



MAY 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 4,107 users visited the website in May, down -31% from April, not unusual as it was post spring break and rainy weather; however, 4,035 of those users were new to the site. Total of 4,814 sessions. Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Rockaway Beach Hotels."

User demographics: Portland, Seattle, (New York), Beaverton, San Francisco, Vancouver, Hillsboro, Los Angeles, Salem, Gresham.

Pages most visited: Grumpy's Café, Pronto Pup, bonfires, things to do lodging, restaurants

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

Actions (events) taken: Get the Guide (135 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 18 followers to the Facebook page in May; now at 9,583 followers.

Posts with the most reach and engagement: 1) video of orcas in Tillamook Bay; 2) Hug someone today (posted day after Uvalde school shooting).

Instagram: added 7 new followers, now at 1,153 followers (see attached for most liked images). One funny post: an east coast news outlet posted pictures of best beaches in the U.S. with a post, picture and hashtag for Rockaway Beach OR – only the new outlet called it Rockaway Beach, Queens, New York!

EARNED MEDIA

A Little 'Hideaway' in Rockaway Beach Melds Oregon Coast Rustic with Fancy

https://beachconnection.net/news/rockaway_hideaway_rental050322.php

Rockaway Beach Briefly: N. Oregon Coast Icon in Photos

https://www.beachconnection.net/news/rockphoto041621.php?fbclid=IwAR1HDJ5MSc2blqqh5HV4MQIVfhPVZalhILCL712u0YOyFpS0yHVa1nM_zl4

PODCASTS

Culinary Treasures with Steven Shomler: Sand Dollar Restaurant, and interview with owners Emma Heathershaw and Maia Bradescu

<https://www.culinarytreasurepodcast.com/mother-daughter-team-emma-heathershaw-and-maia-bradescu-sand-dollar-restaurant-lounge-rockaway-beach-oregon-culinary-treasure-podcast-episode-97-an-oregon-coast-podcast/>

VIDEO

Filming has been completed, will be ready to post by mid-June.

Prepared by Tillamook Coast Visitors Association

User Behavior

Users

4,107

-31.3%

New Users

4,035

-30.8%

Sessions

4,814

-28.6%

Bounce Rate

62.51%

-2.2%

Contact Forms

2

0.0%

Get The Guide

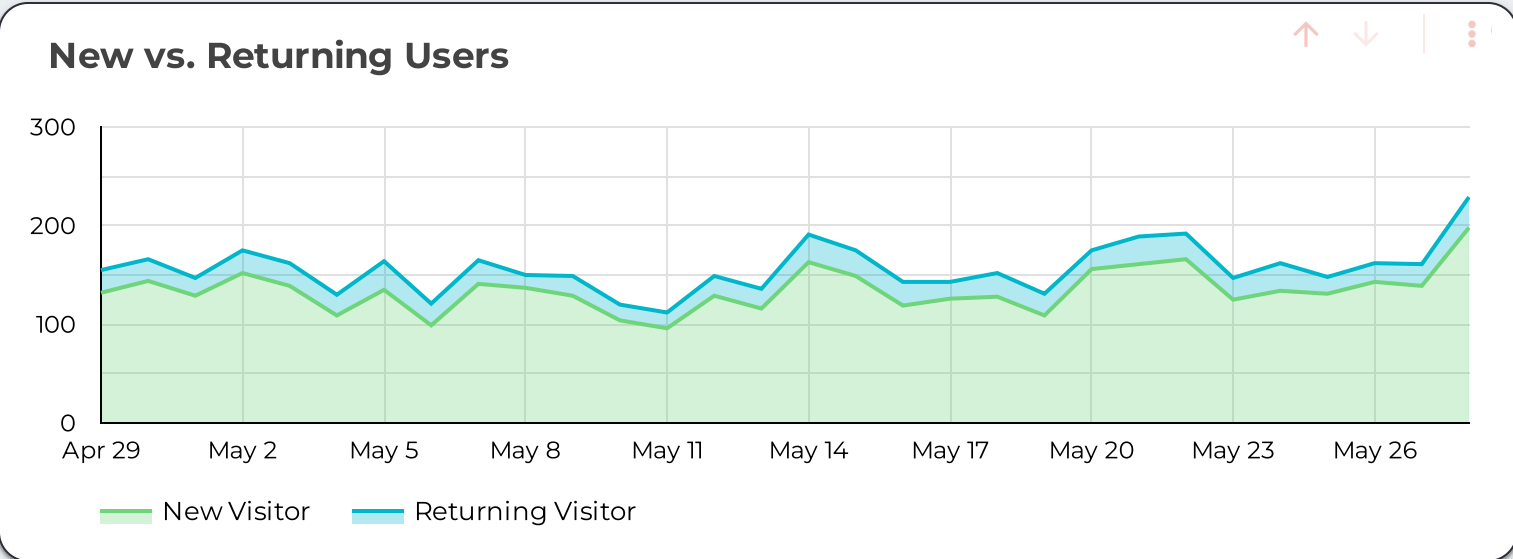
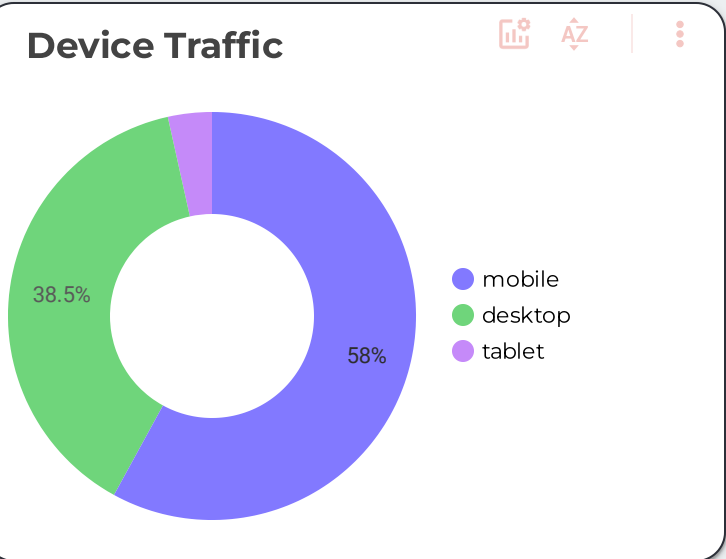
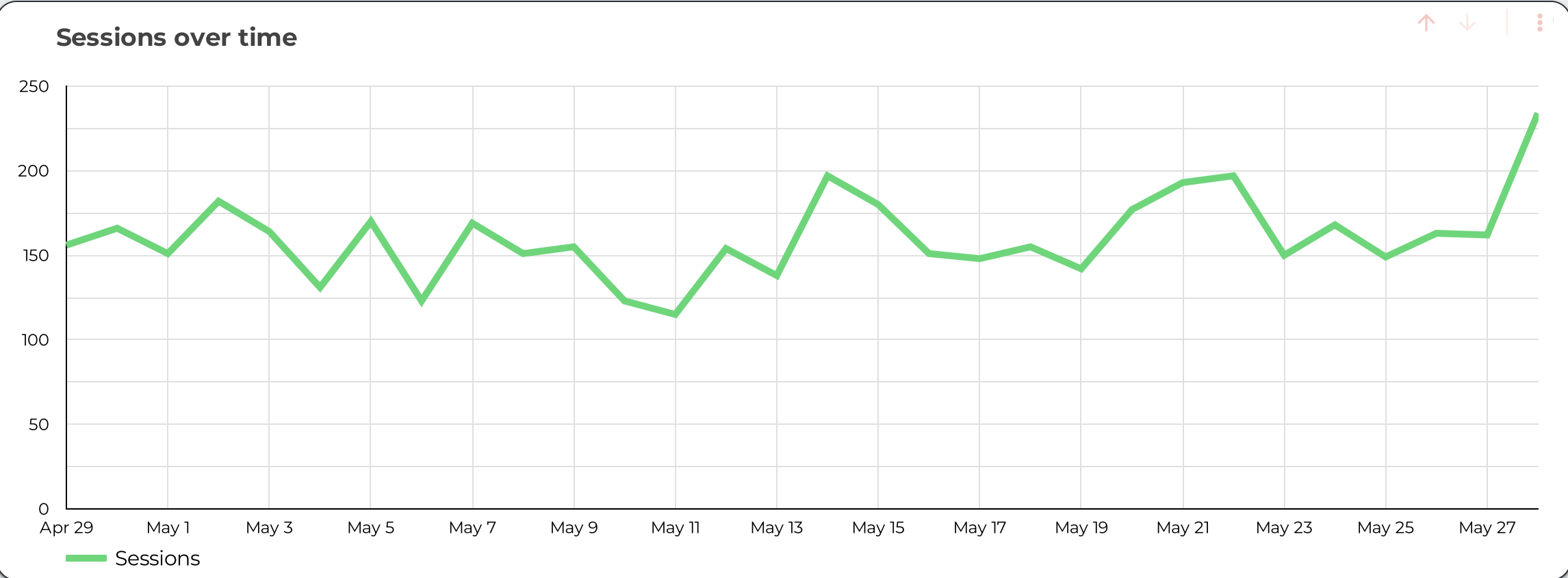
129

-44.4%

Click to Email

No data

No data



How Did Users Get To Our Website?

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	3,254	2,815	2,756	1.85	00:01:23
(direct) / (none)	571	492	489	1.53	00:00:54
bing / organic	362	329	320	3.28	00:03:20
yahoo / organic	160	117	112	2.29	00:02:31
duckduckgo / organic	155	107	103	2.15	00:02:08
beachconnection.net / referral	73	68	65	2	00:00:55
m.facebook.com / referral	46	42	42	1.33	00:00:48
visittheoregoncoast.com / referral	34	29	26	2.91	00:01:45
lm.facebook.com / referral	23	23	20	2	00:00:53
localadventurer.com / referral	23	23	23	1	00:00:00
l.facebook.com / referral	19	19	14	1.53	00:00:19
ecocia.org / organic	7	7	6	1.57	00:00:17
Grand total	4,814	4,107	4,035	1.95	00:01:31

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	21,576	54	0.25%	9.08	9.08
rockaway beach oregon	12,830	213	1.66%	6.98	6.98
rockaway beach hotels	981	3	0.31%	8.11	8.11
rockaway beach directions	922	0	0%	6.24	6.24
kelly's marina	879	5	0.57%	6.55	6.55
rockaway beach restaurants	822	10	1.22%	4.54	4.54
pronto pup	812	18	2.22%	9.27	9.27
twin rocks	798	5	0.63%	4.69	4.69
restaurants near me	776	8	1.03%	15.47	15.47
food near me	743	12	1.62%	9.46	9.46
oregon coast vacation rent...	743	1	0.13%	39.07	39.07
rockaway beach oregon ho...	741	7	0.94%	5.94	5.94
rockaway beach, oregon	666	8	1.2%	6.58	6.58
rockaway beach resort	661	2	0.3%	12.53	12.53
old oregon smokehouse	658	5	0.76%	8.49	8.49
twin rocks motel	592	7	1.18%	4.84	4.84
rockaway beach rentals	576	6	1.04%	7.72	7.72
Grand total	187,802	2,699	1.44%	21.91	21.91

What Pages Did Users Visit?

Sessions

4,814

↓ -28.6%

Unique Pageviews

7,906

↓ -28.8%

% Exit

51.31%

↑ 0.5%

Avg. Time on Page

01:35

↑ 18.7%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	870	959	01:11	44.41%
/restaurants/grumpys-cafe/	484	500	01:34	61.75%
/restaurants/original-pronto-pup/	218	241	02:40	75.75%
/bonfires/	200	225	02:35	79.92%
/rockaway-beach-annual-events/	159	239	02:01	56.63%
/things-to-do/	125	285	01:01	36.9%
/rockaway-beach-restaurants/	122	383	01:49	37.69%
/current-events/	104	222	01:50	52.33%
/lodging-guide-rv-parks-camping/	103	129	01:22	33.52%
/comes-trees-go-big-go-home/	88	91	10:36	87.13%
/lodging-guide-vacation-rentals/	81	117	01:13	25.26%
/lodging/sea-treasure-inn/	80	88	02:14	66.35%
/outdoor/	80	252	03:04	60.14%
/twin-rocks/	75	81	02:38	75.56%
/rockaway-beach-lodging-guide/	70	235	01:09	24.36%
/how-to-get-here/	67	109	02:36	70.25%
/beach-access/	64	83	02:36	60.2%
/how-to-spot-rocks-when-rockhounding/	63	82	02:40	85.06%
/lodging-guide-hotels-motels/	60	131	01:23	29.9%
/rockaway-beach-shopping/	56	162	01:59	34.95%
Grand total	4.8K	7.9K	01:35	51.31%

Region

City

Metro

Visitor Demographics

Users

4,107

↓ -31.3%

New Users

4,035

↓ -30.8%

Sessions

4,814

↓ -28.6%

Bounce Rate

62.51%

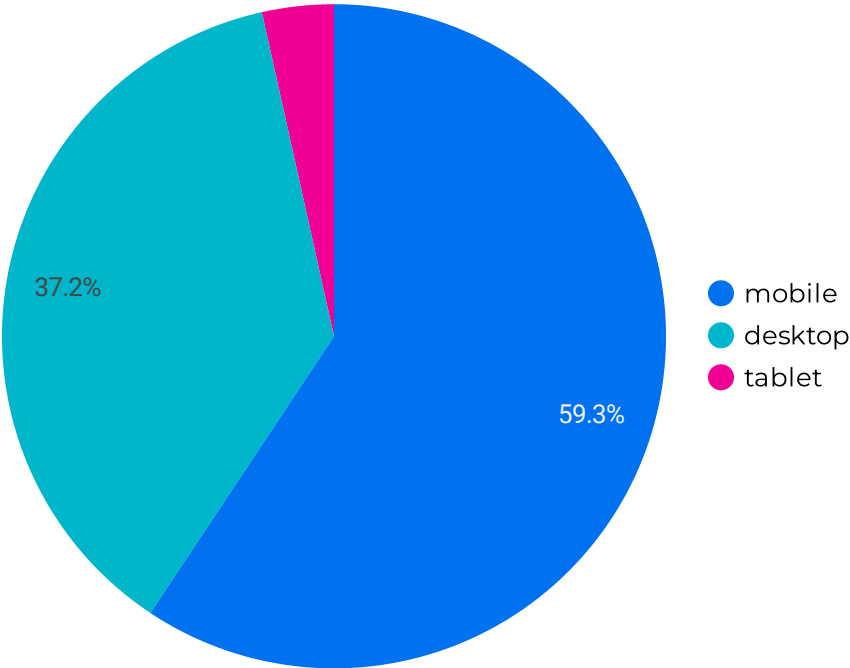
↓ -2.2%

Avg. Session Duration

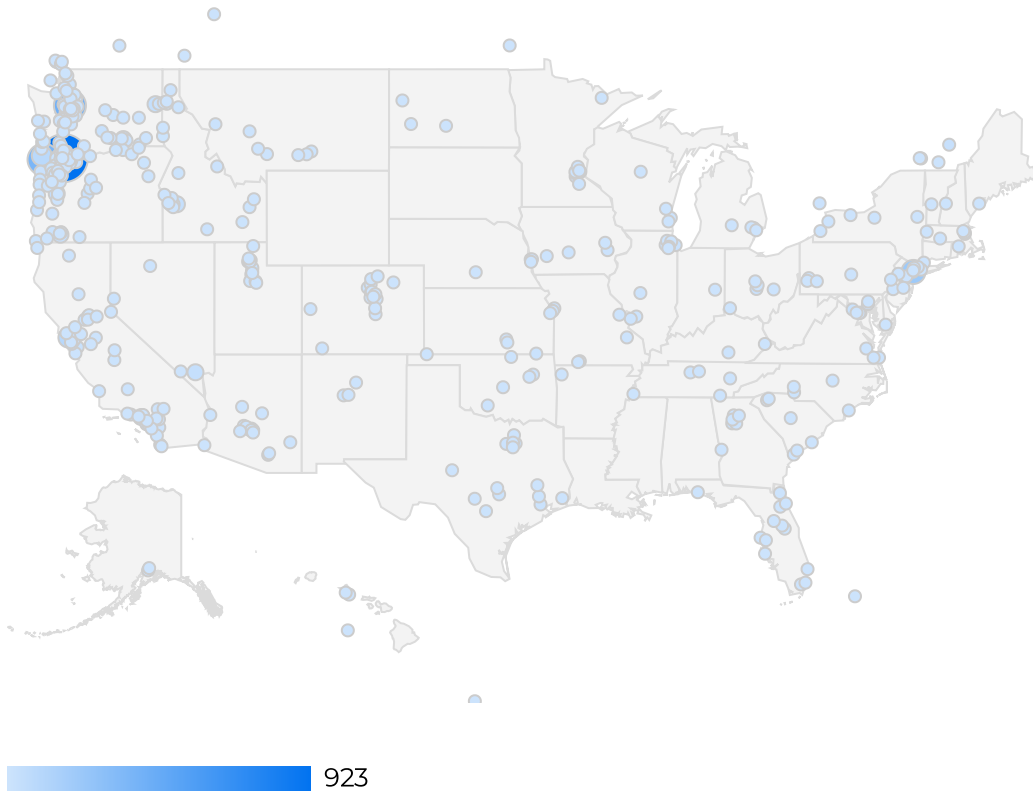
00:01:31

↑ 17.6%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	923	768	733	1.79	00:01:19
Seattle	409	351	329	2.01	00:01:29
Tillamook	366	322	293	1.48	00:00:56
New York	209	201	200	1.22	00:00:39
Beaverton	95	73	66	2.59	00:02:51
San Francisco	92	84	79	1.52	00:01:11
Rockaway Beach	82	73	68	1.93	00:00:56
Vancouver	71	62	62	1.89	00:01:20
Hillsboro	52	48	45	1.69	00:00:54
Los Angeles	51	47	44	1.57	00:01:23
Salem	46	43	41	1.83	00:01:06
Gresham	39	28	27	2.15	00:00:45
Spokane	36	33	31	2.36	00:01:50
Eugene	34	28	27	1.32	00:00:34
Boise	34	31	31	3.71	00:04:39
Tigard	32	28	28	2.31	00:02:04
Grand total	4,543	3,874	3,804	1.95	00:01:31

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129

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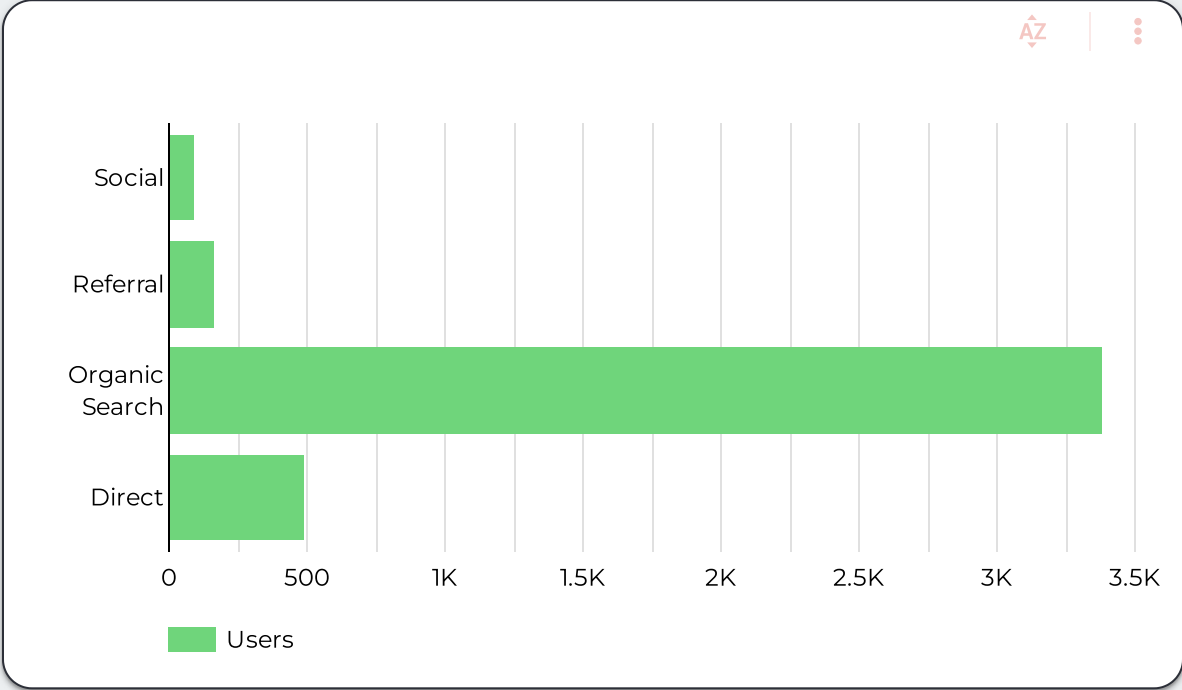
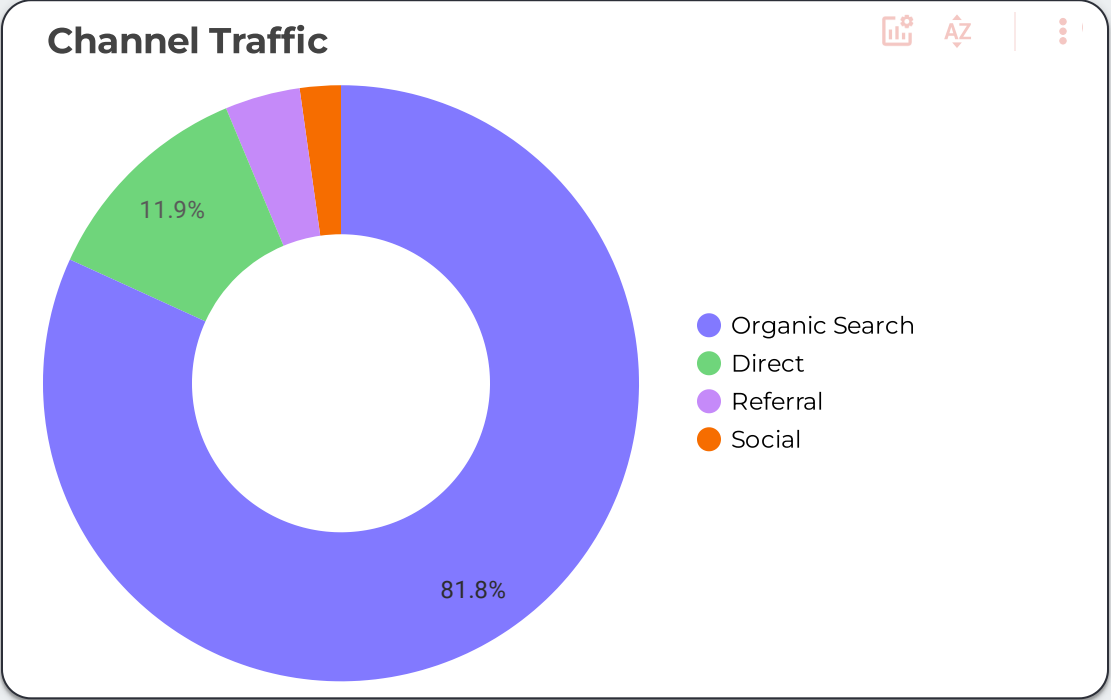
Click to Email

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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
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(direct) / (none)	571	492	489	1.53	00:00:54
bing / organic	362	329	320	3.28	00:03:20
yahoo / organic	160	117	112	2.29	00:02:31
duckduckgo / organic	155	107	103	2.15	00:02:08
beachconnection.net / referral	73	68	65	2	00:00:55
m.facebook.com / referral	46	42	42	1.33	00:00:48
visittheoregoncoast.com / referral	34	29	26	2.91	00:01:45
lm.facebook.com / referral	23	23	20	2	00:00:53
localadventurer.com / referral	23	23	23	1	00:00:00
l.facebook.com / referral	19	19	14	1.53	00:00:19
ecosia.org / organic	7	7	6	1.57	00:00:12
tcva.maps.arcgis.com / referral	6	5	2	1.17	00:00:02
Grand total	4,814	4,107	4,035	1.95	00:01:31

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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

189

↓ -40.6%

Unique Events

175

↓ -40.7%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	2	2
forms	submit	Subscribe Form	11	7
button	click to call	tel:(503) 997-3318	1	1
button	click to call	tel:503-457-3439	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:541-418-2842	2	2
button	click to call	tel:503-355-2365	1	1
button	social profile click	Instagram	4	3
button	social profile click	Facebook	6	6
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:503-355-2599	3	1
button	click to call	tel:(503) 355-2291	4	4
button	click to call	tel:(503) 355-0585	1	1
button	click	Get The Guide	135	129
button	click to call	tel:(503) 355-8220	11	10
button	click to call	tel:(503) 355-2525	1	1
button	click to call	tel:(503) 355-2052	1	1
button	click to call	tel:(503) 355-3866	1	1
button	click to call	tel:(503) 355-8300	2	2
Grand total			189	175

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Results from May 1, 2022 - May 28, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

May 1 - May 28

3

Total Actions on Page ▼25%



Post Reach

May 1 - May 28

9,047

People Reached ▼84%



Post Engagement

May 1 - May 28

4,225

Post engagement ▼31%



Page Views

May 1 - May 28

169

Total Page Views ▼38%



Story Reach

May 1 - May 28

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn more

Recommendations

May 1 - May 28



We have insufficient data to show for the selected time period.

Page Likes

May 1 - May 28

18

Page Likes ▼54%



Videos

May 1 - May 28

2,300

3-Second Video Views ▲1629%



Page Followers

May 1 - May 28

20

Page Followers ▼49%





Rockaway Beach > Page Insights

Page Insights

- Overview
- Meta Business Suite
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Branded content
- Events
- Videos
- Stories
- People
- Messages

Promote

Post details



Rockaway Beach

Published by Dan Haag · May 21 ·

A very cool moment at nearby Tillamook Bay this week.



00:21

19,999 Views

[Morgan Lewellen](#) [Rockaway Coast Community](#)
May 19

Got to see these magnificent creatures up close today at the jetty! My first time ever seeing orcas in the wild!

*Edited to add more info as this has been ci...
[See more](#)

3,627

People reached

840

Engagements

Boost unavailable

420

29 Comments 55 Shares

Like

Comment

Share





Rockaway Beach > Page Insights

Page Insights

- Overview
- Meta Business Suite
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Branded content
- Events
- Videos
- Stories
- People
- Messages

Promote

Post details



Rockaway Beach

Published by Dan Haag · 4d ·

Hug someone today and hold them tight.



Get more likes, comments and shares

When you boost this post, you'll show it to more people.

2,851

People reached

332

Engagements

Boost post

184

2 Comments 14 Shares

Like

Comment

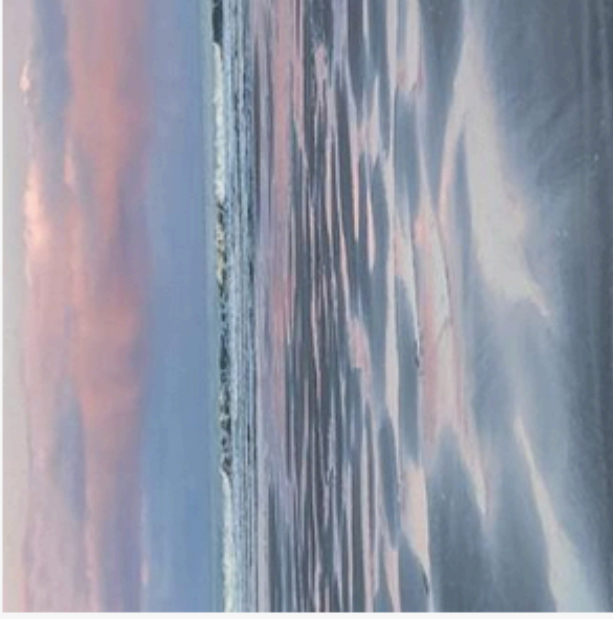
Share



POSTS

VIDEOS

TAGGED



THE 11 SEASONS OF OREGON

winter

fool's spring

second winter

spring of deception

third winter

mud season

actual spring

summer

false fall

second summer (1 week)

actual fall

You Are Here

T minus 14 Days

