ROCKAWAY BEACH
OREGON
small town. big beach.

March 2022 TOURISM MARKETING REPORT

TOURISM GRANTS
The city approved seven marketing grant applications totaling $20, 553 (see attached press release, which was published in a three local news outlets, and was discussed on KTIL Radio "Tillamook Today" program). The grant program was funded by City of Rockawy Beach lodging tax.

WAYFINDING UPDATE
Project managers from Ramsay Signs joined Luke Shepherd, Dan Emerson and Nan Devlin on a site visit for location of signs, and has started fabrication. Luke worked with Port of Tillamook Bay and received approval for two signs that are in the Port's railroad right of way.

WEBSITE ANALYTICS (see attached reports)
User Behavior: 10,422 users visited the website in March, **up a whopping 102.9% from February; 10,268 of those users were new to the site. Total of 11,749 sessions, which is up 101.9% from February**. Most activity was prior to spring break. Vast majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Pronto pup."

User demographics: Portland, Seattle, Vancouver, Spokane, Beaverton, Eugene, Salem, San Francisco, Medford, Pasco, Hillsboro. **Pages most visited:** Grumpy's Café, Pronto Pup, events, bonfires, things to do,

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

Actions (events) taken: Get the Guide (409 requests – 8X the requests as last month)

SOCIAL MEDIA (see attached)
Facebook: Added 82 followers to the Facebook page in March; now at **9,521 followers.** Facebook posts reached **96,678 people with 11,107 engagements**, 11.4% (very good stats)**.**
Posts with the most reach and engagement: Take a hike, 4,684; For the Love of Agates, 2,734; Oregon Coast Scenic Railroad Spring Break Trains: 2,715; 4th of July parade returns, 2,555.).

The two-night stay campaign ended in February, with a winner announced each month. *The February winner is Courtney Batista of Jacksonville, OR.* This social campaign was the most successful of any we've done before.

Instagram: added 10 new followers, **now at 1,138** followers (see attached for most liked images)

MEDIA
Willamette Living March/April issue: "Spring Adventure Guide" (see attached)
STAR 101.5 Radio – western Washington – spring break radio spots, digital ads

UPCOMING
Three videos, three podcasts

Mar 1, 2022 - Mar 30, 2022

Default Channel Grouping ▾   Source / Medium ▾   Device ▾

User Behavior

Users	New Users	Sessions	Bounce Rate	Contact Forms	Get The Guide	Click to Email
10,422	**10,268**	**11,749**	**67.58%**	**2**	**409**	**No data**
▲ 102.9%	▲ 102.6%	▲ 101.9%	▼ -1.7%	0.0%	▲ 170.9%	No data

Sessions over time

Sessions

Device Traffic

8%
20.5%
71.4%

- mobile
- desktop
- tablet

New vs. Returning Users

New Visitor   Returning Visitor
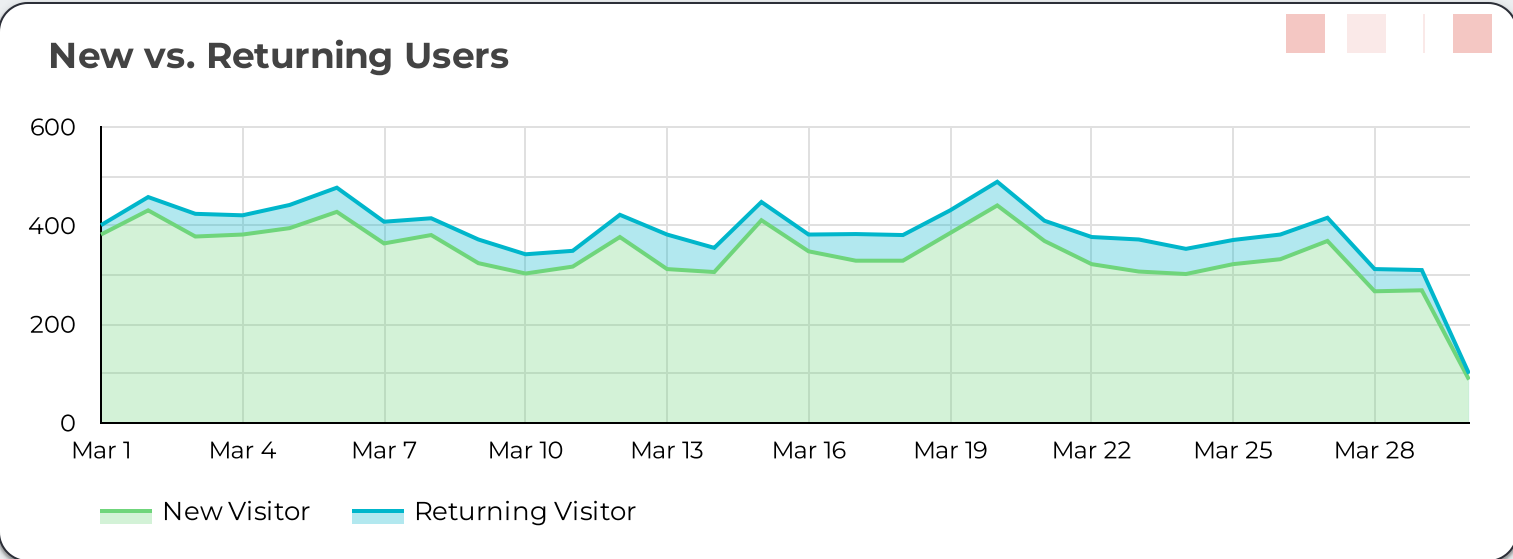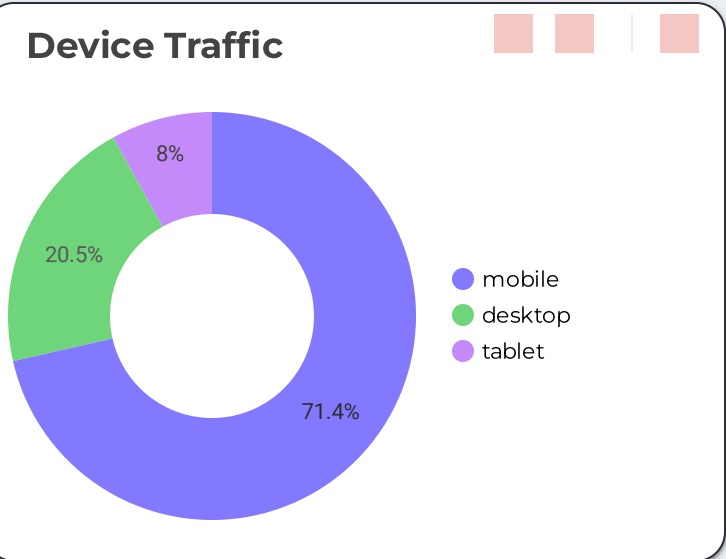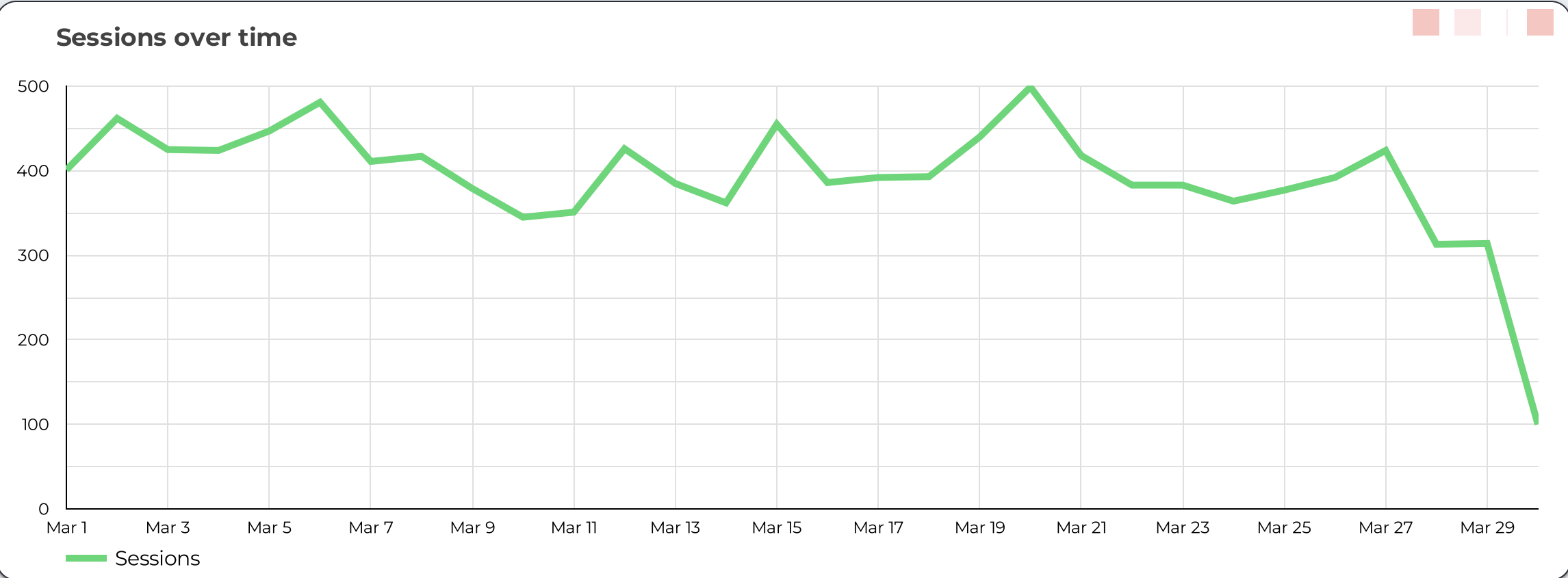
How Did Users Get To Our Website?

Source / Medium	Sessions ▾	Users	New Users	Pages / Session	Avg Session Duration
google / organic	5,076	4,466	4,390	1.72	00:01:18
m.facebook.com / referral	3,244	3,005	2,991	1.73	00:00:47
(direct) / (none)	941	734	729	1.63	00:01:03
lm.facebook.com / referral	656	609	591	2.13	00:01:00
l.facebook.com / referral	607	515	487	2.26	00:01:03
bing / organic	374	330	321	3.01	00:02:55
yahoo / organic	162	125	117	2.49	00:02:49
duckduckgo / organic	91	83	82	2.51	00:01:51
beachconnection.net / refer...	81	76	73	2.42	00:02:20
aax.amazon-adsystem.com...	67	67	67	1	00:00:00
connect.themediatrust.co...	65	65	65	1	00:00:00
visittheoregoncoast.com / r...	37	34	31	5.14	00:04:12
Grand total	**11,749**	**10,422**	**10,268**	**1.82**	**00:01:10**

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Keywords from Google

Query	Impressions ▾	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	13,492	224	1.66%	6.71	6.71
rockaway beach	8,972	31	0.35%	10.09	10.09
pronto pup	1,025	31	3.02%	9.08	9.08
rockaway beach oregon ho...	984	6	0.61%	6.73	6.73
surfside resort	948	0	0%	19.32	19.32
rockaway beach hotels	943	3	0.32%	8.04	8.04
kelly's marina	798	2	0.25%	7.57	7.57
rockaway beach rentals	791	3	0.38%	9.69	9.69
restaurants near me	687	8	1.16%	9.69	9.69
oregon coast vacation rent...	668	0	0%	42.99	42.99
restaurants	666	0	0%	10.05	10.05
old oregon smokehouse	666	17	2.55%	7.75	7.75
rockaway beach restaurants	664	3	0.45%	6.32	6.32
twin rocks	661	1	0.15%	4.88	4.88
food near me	640	12	1.88%	6.92	6.92
things to do in rockaway be...	591	4	0.68%	8.41	8.41
kelly's brighton marina	530	3	0.57%	10.15	10.15
Grand total	**157,212**	**2,381**	**1.51%**	**23.64**	**23.64**

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What Pages Did Users Visit?

Source / Medium

Page

Sessions
11,749
⬆ 101.9%

Unique Pageviews
18,206
⬆ 104.3%

% Exit
54.94%
⬇ -0.2%

Avg. Time on Page
01:25
⬇ -14.6%

Page	Sessions ▾	Unique Pageviews	Avg. Time on Page	% Exit
/outdoor/	2.2K	2.4K	03:11	74.39%
/	1.6K	1.7K	01:11	58.59%
/restaurants/grumpys-cafe/	500	530	01:58	63.48%
/restaurants/original-pronto-pup/	217	239	01:20	80.77%
/current-events/	177	813	01:24	47.47%
/bonfires/	134	154	03:18	76.19%
/things-to-do/	97	458	44	33.75%
/rockaway-beach-restaurants/	94	584	01:37	33.08%
/rockaway-beach-lodging-guide/	94	843	01:06	25.56%
/how-to-get-here/	88	423	01:36	58.48%
/rockaway-beach-annual-events/	87	191	01:19	48.87%
/health-benefits-of-flying-a-kite/	79	79	06:27	87.36%
/comes-trees-go-big-go-home/	72	73	06:32	89.74%
/lodging-guide-vacation-rentals/	70	131	01:06	23.7%
/twin-rocks/	65	67	02:28	66.67%
/beachcombing-rockaway-beach/	62	63	03:58	76.92%
/lodging-guide-rv-parks-camping/	57	182	01:16	26.15%
/rockaway-beach-shopping/	55	204	01:08	41.6%
/indoor/	55	178	02:30	47.67%
/tide-pooling-spring-rockaway-beach/	54	61	08:58	84.38%
Grand total	**11.7K**	**18.2K**	**01:25**	**54.94%**

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| Region ▾ | City ▾ | Metro ▾ |

Visitor Demographics

Users	New Users	Sessions	Bounce Rate	Avg. Session Duration
10,422	**10,268**	**11,749**	**67.58%**	**00:01:10**
▲ 102.9%	▲ 102.6%	▲ 101.9%	▪ -1.7%	▪ -14.2%

Sessions by Device

- 72.2% mobile
- 20.1% desktop
- 7.7% tablet

Sessions by City

2 ▭ 1,396
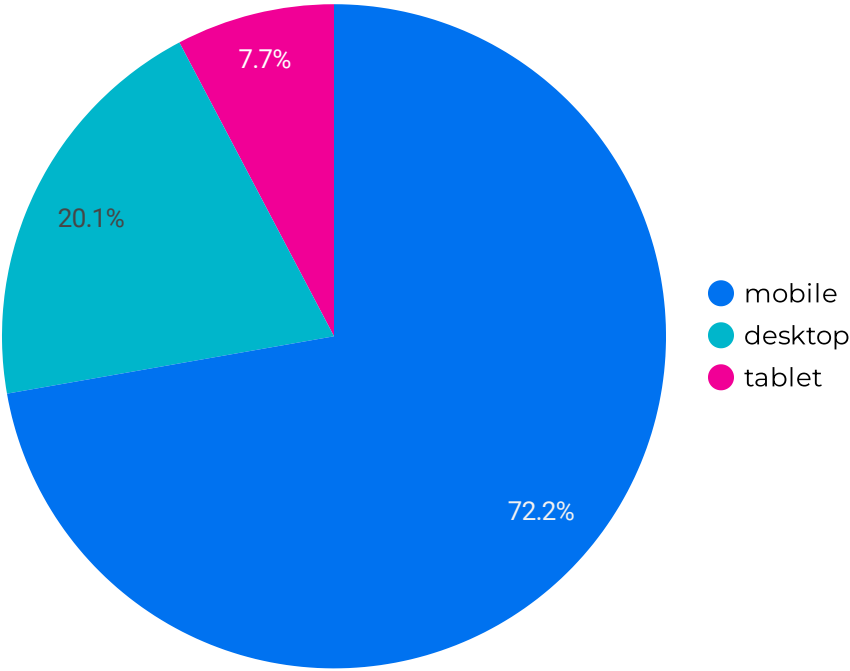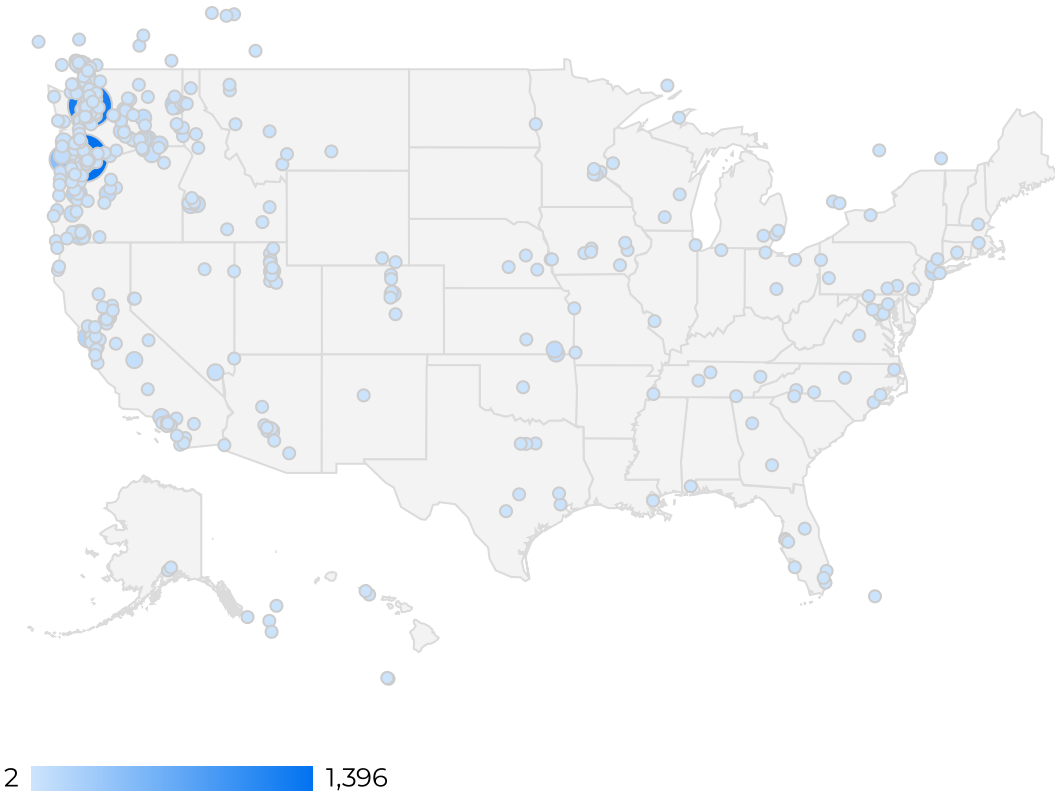
City	Sessions ▾	Users	New Users	Pages / Session	Avg Session Duration
Portland	1,396	1,230	1,166	1.69	00:01:04
Seattle	1,262	1,102	1,069	1.75	00:01:05
Tillamook	446	381	335	1.61	00:01:13
Vancouver	247	232	228	2.11	00:01:11
Spokane	200	184	182	2.11	00:01:31
Beaverton	198	177	168	1.85	00:01:39
Eugene	179	169	166	1.65	00:00:23
Salem	169	161	156	2.09	00:01:04
San Francisco	157	147	138	1.77	00:00:56
Medford	137	128	126	1.91	00:00:50
Pasco	134	125	123	2.16	00:01:02
Hillsboro	105	91	87	2.05	00:01:15
New York	105	105	104	1.16	00:00:34
Kennewick	102	93	90	1.98	00:00:52
Bellingham	99	84	81	2.23	00:01:10
Bend	95	89	85	1.93	00:01:28
Grand total	**11,269**	**9,965**	**9,849**	**1.82**	**00:01:09**

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Default Channel Grouping

Source / Medium

Device

How Did Users Get To Our Website?

Users	New Users	Sessions	Bounce Rate	Contact Forms	Get The Guide	Click to Email
10,422	10,268	11,749	67.58%	2	409	No data
⬆ 102.9%	⬆ 102.6%	⬆ 101.9%	⬇ -1.7%	0.0%	⬆ 170.9%	No data

Source / Medium	Sessions ▼	Users	New Users	Pages / Session	Avg Session Duration
google / organic	5,076	4,466	4,390	1.72	00:01:18
m.facebook.com / referral	3,244	3,005	2,991	1.73	00:00:47
(direct) / (none)	941	734	729	1.63	00:01:03
lm.facebook.com / referral	656	609	591	2.13	00:01:00
l.facebook.com / referral	607	515	487	2.26	00:01:03
bing / organic	374	330	321	3.01	00:02:55
yahoo / organic	162	125	117	2.49	00:02:49
duckduckgo / organic	91	83	82	2.51	00:01:51
beachconnection.net / referral	81	76	73	2.42	00:02:20
aax.amazon-adsystem.com / referral	67	67	67	1	00:00:00
connect.themediatrust.com / referral	65	65	65	1	00:00:00
visittheoregoncoast.com / referral	37	34	31	5.14	00:04:12
localadventurer.com / referral	37	35	33	1.11	00:00:04
Grand total	**11,749**	**10,422**	**10,268**	**1.82**	**00:01:10**

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Channel Traffic

- Organic Search 48.5%
- Social 39.6%
- Direct 7.1%
- Referral 4.8%
- Email

Users

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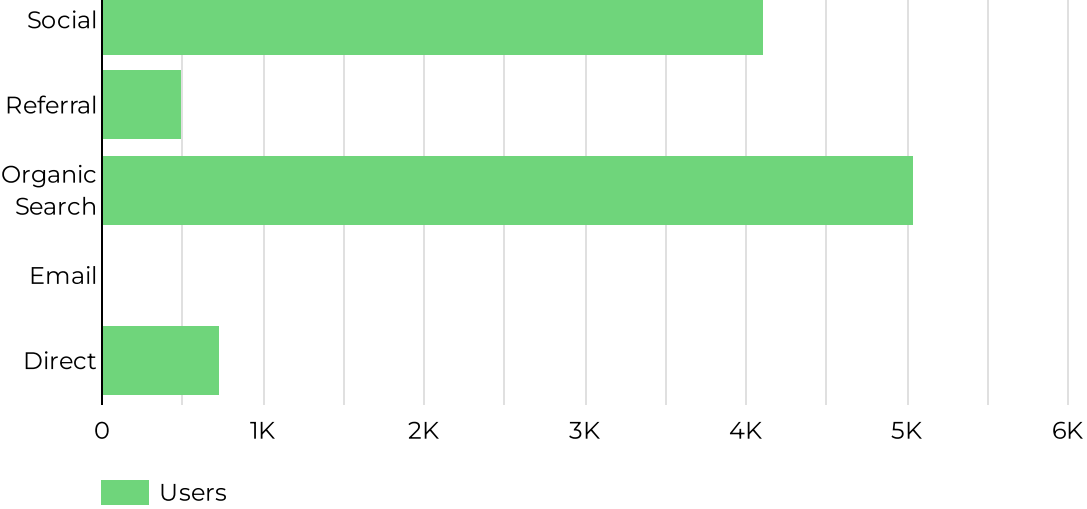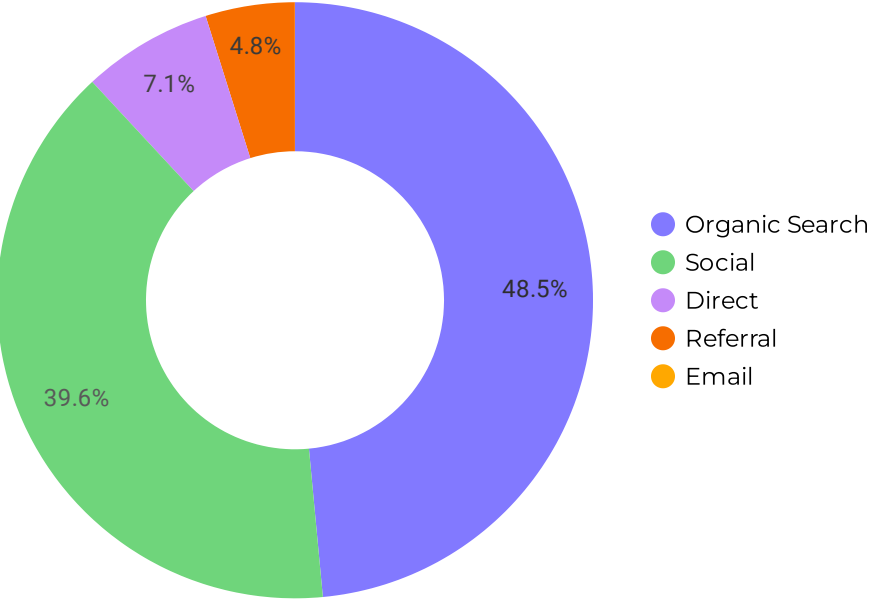
Event Category ▼	Event Action ▼	Event Label ▼

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

Total Events
525
⬆ 127.3%

Unique Events
485
⬆ 128.8%

Event Category ▼	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	53	41
forms	submit	Contact Form	2	2
button	click to call	tel:541-418-2842	1	1
button	social profile click	Twitter	1	1
button	click to call	tel:503-330-9549	1	1
button	social profile click	Facebook	9	6
button	click to call	tel:(503) 355-0585	6	6
button	social profile click	Instagram	2	1
button	click to call	tel:503-355-8443	3	1
button	click to call	tel:503-355-2599	2	2
button	click to call	tel:(503) 355-8220	1	1
button	click to call	tel:(503) 887-1900	1	1
button	click	Get The Guide	430	409
button	click to call	tel:503-812-0582	1	1
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:(503) 355-3315	1	1
button	click to call	tel:97136-9711	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(503) 355-2291	7	6
button	click to call	tel:(503) 355-2501	1	1
Grand total			**525**	**485**

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Rockaway Beach
March 12 · 🌐

Take a hike — our sparkling rivers and hiking trails go on for miles. Excellent destinations to the north include Neah-Kah-Nie Mountain (pictured) and Short Sand Beach. South of Rockaway Beach, Kilchis Point Reserve and Munson Creek Falls await.

Check out a list of favorite nearby hikes at http://www.rockawaybeach.net/see-do/recreation/

🌱 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

4,684
People reached

376
Engagements

Boost post

Rockaway Beach
March 7 · 🌐

For the love of agates

Aj Beatty ▸ **Rockaway Beach Community**
March 5

Well that's a nice agate.

2,734
People reached

260
Engagements

Boost unavailable

Post details

Rockaway Beach
March 18 · 🌐

Oregon Coast Scenic Railroad Spring Break Train hits the tracks this weekend.

Spring Break Train!!!

Book your ride soon for your spring break adventure!

Departs from Garibaldi & Rockaway Beach

Dates
March 19 - 27
April 2 - 10

Book online @ Oregoncoastscenic.org
or by phone (855)562-7711

🌱 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

2,715
People reached

145
Engagements

Boost post

Post details

Rockaway Beach
March 11 · 🌐

4th of July parade returns to Rockaway in 2022 🙂

Kristine Hayes ▸ **Rockaway Community & Tillamook Coast**
March 10

The 4th of July Parade is back on for this year along with the Weiner Dog Races!

2,555
People reached

236
Engagements

Boost unavailable

visitrockawaybeach   Message

471 posts   1,138 followers   191 following

Visit Rockaway Beach
Enjoy seven miles of beach and endless stories #smalltownbigstories
#rockawaybeachoregon
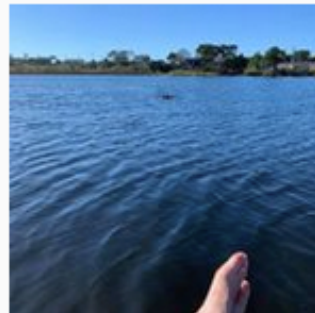visitrockawaybeach.org

Followed by **beachbakeshop, visitgaribaldi, robtrostrealestate** +115 more

⊞ POSTS   ▶ VIDEOS   ⊡ TAGGED

Willamette
LIVING

The lifestyle magazine for Oregon's Willamette Valley

BROADWAY COFFEEHOUSE

Electric Cars
Home Trends
Volunteerism

Lets Grab a Coffee!
➕ What's a Fika?

# ROCKAWAY BEACH

OREGON

small town. big beach.

SPRING
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. **
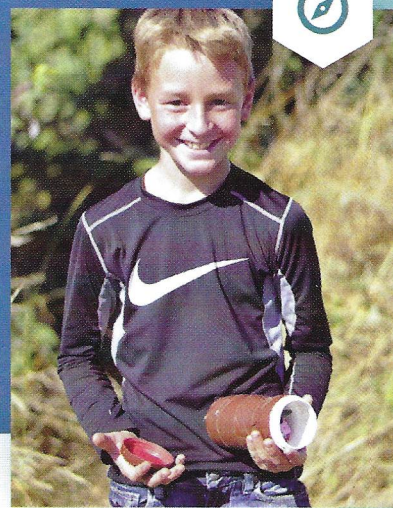
Geocaching

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. Hop on during spring break, or catch the train any day from summer through fall.
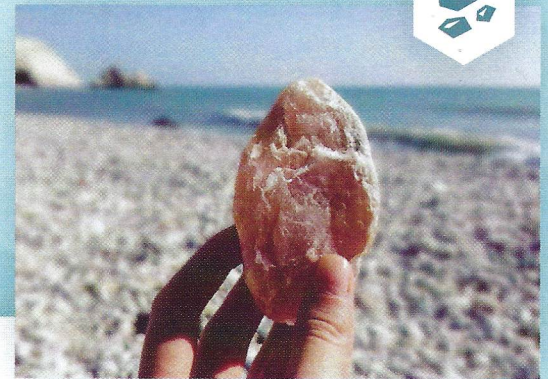
→ oregoncoastscenic.org

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