

# ROCKAWAY BEACH

OREGON

*small town. big beach.*

## March 2021: Tourism Marketing Report

### **Website:**

*Website activity is trending upward, from Feb to March, and compared to last March (people are more confident about making travel plans)*

Lodging and restaurants still at top of pages visited

Top 10 website visitor geolocations: Portland, Seattle, Beaverton, Vancouver, Boise, Bend, Hillsboro, Spokane, Tigard, Eugene – spring break influenced this.

### **Social Media:**

*Facebook: Added 51 new followers in March for a total of 7,973*

Safe distancing post received most reach (3,045) and engagement (306)

*Instagram: now at 984 followers!*

### **Print ads:**

Summer Adventure Guide – 2-pages, Willamette Living Magazine

Seven Miles of Beach. Endless Fun one pager - 1859 Magazine

### **Print stories:**

Oregon Coast Today (special insert):

Old Growth Cedar Trail and “What’s in Store?”

March 18 and March 31

Portland Tribune (30,000 copies) and Boise Weekly (17,500 copies) each issue

### **E-newsletter:**

Northwest Travel and Life “Northwest Explorer”

Linked to article on Northwest Travel and Life website

### **Digital Campaign:**

Parent Map (Seattle metro), family fun digital ads

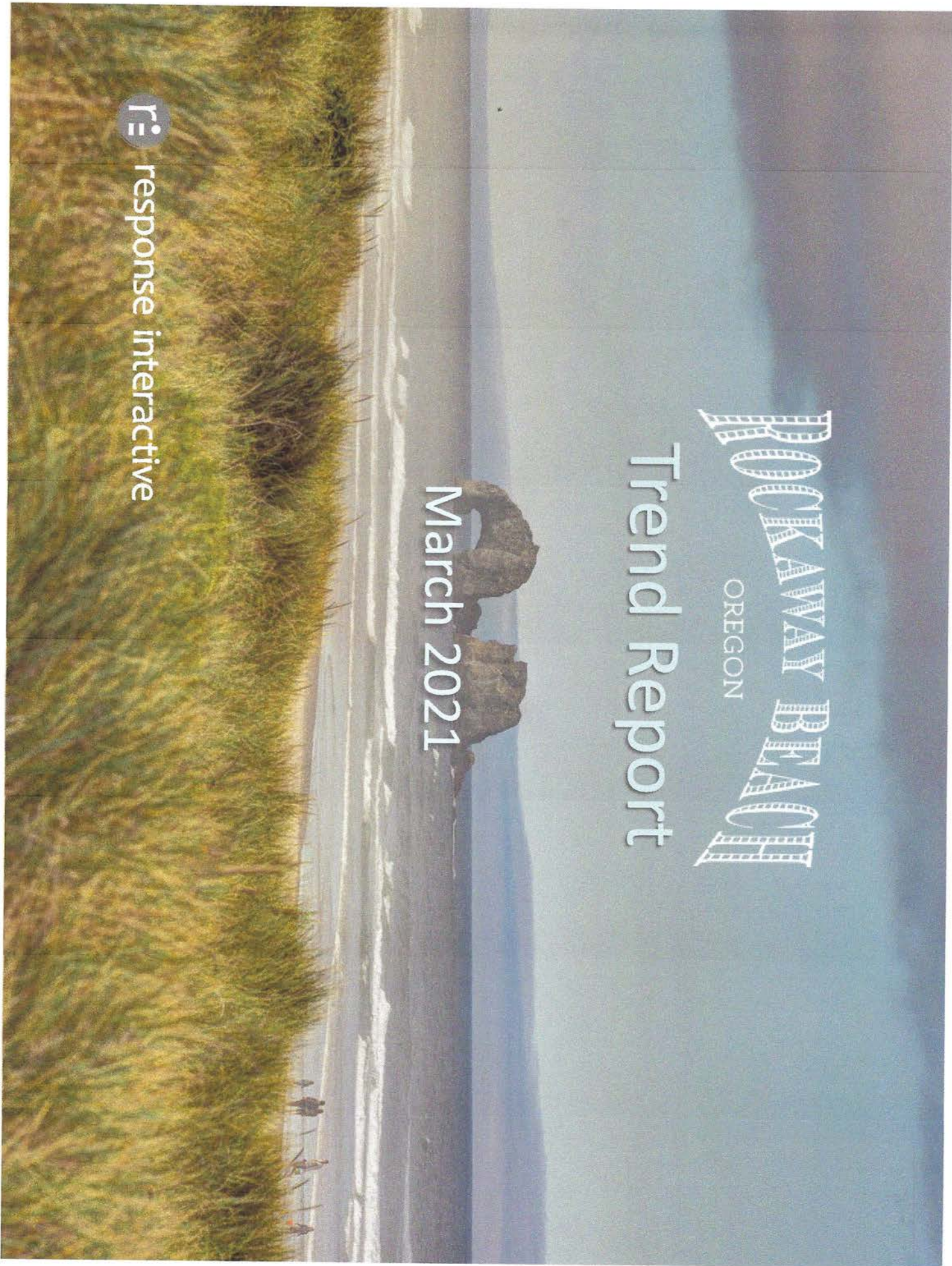
# ROCKAWAY BEACH

OREGON

## Trend Report

March 2021

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# Executive Summary



Here are the highlights:

The numbers are looking very positive compared to last month and compared to last year.

## March 2021 compared to February 2021\*

- Sessions are up 43%
- Users are up 48%
- Pages per session are up 3%
- Avg Session Duration is down 5%
- Organic is up 21%
- Direct is up 105%
- Social is up 100%
- Referral is up 36%
- Paid is up 57%

## March 2021 compared to March 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 up 57%

\*Traffic numbers are compiled with spam traffic removed.



# Executive Summary



## More highlights:

### AdWords Compared to Last Month

- Clicks are up 18%
- AdWords impressions are down 13%
- Click-through rate increased 36%
- Spend is down 19%

### AdWords Compared to Last Year

- Clicks are up 39%
- AdWords impressions are down 12%
- Click-through rate increased 59%
- Spend is down 14%



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# Trend Report



<https://visitrockawaybeach.org/>

Stats	2021		2021		2021	
	January 12/23 to 01/22	February 01/23 to 02/22	January 2021	February 2021	March 02/23 to 03/22	March 2021
Website	12/23 to 01/22	01/23 to 02/22	02/23 to 03/22	COVID-19 Referral Spam Removed	COVID-19 Referral Spam Removed	COVID-19 Referral Spam Removed
All Visitors (Sessions)	905	1,276	1,819			
Unique Visitors (Users)	838	1,156	1,707			
Google	471	597	610			
Live/Bing	23	58	140			
Yahoo	14	20	48			
Inbound links*	131	133	149			
Visits from keyword search	536	693	836			
Average Session Duration (in seconds)	275	274	260			
Pages per Session	3.55	3.92	4.05			
Google Ads	January	February	March			
Clicks	847	1,092	1,286			
Impressions	13,089	17,031	14,787			
Click-Through Rate	6.47%	6.41%	8.70%			
Avg CPC	\$0.62	\$0.55	\$0.38			
Total Cost	\$522.89	\$601.83	\$488.97			

Overall traffic increased 43% from February and search traffic increased 21%.

Inbound links increased to 149 (12%).

People visited over four pages and stayed four ½ minutes per visit on average.

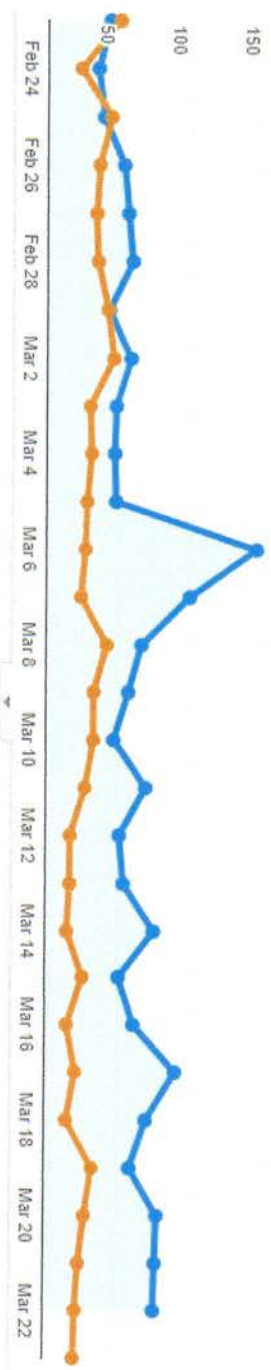
(See next slide for comparison to last March.)



# Audience Overview



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



### Users



### New Users



### Sessions



### Number of Sessions per User



### Pageviews



### Pages / Session



### Avg. Session Duration

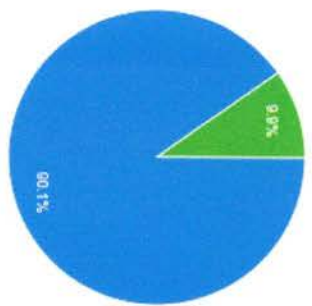


### Bounce Rate

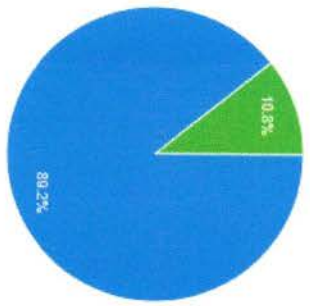


■ New Visitor ■ Returning Visitor

Feb 23, 2021 - Mar 22, 2021



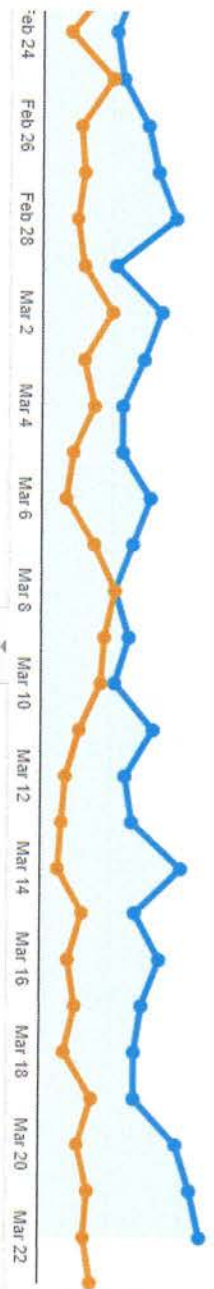
Feb 23, 2020 - Mar 22, 2020



When comparing last March to this March, the number of sessions have increased 109%.

Average Session Duration decreased from 4:51 minutes to 4:33 minutes and pages per session increased from 3.92 to 4.05 pages.

# Search Traffic Overview



Blue line is this year  
Orange line is last year

Dimension: Keyword Source Landing Page Other

Secondary dimension Sort Type: Default

Source	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018	130.26% <span style="color: green;">▲</span> 799 vs 347	133.54% <span style="color: green;">▲</span> 752 vs 322	125.34% <span style="color: green;">▲</span> 836 vs 371	0.00% 0.00% vs 0.00%	0.35% <span style="color: red;">▼</span> 3.94 vs 3.95	9.77% <span style="color: red;">▼</span> 00:04:45 vs 00:05:15
1. google	Feb 23, 2021 - Mar 22, 2021 585 (73.12%)	546 (72.61%)	610 (72.97%)	0.00%	3.63	00:04:20
Feb 23, 2020 - Mar 22, 2020	288 (82.76%)	267 (82.92%)	306 (82.48%)	0.00%	3.89	00:05:10
% Change	103.12%	104.49%	99.35%	0.00%	-6.67%	-16.06%
2. bing	Feb 23, 2021 - Mar 22, 2021 135 (16.88%)	132 (17.55%)	140 (16.75%)	0.00%	4.68	00:04:48
Feb 23, 2020 - Mar 22, 2020	36 (10.34%)	35 (10.67%)	38 (10.24%)	0.00%	4.24	00:05:57
% Change	275.00%	277.14%	268.42%	0.00%	10.43%	-19.27%
3. yahoo	Feb 23, 2021 - Mar 22, 2021 45 (5.62%)	41 (5.45%)	48 (5.74%)	0.00%	5.08	00:07:50
Feb 23, 2020 - Mar 22, 2020	19 (5.46%)	15 (4.66%)	21 (5.66%)	0.00%	4.57	00:05:56
% Change	136.84%	173.33%	128.57%	0.00%	11.20%	32.15%

When comparing last March to this March, the number of organic search sessions have increased about 125%.

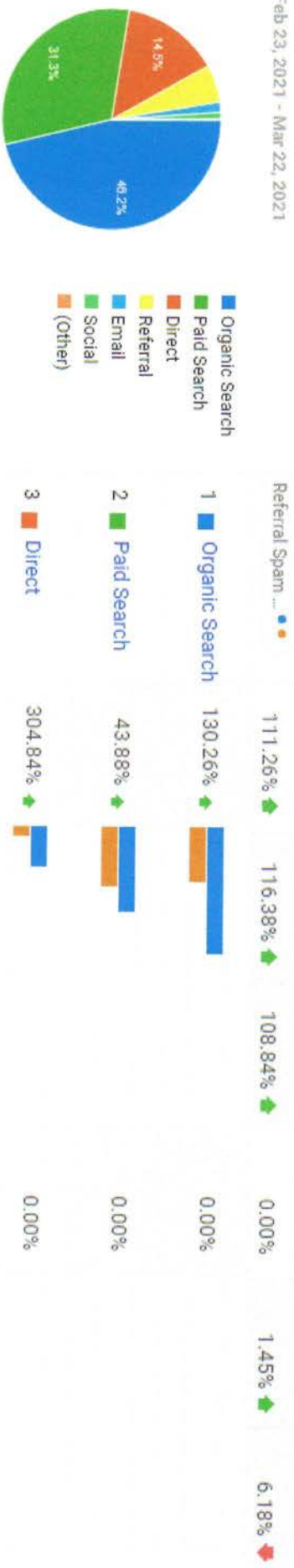
Pages per session dropped 0.35% and Avg. Session duration dropped about 10%.

Overall, a very healthy showing.

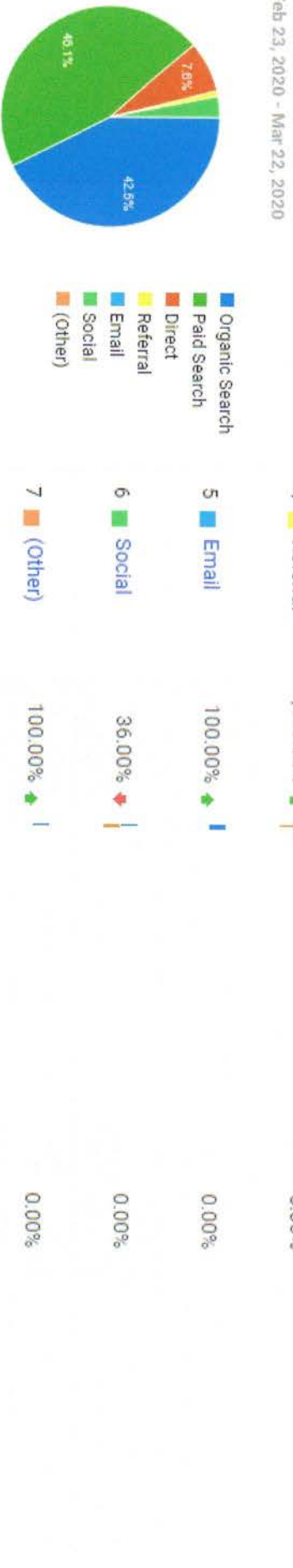
# Channel Mix

## Top Channels

Feb 23, 2021 - Mar 22, 2021



Feb 23, 2020 - Mar 22, 2020



Organic and Paid are the top traffic drivers. These two channels make up 77% of all user traffic.

Direct traffic has increased 7% from last year. Organic traffic users increased 130%, Paid increased 44%, Direct increased 305% from last year. Referral increased 1,450%, while social traffic decreased 36%.

3/25/2021



# Top 10 Pages Visited



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
<b>Referral Spam Removed</b> 11/02/2018						
	7,373 <small>% of Total: 72.77% (10,132)</small>	5,315 <small>% of Total: 65.84% (8,072)</small>	00:01:29 <small>Avg for View: 00:01:29 (-0.08%)</small>	1,819 <small>% of Total: 39.75% (4,576)</small>	0.00% <small>Avg for View: 60.23% (-100.00%)</small>	24.67% <small>Avg for View: 45.16% (-45.37%)</small>
1. /	1,391 (16.87%)	910 (17.12%)	00:01:18	861 (47.33%)	0.00%	15.38%
2. /things-to-do/	571 (7.74%)	381 (7.17%)	00:00:54	207 (11.38%)	0.00%	18.04%
3. /rockaway-beach-restaurants/	554 (7.51%)	408 (7.68%)	00:01:59	33 (1.81%)	0.00%	29.78%
4. /rockaway-beach-lodging-guide/	548 (7.43%)	346 (6.51%)	00:01:27	105 (5.77%)	0.00%	18.43%
5. /outdoor/	380 (5.15%)	328 (6.17%)	00:03:09	5 (0.27%)	0.00%	42.11%
6. /restaurants/grumpys-cafe/	286 (3.88%)	154 (2.90%)	00:01:40	134 (7.37%)	0.00%	33.22%
7. /current-events/	263 (3.57%)	211 (3.97%)	00:00:53	28 (1.54%)	0.00%	23.57%
8. /rockaway-beach-shopping/	253 (3.43%)	168 (3.16%)	00:01:14	38 (2.09%)	0.00%	26.09%
9. /eat-sleep/	172 (2.33%)	150 (2.82%)	00:00:23	1 (0.05%)	0.00%	19.77%
10. /indoor/	147 (1.99%)	129 (2.43%)	00:01:57	0 (0.00%)	0.00%	36.05%

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

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# Visitors by Top 10 Cities



City	Acquisition			Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
<b>Referral Spam Removed</b> 11/02/2018							
	1,707 <small>% of Total: 43.06% (3,964)</small>	1,625 <small>% of Total: 41.53% (3,913)</small>	1,819 <small>% of Total: 39.75% (4,576)</small>	0.00% <small>Avg for View: 60.23% (-100.00%)</small>	4.05 <small>Avg for View: 2.21 (83.06%)</small>	00:04:33 <small>Avg for View: 00:01:49 (151.28%)</small>	
1. Portland	259 (15.07%)	244 (15.02%)	278 (15.28%)	0.00%	3.62	00:03:51	
2. Seattle	168 (9.77%)	155 (9.54%)	177 (9.73%)	0.00%	3.75	00:03:28	
3. Tillamook	78 (4.54%)	73 (4.49%)	81 (4.46%)	0.00%	3.51	00:04:29	
4. (not set)	52 (3.03%)	47 (2.89%)	53 (2.91%)	0.00%	3.60	00:04:05	
5. Beaverton	43 (2.50%)	40 (2.46%)	45 (2.47%)	0.00%	4.78	00:06:17	
6. Vancouver	39 (2.27%)	38 (2.34%)	41 (2.25%)	0.00%	4.24	00:03:26	
7. Rockaway Beach	30 (1.75%)	26 (1.60%)	30 (1.65%)	0.00%	2.87	00:04:14	
8. Boise	28 (1.63%)	28 (1.72%)	30 (1.65%)	0.00%	5.50	00:06:05	
9. Bend	28 (1.63%)	28 (1.72%)	32 (1.76%)	0.00%	3.16	00:03:32	
10. Hillsboro	24 (1.40%)	23 (1.42%)	26 (1.43%)	0.00%	4.04	00:05:50	
11. Spokane	21 (1.22%)	19 (1.17%)	23 (1.26%)	0.00%	4.35	00:03:57	
12. Tigard	19 (1.11%)	18 (1.11%)	21 (1.15%)	0.00%	4.38	00:06:33	
13. Eugene	16 (0.93%)	16 (0.98%)	16 (0.88%)	0.00%	2.75	00:01:22	
14. Meridian	14 (0.81%)	13 (0.80%)	15 (0.82%)	0.00%	4.87	00:05:31	

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

The cities crossed out are the cities that were requested to be excluded.

# 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	North end Rockaway Beach	N/A	1	1	1
5	Rockaway/Beach annual events	N/A	1	1	1
6	Rockaway/Beach south end	N/A	1	1	1
7	Beach Combing Rockaway Beach	N/A	1	1	1
8	whale watching rockaway beach oregon	0	2	4	2
9	Rockaway/Beach Access	6	2	1	1
10	Rockaway/Beach Campgrounds	N/A	2	2	2
11	Rockaway/Beach Wayside	8	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	what to do in rockaway beach oregon	1	4	2	2
15	rockaway/ beach in oregon	182	4	1	2
16	things to do in rockaway/ beach oregon	3	4	3(5)	4
17	rockaway/ beach oregon things to do	0	4	3(4)	2
18	things to do rockaway/ beach oregon	2	4	4	3(3)
19	rockaway/ oregon	2	4	5	4
20	rockaway/ beach activities	0	4	2	2
21	rockaway/ beach ore	86	5	4	3
22	rockaway/ beach or	98	5	2	2

Top 10 Rankings in Google dropped to 33 from 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	RV PARKS NEAR ROCKAWAY BEACH	N/A	5	2	2
24	Rockaway Beach RV Parks	N/A	5	3	2
25	rockaway beach lodging	0	6	4	5
26	Manhattan Beach Oregon	12	6	6	Not in top 50
27	rockaway beach oregon restaurants	4	7	4	2(4)
28	Kite Flying Tips	3	7	18	8
29	places to stay in rockaway beach oregon	0	8	3	5
30	twin rocks	14	8	4	4
31	rockaway beach oregon hotels	3	9	5	8
32	rockaway beach oregon	61	10	1	1
33	Beach Combing oregon	N/A	10	17	27

Continued from previous page.



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# Top Organic Keyword Clicks



Query	Clicks	Impressions
grumpys cafe	165	723
rockaway beach oregon	147	22,296
grumpy's cafe	100	336
things to do in rockaway beach oregon	80	1,325
grumpys rockaway beach	51	142
rockaway beach	50	9,141
rockaway beach, oregon upcoming events	43	204
breakfast near me	40	138
rockaway big tree trailhead	36	327
emily g reed shipwreck	35	168
grumpys	34	119
rockaway beach winter	32	117
things to do near rockaway beach oregon	28	271

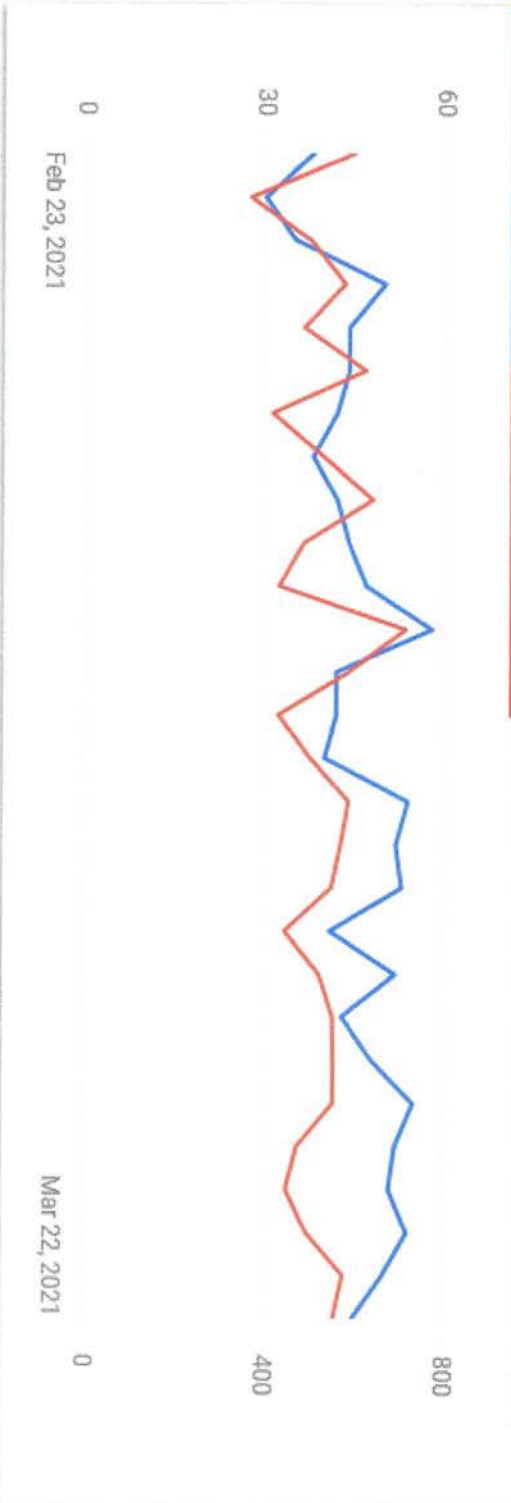
Query	Clicks	Impressions
grumpy's cafe rockaway beach	28	63
rockaway beach camping	24	228
restaurants near me	22	1,624
old oregon smokehouse	18	1,772
food near me	18	1,677
rockaway beach oregon things to do	18	281
whale watching rockaway beach oregon	18	162
flamingo jims	17	816
big tree rockaway beach	17	84
rockaway beach in winter	17	65
see treasures inn	16	694
rockaway beach wayside	16	79
twin rocks motel	15	1,603
diamond beach oregon	15	118



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# Paid Search

Clicks ▾	1.29K	Impressions ▾	14.8K	Avg. CPC	\$0.38	Cost	\$489
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There were 14,787 impressions, 1,286 clicks and a click-through rate of 8.70%.

	2021	2021
<b>February</b>		<b>March</b>
1,092	17.77%	1,286
17,031	-13.18%	14,787
6.41%	35.73%	8.70%
\$0.55	-30.91%	\$0.38
\$601.83	-18.75%	\$488.97

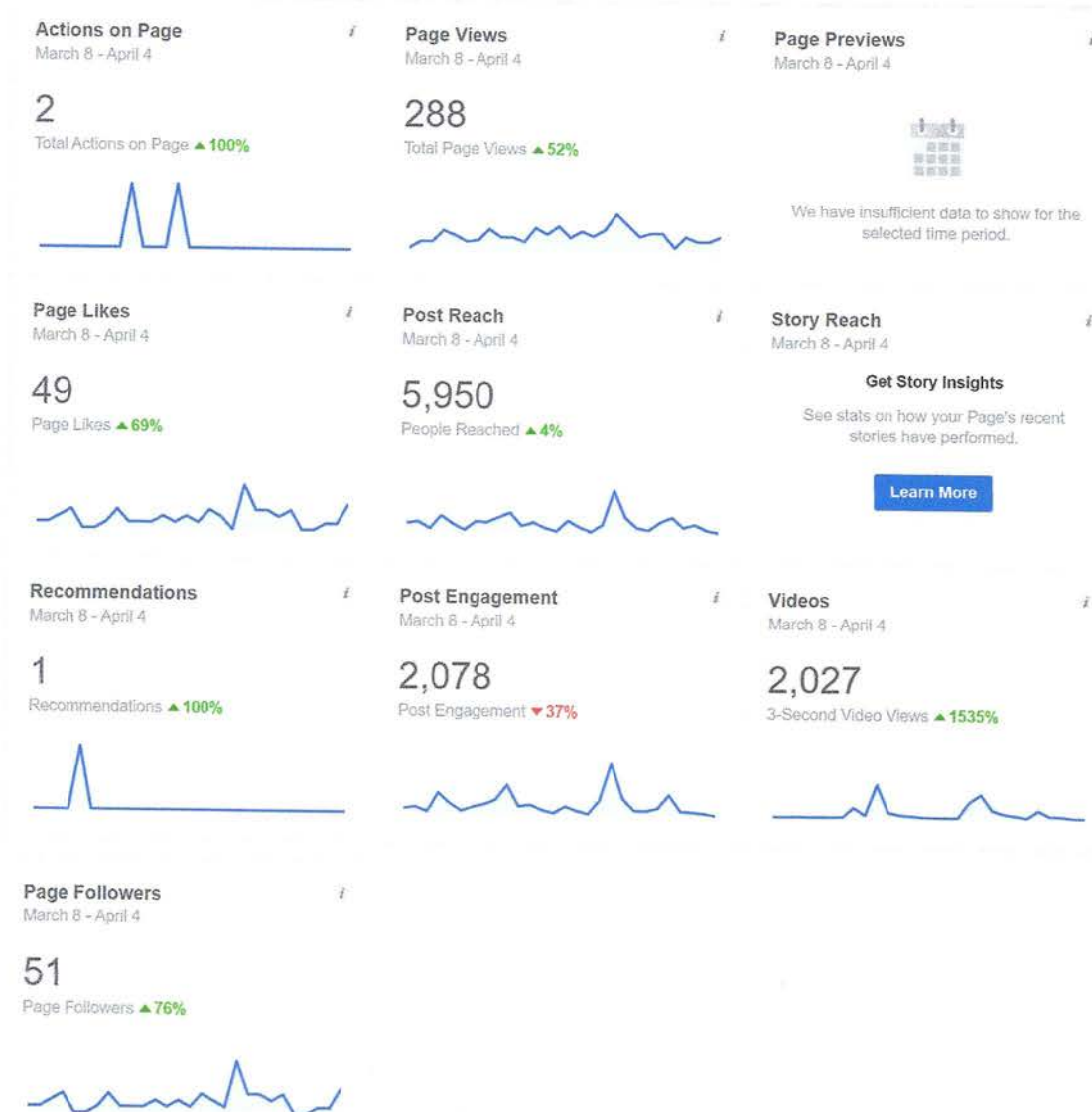
As you can see in the table to the left, Clicks increased substantially, while impressions dropped. This is ok, because the clicks are the most important. The the avg cost per click dropped by 31% and overall cost decreased by 19% while remaining under budget.



## Visit Rockaway Beach Social Media March Month-End Report

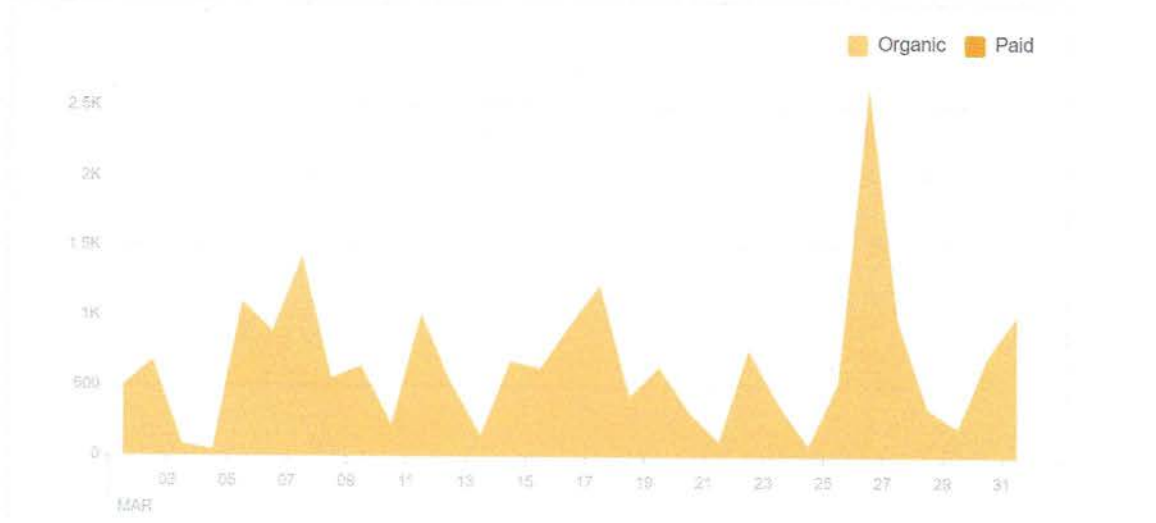
**Facebook:** 7,973 Total Likes

### Overview:



## Post Reach

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



## Most Engaging Post:

Post Details



Rockaway Beach

March 26 · 🌐

Don't forget to spread out. Help keep our coastal communities safe this spring break.



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

**3,045**  
People Reached

**306**  
Engagements

**Boost Post**

👍👍👍 Kara Landen, Roxy Rae and 51 others

26 Shares



### Performance for Your Post

**3,045** People Reached

**229** Reactions, Comments & Shares

**164** Like  
On Post

**44** On Post

**120** On Shares

**31** Love  
On Post

**8** On Post

**23** On Shares

**2** Haha  
On Post

**1** On Post

**1** On Shares

**6** Comments  
On Post

**0** On Post

**6** On Shares

**26** Shares  
On Post

**26** On Post

**0** On Shares

**77** Post Clicks

**7** Photo Views

**0** Link Clicks

**70** Other Clicks

#### NEGATIVE FEEDBACK

**1** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts



**March Highlights:**

- Posted 27 times in March 2021
- Eight of those posts reached over 1,000 people
- Reminded people how to enjoy Rockaway Beach safely over Spring Break

**Instagram:** 984 Followers

**March Highlights:**

- Shared several videos from areas around Rockaway Beach
- Shared other Rockaway Beach accounts via stories

**April Goals:**

- Run Rockaway Beach Giveaways for local gift certificates
- Run an Instagram Giveaway to reach 1k followers
- Send a newsletter to encourage people to enter giveaways/visit Rockaway Beach



Parent Map  
Digital  
campaign

Start planning your trip ▶



Parent Map



*Parent Map*



**Come fly a kite.**



**The best place  
to putt around.**

# ROCKAWAY BEACH

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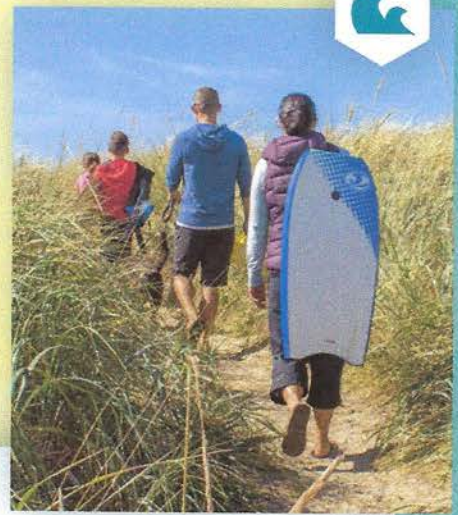
*small town. big beach.*

# SUMMER 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. \*\***



## Boogie Boards & Beach Games

Summer is the perfect time to ride the waves of Rockaway Beach, or build sandcastles with the family. Book lodging now for fun in the sun.

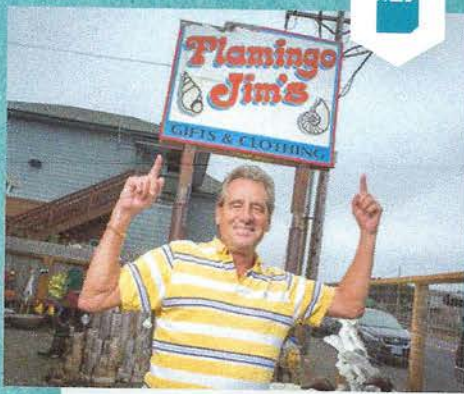
→ [visitrockawaybeach.org](https://visitrockawaybeach.org)



## 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](https://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.

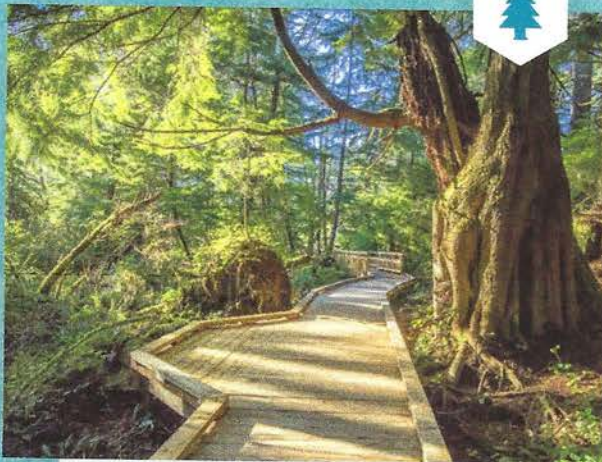
→ [visitrockawaybeach.org/rockaway-beach-shopping](http://visitrockawaybeach.org/rockaway-beach-shopping)



## 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](http://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](http://visitrockawaybeach.org/old-growth-cedar-wetlands-preserve)



## Troxel's Wizard of Oz Mini Golf Course

With a yellow brick road as your course, you'll putt-putt alongside the beloved characters from the childhood classic. Rockhounds love Troxel's Rock Garden, too.

→ [facebook.com/troxelsrockgarden](https://facebook.com/troxelsrockgarden)

*Plan your trip at:*  
**VisitRockawayBeach.org**

# SEVEN MILES OF BEACH.

# ENDLESS FUN.



With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

**ROCKAWAY BEACH**  
OREGON  
*small town. big beach.*

Plan your trip at [VisitRockawayBeach.org](http://VisitRockawayBeach.org)

1859 Magazine

# 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.

### Excetera

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 Excetera 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 irons 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.



### 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, birdbaths, 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.

### Flamingo Jim's

The quintessential beach shop — t-shirts, sweatshirts and hats, but also shells, rocks, stationary, yard art, toys (including squishy toys), kids' books, souvenirs, ornaments, and blasts 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.



### 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 244 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 Penton 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.

### Warehouse 10

Bring the rain. You'll need it to haul your treasures. At the south end of town, this large store is filled to the brim with rustic, industrial farmhouse accent pieces, linens, bags, beauty 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.



This is just a sampling of the many stopping experiences in Rockaway Beach. Come for the weekend and shop to your heart's content. Plan your trip at [visitorockawaybeach.org](http://visitorockawaybeach.org).

2-page Rockaway branded insert: Boise Weekly Portland Tribune



# 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, out-of-a-kind experience on the north coast.

"You'll see and hear finches, thrushes, woodpeckers, nuthatches, eagles and osprey, including an osprey nest at the top of the covered in a skirt of ivy," said Bill Hassell, a local photographer and engineer who has recorded every detail of the building of the boardwalk. "The wetlands are filled with interesting plants, including my favorite, which I call 'Rockaway Orchids,' better known as skunk cabbage!"

Hassell says the most wonderful part of the experience is at the end of the trail

as it turns around "The Big Tree" in the preserve — the 1,200-year-old grande dame. It measures 50 feet in circumference and about 150 feet tall. "You're in the presence of history," he said, "and I often feel a sort of sacred silence when standing near it."

Each season brings its own beauty to this preserve; winter provides as remarkable an experience as summer. The flora and fauna might change with the months, but it is always worth the walk.

The boardwalk is built of yellow cedar, a wood that will last as long as some of the trees. The walk is 6,000 feet round trip, and is ideal for people who need to use a walker or wheelchair, and for families using a stroller. If needed, a wheelchair can be reserved through Troxel's Gem and Jewelry store in downtown Rockaway Beach. Call or text 541-419-2842 or email rockawaywalk@gmail.com. Watch a video on the Old Growth Cedar Trail at [vistorockawaybeach.org](http://vistorockawaybeach.org).



Photo by Greg Kozawa



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Photo by Greg Kozawa



Photo by Bill Hassell

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# Northwest Explorer



Newsletter: March 11, 2021

## [Rock It In Rockaway Beach](#)

More than a century ago, an isolated beach on the North Oregon Coast offered the only ocean-access point on a roughly 20-mile stretch of coastline. Approachable only by horse or wagon, the area remained little-known and infrequently visited, that is, until 1907, when a railroad connecting Hillsboro to Tillamook was built by Pacific Railway and Navigation.



## [A Hiking Wonderland](#)

<https://nwtravelmag.com/rock-it-in-rockaway-beach/>

## Rock it in Rockaway Beach

By  
[Miya Beckman](#)

-  
02/28/2021



Photo by Paul Hamilton

More than a century ago, an isolated beach on the North Oregon Coast offered the only ocean-access point on a roughly 20-mile stretch of coastline. Approachable only by horse or wagon, the area remained little-known and infrequently visited, that is, until 1907, when a railroad connecting Hillsboro to Tillamook was built by Pacific Railway and Navigation. Along the railroad sprang new towns, and the migration of people and commerce to the coast increased. This led to the founding of Rockaway Beach, soon to become a bustling beachfront resort town.

The railroad became vital to Oregon's further development when it connected Tillamook to Portland in 1911, followed by a passenger train to Rockaway Beach in 1912. Families were able to settle in for the summers in Rockaway Beach, while the fathers would remain in Portland for work during the week and join their families at the beach on weekends. The train on this popular route aptly acquired the nickname "Daddy Train." Now, the train's original Little Red Caboose stands in Rockaway Beach as a reminder of how far they have come as a community and serves as the Visitors Center.

Stretching for seven miles and having 31 points of access, the beach is the town's main attraction. Kite flying, beach combing, fishing and long beach walks are all in a day's play. The beach scene is punctuated by two large sea stacks, known as Twin Rocks, which rise from the ocean and, from certain angles, appear as one. One of the stacks is a distinct arch while the other is a solid monolith.

Nearby, Cedar Wetlands Preserve can be reached on a 1-mile hike. The preserve is home to an ancient giant—at 154 feet tall and 49 feet wide, it is one of the largest and oldest western red cedars in the region.

Aside from the natural wonders near this little town, Rockaway Beach has a strip of antique shops, souvenir stores and restaurants to try. Dig for your next thrift find at Trash and Treasures, a local thrift shop that is bursting with the unknown. You will never know what you will find or who you will meet at Trash and Treasures.

Based on the famous character from Snow White and the Seven Dwarfs, Grumpy's is a popular diner with a popular mascot. The diner is where everyone gets breakfast (think enormous waffles with homemade marionberry syrup); be sure to get there early to avoid the wait. If breakfast is not on your menu, Sand Dollar Restaurant and Lounge might be up your alley. Sand Dollar is a more upscale seafood spot located right on the beach; the menu ranges from local fish dishes to delectable burger creations, and everything is scratch-made. For a bite of culinary history, stop in at the Original Pronto Pup for, well... a pronto pup. And a must while in town is the Old Oregon Smokehouse for some of the best smoked seafood on the coast.

Rockaway Beach has a large selection of hotels, motels, vacation rentals and campgrounds. For more information about creating your own Rockaway Beach getaway, go to [visitrockawaybeach.org](http://visitrockawaybeach.org). Sorry, dads, but the Daddy Train is no longer running.