On Post	<b>3</b> On Shares
<b>15</b> Comments	<b>6</b> On Post	<b>9</b> On Shares
<b>24</b> Shares	<b>24</b> On Post	<b>0</b> On Shares

**280** Post Clicks

<b>14</b> Photo views	<b>0</b> Link clicks ⓘ	<b>266</b> Other clicks ⓘ
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NEGATIVE FEEDBACK

<b>3</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported posts may be delayed from what appears on posts

### February Highlights:

- Posted 29 times in February 2022
- 29 of those posts reached over 1,000 people; 8 reached over 2,000 people; 2 reached over 3,000 people.
- Posted original photography and shared posts from Rockaway Beach business accounts

### Instagram:

- 1,127 followers





visitrockawaybeach

Message



465 posts

1,128 followers

191 following

**Visit Rockaway Beach**

Enjoy seven miles of beach and endless stories

#smalltownbigstories #rockawaybeachoregon

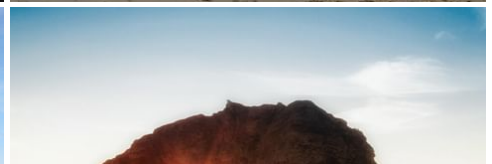
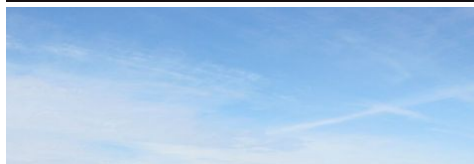
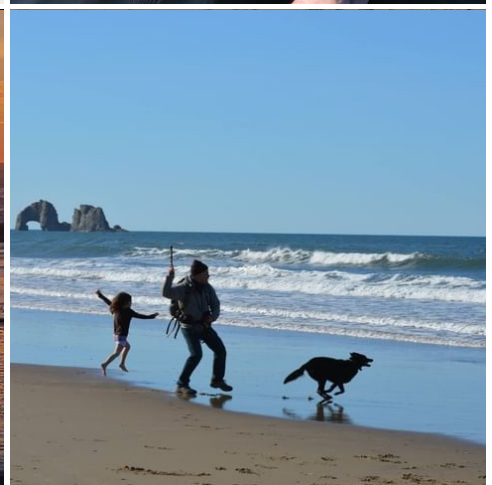
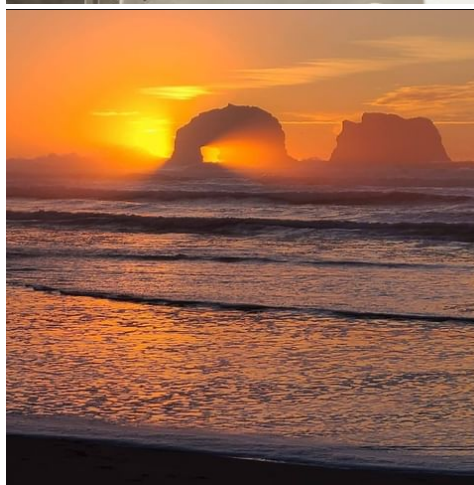
[visitrockawaybeach.org](https://visitrockawaybeach.org)

Followed by beachbakeshop, visitgaribaldi, robtrostrealestate +117 more

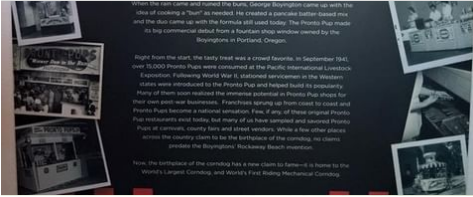
POSTS

VIDEOS

TAGGED









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Instagram Lite

English © 2022 Instagram from Meta



# Rockaway Beach

## Treasure at every turn

Long a vacation destination for generations of Portland and Willamette Valley families (and Washington state families, too!), Rockaway Beach holds more charm than ever, and more ways to unearth treasures, whether in “things” or experiences.

Treasures can be found on the beach, in shops, or on quests. On the beach, searching for agates and shells is a fun family activity. Go to [bit.ly/3ocJFK1](http://bit.ly/3ocJFK1) for tips on beachcombing, including tide information

(rockhounding is best at low tide). You can even learn to polish your own rocks with this step-by-step guide at [bit.ly/3Gnfa10](http://bit.ly/3Gnfa10)

Metal detecting is also fun in Rockaway — you never know what the waves will bring ashore. Rent a metal detector from Troxel’s Gem and Jewelry shop in the center of town, then try your luck on the beach.

Treasures can be found in the many eclectic shops in Rockaway Beach, too.

You could fill an entire week with treasure hunting in the shops that hug Highway 101 along the center of town:

Simply Charming, Flamingo Jim’s, Little White Church Antiques, The Little

Crow, Trash & Treasures Vintage, Troxel’s Gem & Jewelry, Warehouse 10, Washed Ashore, and Oregon du Drops. All have unique finds for yourself or as gifts. And remember — it’s never too early to shop for the holidays.

Treasured experiences live on in family memories. Part outdoor adventure, part scavenger hunt, geocaching is also great family experience. Find out how to join the treasure hunt at [geocaching.com](http://geocaching.com). Once you find the geocache, sign and date the logbook. Place the geocache back where you found it and log your experience online.

Also, at Troxel’s, you can rent fat tire beach bikes for big kids and adults, scooters for the little kids, and reserve a beach wheelchair if a family member is in need. Troxel’s is home to a unique putt-putt golf course made of yellow brick “roads.” The course is themed on the Wizard of Oz, and is the most colorful playground on the coast. A machine blows bubbles overhead as you make the rounds.

Across the street at the train depot, hop a round trip on the Oregon Coast Scenic Railroad. The round trip from Rockaway to Garibaldi (or vice versa), takes about 90 minutes, and offers views unavailable to those driving on the highway. The conductor on this steam engine-led train blows the whistle blows at crossroads, and the feeling is right out of a movie.

Just south of town is a gem of nature. The Old Growth Cedar Trail traverses through an ancient wetland forest along a protective raised boardwalk. This forest has never been developed, and has survived tsunamis, fires, tornadoes and development. Once owned by a homesteader, it came under the care of the Nature Conservancy, which in turn offered it to the city of Rockaway Beach to protect and preserve.

As you walk along the trail, which starts

just a few feet from Highway 101, you feel a sense of quiet awe and appreciation for nature’s resiliency. At the end of the almost-mile-long boardwalk is the queen of trees: a 1,200-year-old cedar that has witnessed and survived it all.

### With Rockaway as your home base, experiences grow and grow

Rockaway Beach is close to so many great experiences, and all are easy to get to along Highway 101. Head north just four miles to Brighton, what we call “Dungeness Crab Central.” Here you can learn to catch and cook crab at Kelly’s Brighton Marina or Jetty Fishery. Both have docks and boats to venture into Nehalem Bay, plus big barbecues to cook your catch, and picnic tables to enjoy the meal. Families return here year after year.

Less than three miles south of Rockaway Beach is the Barview Jetty campground. While

you might not need to camp, it is a great place to explore the bay, tidepools and beach — and you can fish from the shoreline. Just another mile south takes you to the fishing port of Garibaldi. Here, you can schedule a charter fishing adventure, visit the Garibaldi Maritime Museum, buy fresh fish from the dock, or walk out on the 700-foot pier to the Garibaldi Historic Coast Guard Boathouse and watch people fish and crab in Tillamook Bay.

And about eight miles past Garibaldi is the temple to cheddar cheese and ice cream. The Tillamook Creamery is open seven days a week and is there to tempt you with delicious food, shopping, and an interpretive center that gives you a full view of the cheesemakers at work.

*Rockaway Beach is a treasure chest full of family fun. To plan your visit, go to [visitrockawaybeach.org](http://visitrockawaybeach.org).*



Catch and release with geocaching



Fat tire bikes are the only way to ride on the beach — and not get stuck in the sand!



All aboard the Oregon Coast Scenic Railroad