

ROCKAWAY BEACH

OREGON

small town. big beach.

April 2021: Tourism Marketing Report

Website:

Website activity is trending upward in some categories, down in others

- This is normal, post-spring break activity. However, compared to April 2020, things are up, up, up.
- "Things to do pages" are most searched in April, restaurants and lodging are at 2 and 3.
- Top 10 website visitor geolocations: Portland, Seattle, Vancouver, Beaverton, Hillsboro, Spokane, Tigard, Boise, Yakima, San Francisco – summer vacation planning in play.

Social Media:

Facebook: now at 8,027 followers

Instagram: now at 999 followers

Most engagement: Shopping gift card campaign, April 15 to May 15: Ten, \$25 gift cards from local stores (see attached)

Print ads:

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

Willamette Living May/June: Summer Adventure Guide (attached)

<https://issuu.com/willametteliving/docs/wl.may21.o>

Upcoming print ad (attached): Salem Statesman Journal "StayCay" promotion

Print stories:

Upcoming Salem Statesman Journal: Old Growth Cedar Trail

Earned media:

Rockaway Beach Briefly: North Oregon Coast Icon in Photos (Twin Rocks)

<https://www.beachconnection.net/news/rockphoto041621.php?fbclid=IwAR1mPiuO1EYX45m-uuHmwhKs-eH4NMz7zSa6-IPNQHFN7YBm9qu8ncUyGwo>

Digital Campaigns:

Parent Map (Seattle metro), family fun digital ads continues through May 15

Upcoming Salem Statesman Journal: family fun "StayCay" planning



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Trend Report

April 2021

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Executive Summary

Here are the highlights:

It's a mixed bag compared to last month and compared to last year.

April 2021 compared to March 2021*

- Sessions are up 7%
- Users are up 7%
- Pages per session are down 4%
- Avg Session Duration is down 18%
- Organic is up 26%
- Direct is down 62%
- Social is down 25%
- Referral is down 15%
- Paid is up 15%

April 2021 compared to April 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.



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Executive Summary

More highlights:

AdWords Compared to Last Month

- Clicks are up 18%
- AdWords impressions down up 58%
- Click-through rate decreased 26%
- Spend is up 14%
- Cost Per Click is down 3%

AdWords Compared to Last Year

- Clicks are up 588%
- AdWords impressions are up 160%
- Click-through rate increased 164%
- Spend is up 206%
- Cost Per Click is down 55%



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Trend Report



<https://visitrockawaybeach.org/>

Stats	February		March		April	
	01/23 to 02/22	02/23 to 03/22	03/23 to 04/22	2021	2021	2021
Website						
All Visitors (Sessions)	1,276	1,819	1,946			
Unique Visitors (Users)	1,156	1,707	1,830			
Google	597	610	717			
Live/Bing	58	140	204			
Yahoo	20	48	73			
Duck Duck Go			39			
Inbound links*	133	149	166			
Visits from keyword search	693	836	1,050			
Average Session Duration (in seconds)	274	260	212			
Pages per Session	3.92	4.05	3.90			
	2021	2021	2021			
Google Ads						
Clicks	1,092	1,286	1,514			
Impressions	17,031	14,787	23,409			
Click-Through Rate	6.41%	8.70%	6.47%			
Avg CPC	\$0.55	\$0.38	\$0.37			
Total Cost	\$601.83	\$488.97	\$557.84			

COVID-19
Referral Spam
Removed

COVID-19
Referral Spam
Removed

COVID-19
Referral Spam
Removed



Overall traffic increased 7% from March and search traffic increased 26%.

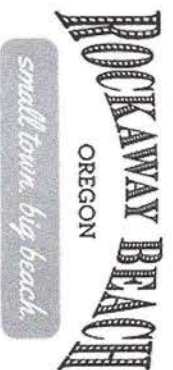
Inbound links increased to 166 (11%).

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

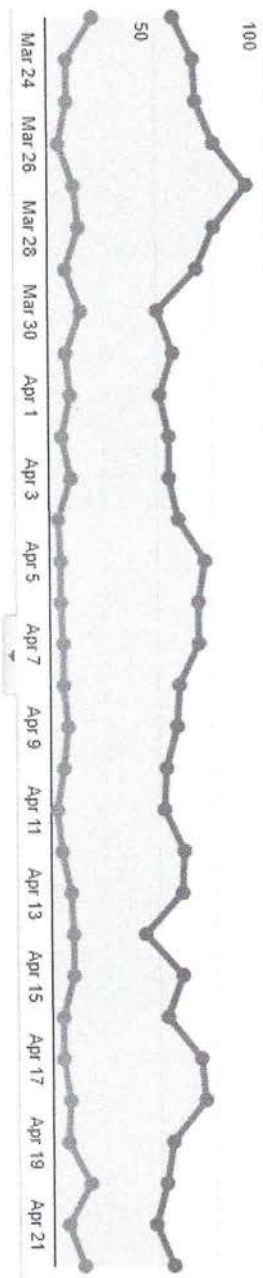
(See next slide for comparison to last April.)



Audience Overview



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



Users
 Referral Spam Removed 1...

620.47%
 1,830 vs 254

New Users
 Referral Spam Removed 1...

658.85%
 1,715 vs 226

Sessions
 Referral Spam Removed 1...

578.05%
 1,946 vs 287

Number of Sessions per User
 Referral Spam Removed 1...

-5.89%
 1.06 vs 1.13

Pageviews
 Referral Spam Removed 1...

421.55%
 7,599 vs 1,457

Pages / Session
 Referral Spam Removed 1...

-23.08%
 3.90 vs 5.08

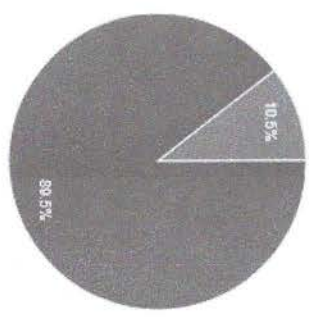
Avg. Session Duration
 Referral Spam Removed 1...

-60.51%
 00:03:54 vs 00:09:54

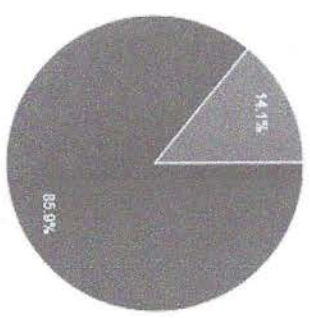
Bounce Rate
 Referral Spam Removed 1...

0.00%
 0.00% vs 0.00%

■ New Visitor ■ Returning Visitor
 Mar 23, 2021 - Apr 22, 2021



Mar 23, 2020 - Apr 22, 2020



When comparing last April to this April, the number of sessions have increased 578%.

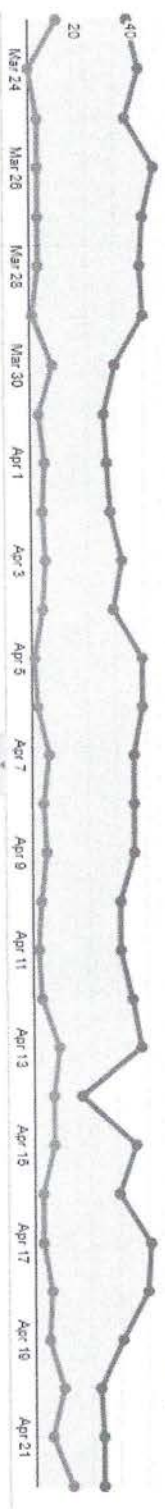
Average Session Duration decreased from 9:54 minutes to 3:54 minutes and pages per session decreased from 5.08 to 3.90 pages. Still good numbers, but people stayed longer last year.



small town, big beach.

Search Traffic Overview

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



Blue line is this year
 Orange line is last year

When comparing last April to this April, the number of organic search sessions have increased about 573%.

Pages per session dropped 12% and Avg. Session duration dropped about 59%.

A search engine beginning to send traffic is DuckDuckGo.

DuckDuckGo is an alternative search engine that prioritizes its users' personal privacy and security.

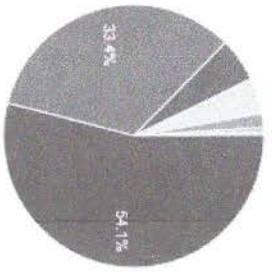
DuckDuckGo does not use cookies, collect your IP address or personal information, or create any kind of personal profile about you. Which is making it more and more popular.

Source	Acquisition		Behavior			Conversions				
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
1. google Referral Spam Removed 11/02/2018	Mar 23, 2021 - Apr 22, 2021	688 (68.73%)	631 (67.92%)	717 (68.26%)	0.00%	3.47	00:08:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mar 23, 2020 - Apr 22, 2020	102 (72.24%)	87 (70.73%)	116 (71.36%)	0.00%	4.59	00:11:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	574.51%	623.29%	518.10%	0.00%	-24.45%	-65.23%	0.00%	0.00%	0.00%
2. bing	Mar 23, 2021 - Apr 22, 2021	191 (19.08%)	184 (19.81%)	204 (19.43%)	0.00%	4.90	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mar 23, 2020 - Apr 22, 2020	23 (16.31%)	22 (17.63%)	24 (15.38%)	0.00%	4.12	00:10:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	730.43%	736.36%	750.00%	0.00%	18.84%	-57.79%	0.00%	0.00%	0.00%
3. yahoo	Mar 23, 2021 - Apr 22, 2021	69 (6.89%)	66 (7.10%)	73 (6.95%)	0.00%	3.86	00:04:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mar 23, 2020 - Apr 22, 2020	12 (8.51%)	11 (9.44%)	12 (7.69%)	0.00%	3.50	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	475.00%	500.00%	508.33%	0.00%	10.37%	38.97%	0.00%	0.00%	0.00%
4. duckduckgo	Mar 23, 2021 - Apr 22, 2021	37 (3.70%)	35 (3.75%)	39 (3.71%)	0.00%	5.23	00:05:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mar 23, 2020 - Apr 22, 2020	1 (0.71%)	1 (0.81%)	1 (0.64%)	0.00%	2.00	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	3,600.00%	3,400.00%	3,800.00%	0.00%	161.54%	385.76%	0.00%	0.00%	0.00%

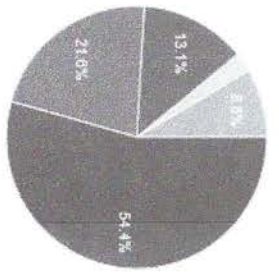
Channel Mix

Top Channels

Mar 23, 2021 - Apr 22, 2021



Mar 23, 2020 - Apr 22, 2020



Acquisition	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1 Organic Search	609,22%	658,85%	578,05%	0,00%	23,08%	60,51%
2 Paid Search	1,003,57%			0,00%		
3 Direct	191,18%			0,00%		
4 Referral	1,266,67%			0,00%		
5 Email	100,00%			0,00%		
6 Social	50,00%			0,00%		
7 (Other)	100,00%			0,00%		

Organic and Paid are the top traffic drivers. These two channels make up 83% of all user traffic.

Direct traffic has increased 140% from last year. Organic traffic users increased 573%, Paid increased 1,015%, Direct increased 140% from last year. Referral increased 1,267%, while social traffic decreased 48%.

4/26/2021



Top 10 Pages Visited



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Referral Spam Removed 11/02/2018						
	7,599 <small>% of Total: 70.59% (10,765)</small>	5,483 <small>% of Total: 63.41% (8,647)</small>	00:01:21 <small>Avg for View: 00:01:21 (0.04%)</small>	1,946 <small>% of Total: 38.08% (5,110)</small>	0.00% <small>Avg for View: 61.88% (-100.00%)</small>	25.61% <small>Avg for View: 47.47% (-46.05%)</small>
1. /	1,192 (15.69%)	819 (14.94%)	00:01:18	755 (38.80%)	0.00%	16.53%
2. /things-to-do/	617 (8.12%)	404 (7.37%)	00:00:48	233 (11.97%)	0.00%	22.04%
3. /rockaway-beach-restaurants/	556 (7.32%)	380 (6.93%)	00:01:24	40 (2.06%)	0.00%	27.34%
4. /rockaway-beach-lodging-guide/	480 (6.32%)	328 (5.98%)	00:01:01	135 (6.94%)	0.00%	18.96%
5. /outdoor/	411 (5.41%)	346 (6.31%)	00:02:59	17 (0.87%)	0.00%	39.17%
6. /restaurants/grumpys-cafe/	375 (4.93%)	186 (3.39%)	00:01:17	169 (8.68%)	0.00%	33.33%
7. /current-events/	274 (3.61%)	213 (3.88%)	00:00:40	42 (2.16%)	0.00%	15.33%
8. /rockaway-beach-shopping/	271 (3.57%)	186 (3.39%)	00:01:22	32 (1.64%)	0.00%	31.37%
9. /indoor/	180 (2.37%)	155 (2.83%)	00:01:46	7 (0.36%)	0.00%	37.22%
10. /eat-sleep/	177 (2.33%)	166 (3.03%)	00:00:24	3 (0.15%)	0.00%	23.73%

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



Visitors by Top 10 Cities



City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018						
1. Portland	316 (17.06%)	295 (17.20%)	326 (16.75%)	0.00%	3.52	00:03:30
2. Seattle	191 (10.31%)	173 (10.09%)	199 (10.23%)	0.00%	3.52	00:03:08
3. Tillamook	61 (4.37%)	70 (4.06%)	86 (4.42%)	0.00%	2.91	00:04:05
4. Vancouver	60 (3.24%)	55 (3.21%)	61 (3.13%)	0.00%	4.16	00:03:13
5. (not set)	48 (2.59%)	48 (2.88%)	49 (2.52%)	0.00%	3.88	00:04:24
6. Rockaway Beach	48 (2.59%)	39 (2.27%)	50 (2.57%)	0.00%	3.34	00:03:05
7. Beaverton	36 (1.94%)	35 (2.04%)	37 (1.90%)	0.00%	3.78	00:02:32
8. Hillsboro	29 (1.57%)	28 (1.63%)	30 (1.54%)	0.00%	3.80	00:03:18
9. Spokane	26 (1.40%)	24 (1.40%)	31 (1.59%)	0.00%	4.42	00:05:55
10. Tigard	23 (1.24%)	23 (1.34%)	23 (1.18%)	0.00%	3.78	00:04:48
11. Boise	19 (1.03%)	17 (0.99%)	19 (0.98%)	0.00%	4.11	00:05:17
12. Yakima	16 (0.86%)	14 (0.82%)	16 (0.82%)	0.00%	7.88	00:06:01
13. San Francisco	15 (0.81%)	14 (0.82%)	15 (0.77%)	0.00%	3.00	00:01:58
1,830 % of Total: 41.99% (4,358) 1,715 % of Total: 40.13% (4,274) 1,946 % of Total: 38.08% (5,110) 0.00% Avg for View: 61.88% (-100.00%) 3.90 Avg for View: 2.11 (85.36%) 00:03:54 Avg for View: 00:01:29 (162.59%)						

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

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

Top Referral Traffic



Referral sites decreased to 8 from the last report. The sixth URL, is a cable company.

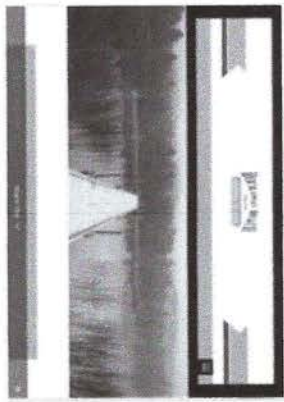
Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Referral Spam Removed 11/02/2018	82 <small>% of Total: 1.88% (4,358)</small>	75 <small>% of Total: 1.75% (4,274)</small>	82 <small>% of Total: 1.60% (5,110)</small>	0.00% <small>Avg for View: 61.88% (-100.00%)</small>	4.68 <small>Avg for View: 2.11 (122.29%)</small>	00:04:28 <small>Avg for View: 00:01:29 (200.26%)</small>
1. visittheoregoncoast.com	64 (78.05%)	57 (76.00%)	64 (78.05%)	0.00%	4.86	00:04:14
2. localadventurer.com	8 (9.76%)	8 (10.67%)	8 (9.76%)	0.00%	2.25	00:02:47
3. en.m.wikipedia.org	3 (3.66%)	3 (4.00%)	3 (3.66%)	0.00%	3.67	00:03:30
4. en.wikipedia.org	2 (2.44%)	2 (2.67%)	2 (2.44%)	0.00%	11.50	00:19:13
5. oregonlive.com	2 (2.44%)	2 (2.67%)	2 (2.44%)	0.00%	2.00	00:00:30
6. centurylink.net	1 (1.22%)	1 (1.33%)	1 (1.22%)	0.00%	4.00	00:01:27
7. frontpage.pch.com	1 (1.22%)	1 (1.33%)	1 (1.22%)	0.00%	6.00	00:01:52
8. gopher.com	1 (1.22%)	1 (1.33%)	1 (1.22%)	0.00%	7.00	00:20:22

YOUR ULTIMATE OREGON COAST ROAD TRIP – ALL THE BEST STOPS

<https://localadventurer.com/ultimate-oregon-coast-road-trip/>



Keyword Rankings Summary



visitrockawaybeach.org
Rockaway Beach Oregon | Small Town, Big Stories

42% visibility in all search engines ↑ 8%

Keywords: 75 Search engines: 3 Compare to: First Apr 8, 2021

Visibility Progress Graph



Visibility by Search Engine




Rankings have been volatile for the past several months.

This month, we lost rankings in Yahoo, which brought the total search visibility down, but we have increased traffic in Google and Bing.

Tracked Keywords in Top 10



#	Keyword	Organic Traffic	Google Rank 	Yahoo! Rank	Bing US Rank
1	visitrockawaybeach.org	0	1	Not in top 50	1
2	Rockaway Beach blog	N/A	1	Not in top 50	1
3	Rockaway Beach Oregon directions	30	1	Not in top 50	5
4	North end Rockaway Beach	N/A	1	Not in top 50	1
5	Rockaway Beach annual events	N/A	1	Not in top 50	1
6	Rockaway Beach south end	N/A	1	Not in top 50	1
7	Rockaway Beach Wayside	8	1	Not in top 50	1
8	Beach Combing Rockaway Beach	N/A	1	Not in top 50	2
9	whale watching rockaway beach oregon	0	2	Not in top 50	4
10	Rockaway Beach Access	6	2	Not in top 50	1
11	Rockaway Beach Campgrounds	N/A	2	Not in top 50	1
12	Beach Safety for Dogs Rockaway Beach	N/A	2	Not in top 50	1
13	where is rockaway beach oregon	1	3	Not in top 50	1
14	Rockaway Beach Shopping	N/A	3	2	4
15	what to do in rockaway beach oregon	1	4	Not in top 50	2
16	rockaway beach in oregon	182	4	Not in top 50	1
17	things to do in rockaway beach oregon	3	4	Not in top 50	3

Top 10 Rankings in Google increased to 34 from 33 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

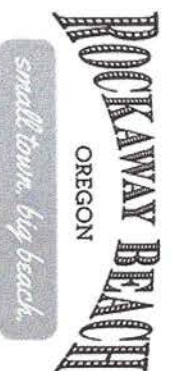


#	Keyword	Organic Traffic	Google Rank	Yahoo! Rank	Bing US Rank
18	rockaway beach oregon things to do	0	4	Not in top 50	1(2)
19	things to do rockaway beach oregon	2	4	3	1(3)
20	rockaway beach activities	0	4	Not in top 50	6
21	rockaway beach lodging	0	5	Not in top 50	12
22	rockaway beach oregon	61	5(9)	1	1
23	rockaway beach ore	86	6	Not in top 50	1
24	rockaway beach or	98	6	5	1
25	rockaway oregon	2	6	Not in top 50	2
26	RV PARKS NEAR ROCKAWAY BEACH	N/A	6	Not in top 50	3
27	rockaway beach oregon restaurants	4	7	Not in top 50	6
28	Rockaway Beach RV Parks	N/A	7	2	3
29	Manhattan Beach Oregon	12	7	Not in top 50	5
30	Beach Combing oregon	N/A	8	5	6(5)
31	places to stay in rockaway beach oregon	0	9	2	14
32	rockaway beach oregon hotels	3	9	8	8
33	twin rocks	14	10	Not in top 50	5
34	Kite Flying Tips	3	10	20	32

Continued from previous page.

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Top Organic Keyword Clicks



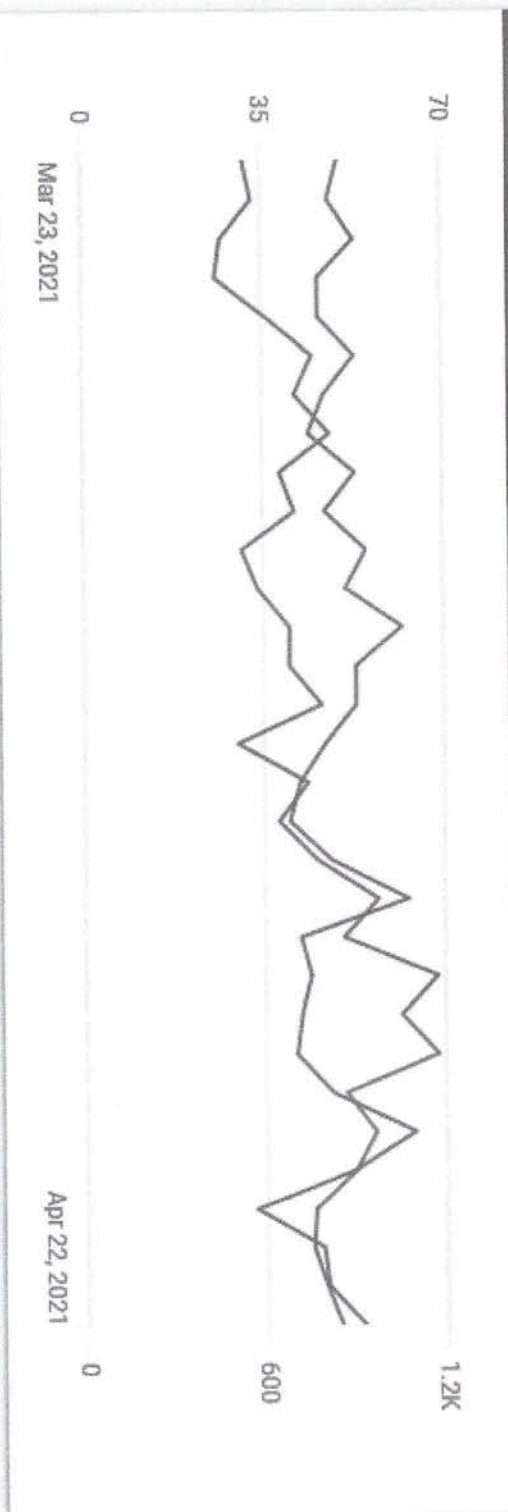
Top queries	Clicks	Impressions	Query	Clicks	Impressions
grumpys cafe	162	746	rockaway beach oregon things to do	26	363
rockaway beach oregon	147	26,046	rockaway beach camping	26	290
grumpy's cafe	81	353	whale watching rockaway beach oregon	25	203
things to do in rockaway beach oregon	77	1,612	things to do rockaway beach	23	263
breakfast near me	52	185	flamingo jims	22	1,190
grumpys rockaway beach	52	158	things to do in rockaway beach	20	286
rockaway beach	46	9,336	what to do in rockaway beach oregon	19	435
rockaway beach, oregon upcoming events	42	223	rockaway beach wayside	19	80
grumpys cafe rockaway beach	38	82	rockaway beach restaurants	18	2,746
emily g reed shipwreck	35	190	food near me	18	2,072
things to do near rockaway beach oregon	31	344	rockaway beach winter	18	70
grumpys	29	100	whale watcher inn	17	227
rockaway big tree trailhead	28	320	old oregon smokehouse	16	1,985
			emily reed shipwreck	16	102



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Paid Search

Clicks ▾	Impressions ▾	Avg. CPC	Cost
1.51K	23.4K	\$0.37	\$558



There were 23,409 impressions, 1,514 clicks and a click-through rate of 6.47%.

Google Ads	March 2021	April 2021
Clicks	1,286	1,514
Impressions	14,787	23,409
Click-Through Rate	8.70%	6.47%
Avg CPC	\$0.38	\$0.37
Total Cost	\$488.97	\$557.84

As you can see in the table to the left, Clicks and impressions increased. The the avg cost per click dropped to \$0.37 and overall cost increased by 14% while remaining under budget.

Results from April



Ad group	Campaign	Status	Default max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Campaign 2018 - dynamic ad group	Campaign 2019	Eligible	-	612	4,444	13.77%	\$0.25	\$154.42
Coast Vacation	Campaign 2019	Eligible	-	369	2,805	13.16%	\$0.29	\$107.77
Oregon Hotels	Campaign 2019	Eligible	-	276	9,265	2.98%	\$0.56	\$153.91
Oregon Motels	Campaign 2019	Eligible	-	192	6,076	3.16%	\$0.55	\$105.04
Motel Rockaway	Campaign 2019	Eligible	-	43	572	7.52%	\$0.52	\$22.57
Rockaway Hotel	Campaign 2019	Eligible	-	17	172	9.88%	\$0.64	\$10.81
Lodging Oregon	Campaign 2019	Eligible	-	4	61	6.56%	\$0.68	\$2.72
Oregon Lodging	Campaign 2019	Eligible	-	1	12	8.33%	\$0.60	\$0.60
Friendly Oregon	Campaign 2019	Eligible	-	0	2	0.00%	-	\$0.00
Coast Travel	Campaign 2019	Eligible	-	0	0	-	-	\$0.00
Total: All e...				1,514	23,409	6.47%	\$0.37	\$557.84

The the Dynamic Campaign, "Coast Vacation", and "Oregon Hotels" are the top clicked Ad Groups.



Top PPC Keyword Phrases

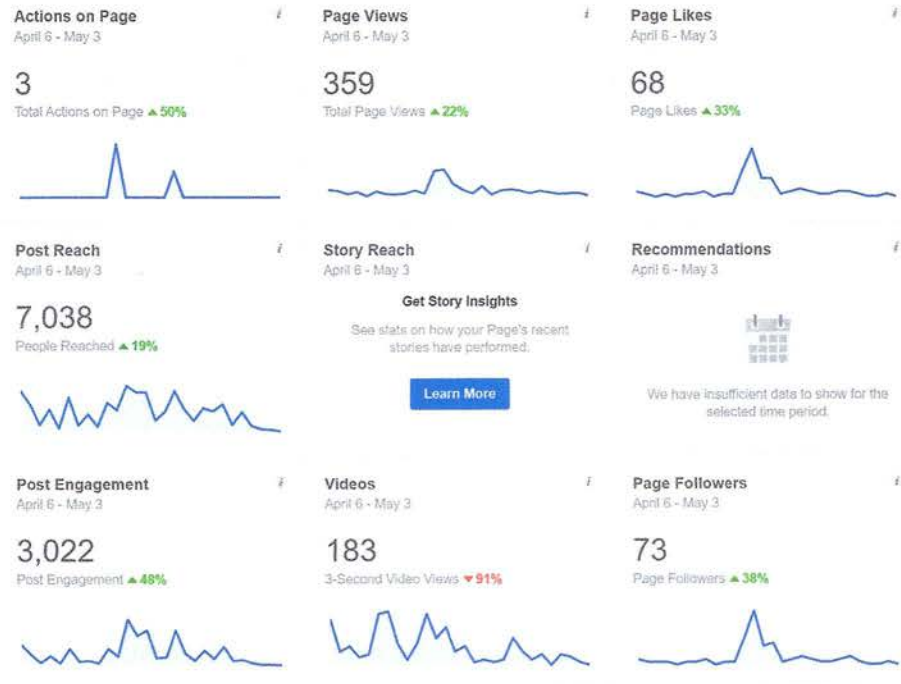


Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
removed keywords					902	18,965	4.76%	\$0.45	\$403.42
"oregon coast rockaway beach"	Campaign 2019	Coast Vacation	Eligible	-	360	2,340	15.38%	\$0.29	\$105.17
"rental oregon"	Campaign 2019	Oregon Hotels	Eligible	-	57	3,726	1.53%	\$0.59	\$33.60
"oregon vacation spots"	Campaign 2019	Oregon Hotels	Eligible	-	58	938	6.18%	\$0.53	\$30.73
"oregon vacations"	Campaign 2019	Oregon Hotels	Eligible	-	52	871	5.97%	\$0.59	\$30.64
"rental cabin"	Campaign 2019	Oregon Motels	Eligible	-	44	1,535	2.87%	\$0.58	\$25.33
"oregon hotels"	Campaign 2019	Oregon Hotels	Eligible	-	45	997	4.51%	\$0.50	\$22.45
"beach home"	Campaign 2019	Oregon Motels	Eligible	-	30	1,020	2.94%	\$0.57	\$17.02
"beachfront houses"	Campaign 2019	Oregon Motels	Eligible	-	31	205	15.12%	\$0.45	\$13.81
"beachfront house"	Campaign 2019	Oregon Motels	Eligible	-	24	166	14.46%	\$0.47	\$11.22
"oregon cabins"	Campaign 2019	Oregon Hotels	Eligible	-	16	1,402	1.14%	\$0.55	\$8.74
"beach cottage"	Campaign 2019	Oregon Motels	Eligible (Limited) Rarely shown (low Quality Score)	-	15	300	5.00%	\$0.56	\$8.35
"oregon travel"	Campaign 2019	Oregon Hotels	Eligible	-	14	510	2.75%	\$0.57	\$7.93

Visit Rockaway Beach Social Media April Month-End Report

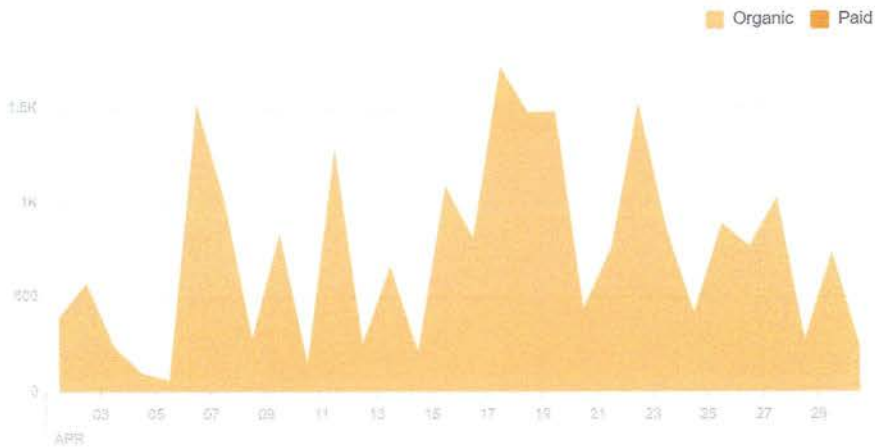
Facebook: 8,027 Total Likes

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
April 17 · 🌐

We are hosting a GIVEAWAY!
You could win a gift card to one of several amazing shops in Rockaway Beach. All you have to do to enter is:

1. Be sure you're following Rockaway Beach... See More



Performance for Your Post

2,598 People Reached

209 Reactions, Comments & Shares ↓

105 Like	74 On Post	31 On Shares
5 Love	4 On Post	1 On Shares
95 Comments	71 On Post	24 On Shares
4 Shares	3 On Post	1 On Shares
365 Post Clicks		
19 Photo Views	0 Link Clicks ↓	346 Other Clicks ↓

NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

April Highlights:

- Posted 22 times in April 2021
- Ten of those posts reached over 1,000 people; Teo reached over 2,000
- Started a Rockaway Beach giveaway for gift cards to local restaurants. Currently there are 71 entries

Instagram: 999 Followers

April Highlights:

- Posted 9 times in April
- Shared other Rockaway Beach accounts via stories

May Goals:

- Finish Rockaway Beach Giveaways for local gift certificates on May 18



Rockaway Beach

Published by Sayde Walker · April 17 at 5:58 PM



We are hosting a GIVEAWAY!

You could win a gift card to one of several amazing shops in Rockaway Beach. All you have to do to enter is:

1. Be sure you're following [Rockaway Beach](#)
2. Like this photo
3. Tell us in a comment your favorite spot to shop in Rockaway Beach.

We will be announcing the winners May 15th.



2,598

People Reached

574

Engagements

Boost Post

78

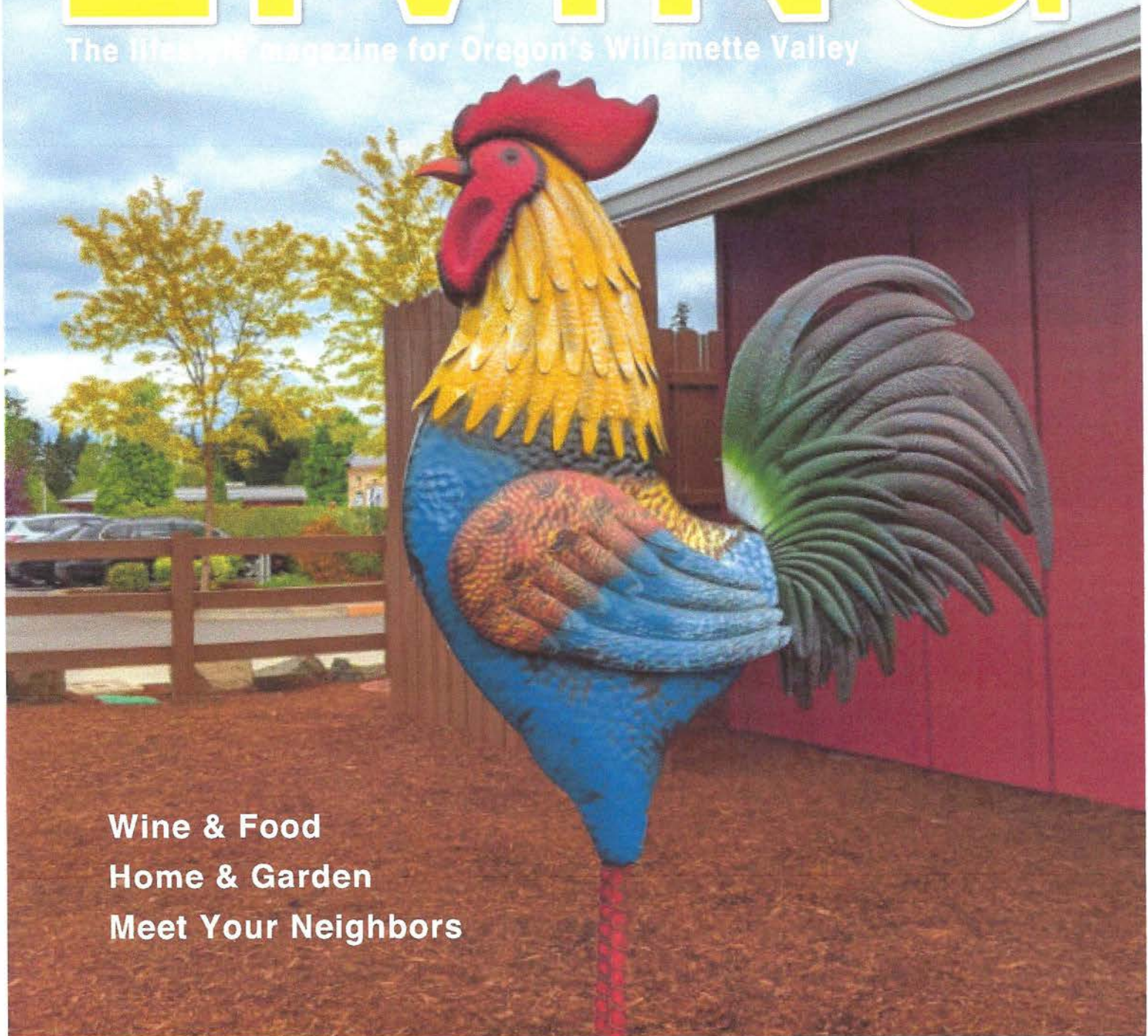
71 Comments 3 Shares

Willamette

May/June 2021

LIVING

The lifestyle magazine for Oregon's Willamette Valley



Wine & Food
Home & Garden
Meet Your Neighbors



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.

→ visitorockawaybeach.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!

→ visitorockawaybeach.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.

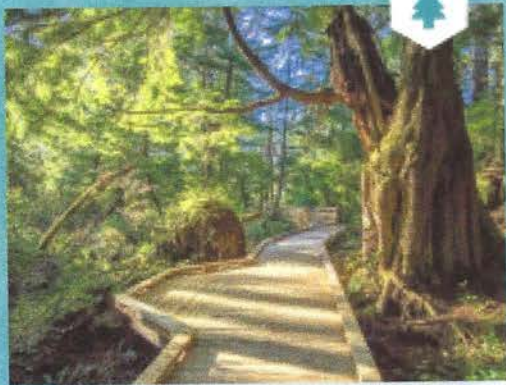
→ visitrockawaybeach.org/rockaway-beach-shopping



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



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/troxelrockgarden

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.



Plan your trip at VisitRockawayBeach.org

SALEM STATESMAN JOURNAL