



*small town. big beach.*

## June 2021: Tourism Marketing Report

### Website:

- Traffic increased 18% and searches increased 31% from previous month; site visitors clicked on 4 pages and stayed more than 4 minutes on the site (more than 200% above average); 96% of site visitors are new visitors.
- "Lodging guide" is most searched page in June, with "outdoor" in 2<sup>nd</sup> place, "restaurants" in 3<sup>rd</sup>, and "shopping" in 4<sup>th</sup> place.
- Top 10 website visitor geolocations in order: Portland, Seattle, San Francisco, Salem, Beaverton, Vancouver, Hillsboro, Boise, Spokane, Gresham – summer vacation planning.

### Social Media:

*Facebook (Rockaway Beach Traditions):* now at **8,088** followers (gain of 61 followers in June); post reach 7,269 (up 28% from May); most engaged post: "If heaven exists on earth, it is here in Rockaway Beach." See attached.

*Instagram (VisitRockawayBeach):* now at **1,023** followers, up 24 followers from May.

### National Broadcast: ABC's Good Morning America visits Oregon and Rockaway Beach

ABC News' Kayna Whitworth explores Oregon's gorgeous natural scenery and unique businesses in their Rise and Shine segment – lengthy focus on Rockaway Beach and Oregon Coast Scenic Railroad  
<https://www.goodmorningamerica.com/travel/video/oregon-bouncing-back-covid-19-pandemic-78332135>

### Digital campaign:

*Salem Statesman Journal "StayCay"* promotion for family friendly getaways (May 29 – June 29)  
Impressions: 263,660 Click-through rate: 14%

### Print and digital stories:

*Oregon Coast Today* (insert in Boise Weekly and Portland Tribune): "Summer is always an adventure in Rockaway Beach (see attached)

*Salem Statesman Journal: Old Growth Cedar Trail*

195,000 impressions (that many views of the site from May 17 to June 15)

10,763 reads (avg is 1,997)

Engagement rate: 93% stayed on page for more than 10 seconds (avg is 80%)

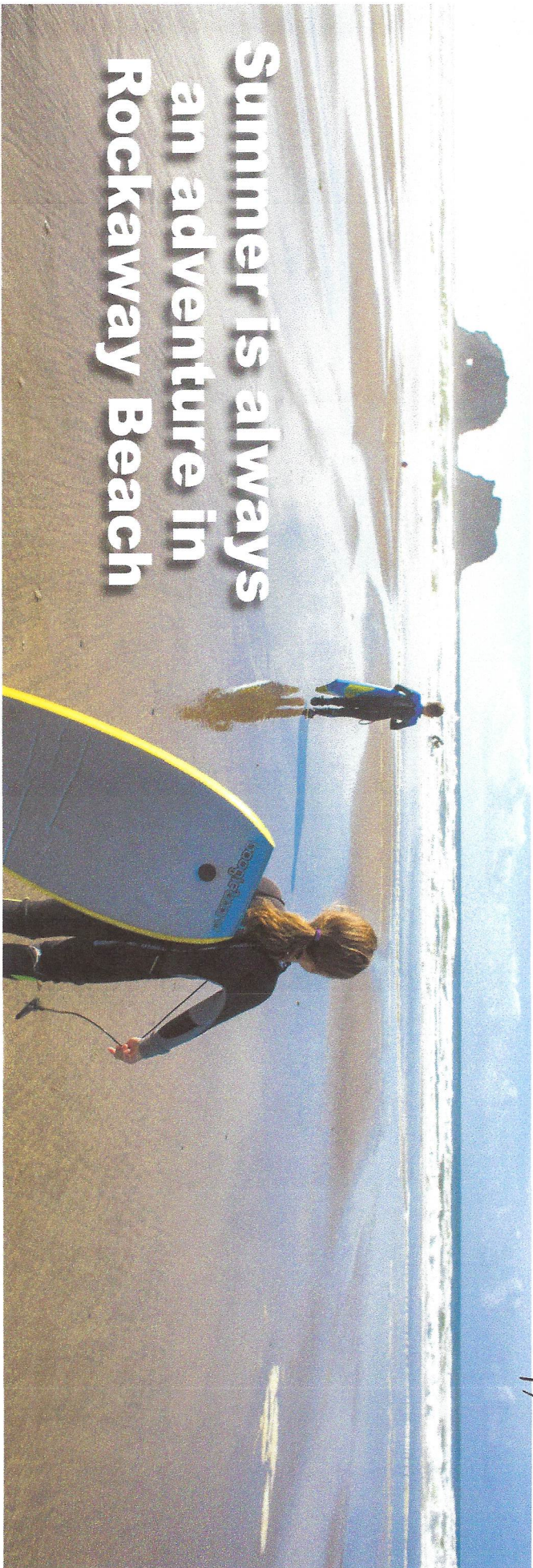
Click-thru rate to visitrockawaybeach.org: 7.26% (avg is 2%)

### Earned media:

*Oregonian/Oregonlive:* Rockaway Beach fireworks

<https://www.oregonlive.com/events/2021/06/2021-fourth-of-july-in-oregon-what-fireworks-shows-parades-and-rodeos-are-on-and-whats-canceled.html>

OREGON COAST TODAY: Boise Weekly / Portland Tribune



# Summer is always an adventure in Rockaway Beach

**W**ith seven miles of sandy beach and unlimited fun, Rockaway Beach on Oregon's north coast is a favorite gateway for generations of families. Easy to get to, and with lots of lodging options, it's the place to make family memories and traditions. Stay a week and try a new adventure every day.

## Boogie Boards, Fat Tires and Beach Games

Summer is the perfect time to ride the waves on a boogie board, build sandcastles on the beach, watch fireworks on the 4th of July, go backpacking or fishing at Lake Ujile, ride bikes on the beach, or go metal detecting for buried treasure in the sand. At Foxel's Gem and Jewelry store in the middle of town, you can rent fat tire bikes, sand scooters, and metal detectors. Stay safe — be sure to never turn your back on the ocean! Reserve a bike by messaging at [facebook.com/foxels](https://www.facebook.com/foxels)

## Crabbing and Charming

Just north of Rockaway Beach are two great marinas where you can go crabbing. And if you don't know how, they'll teach you! Kelly's Brighton Marina and Jetty Fishery have all

the equipment, crabbing coaches, boats and wood-fired stoves for a crab feast. If charming is more to your taste, head south four miles to Garibaldi. At low tide, you can dig for clams, take them back to your hotel or vacation home and steam them up for a meal to please a crowd. Stay legal — remember to get a license prior to hitting the docks.

## Wizard of Oz Mini Golf Course

Right next door to Foxel's Gem and Jewelry store is a colorful, sparkling and bubbly (thanks to a golf course themed mini-golf course) named to the Wizard of Oz. You'll putt-putt along yellow brick paths, meeting up with characters from the beloved movie. Rockaways will love it too.

At the entrance are bowls full of beautiful seagulls and storks. Want to buy some? Pick out what you want and put your money in the vault. Learn more at [facebook.com/foxelrockcourseden](https://www.facebook.com/foxelrockcourseden)



## Oregon Coast Scenic Railroad

Ride the rails round trip from Rockaway Beach to Garibaldi, and get a bird's-eye view of the beach, forests, wetlands and lakes along the way. Steam trains run three times daily in the summer, and you can ride inside or out. What's really fun are all the people who wave as you pass them along the tracks. If you're at the beach during the winter holidays, hop aboard the Candy Cane Express and ride with Santa. It operates Thanksgiving weekend to just before Christmas Eve. Book your train ride at [oregoncoastscenic.org](http://oregoncoastscenic.org)

## Shop, Shop, Shop

Rockaway Beach streets are filled with treasures. Browse the eclectic shops: Warehouse 10, Simply Charming, White House Antiques, Trash and Treasures, Little Crow, Etcetera and of course, Flamingo Jim's — the essential beach souvenir store. Check out your choices at [visitrockawaybeach.org/rockaway-beach--shopping](http://visitrockawaybeach.org/rockaway-beach--shopping)



From fresh seafood to Pronto Pups, Rockaway Beach has several family-friendly restaurants and food carts to choose from. Old Oregon Smokehouse is famous for its clam chowder and fish and chips. Sand Dollar Restaurant offers oceanfront dining and carts of the day. Sunrise Café and Grumpy's are known for their hearty breakfasts. The Landing and Beach Bite grill up delicious burgers. New Taste of India and Tasty Thai food trucks offer a world of flavors. Upper Crust Pizzeria (north of town) and Pronto Pups (south of town) keep the whole family happy. And if baked goods are what you love, indulge at Beach Bakeshop, [visitrockawaybeach.org/rockaway-beach--restaurants](http://visitrockawaybeach.org/rockaway-beach--restaurants)

# Post Details



**Rockaway Beach**

June 18 · 🌐

If heaven exists on earth, it is right here in Rockaway Beach, with your feet in the sand and the sun on your face.



...

## Performance for Your Post

**3,299** People Reached

**426** Reactions, Comments & Shares

**263** Like **192** On Post **71** On Shares

**102** Love **80** On Post **22** On Shares

**1** Haha **1** On Post **0** On Shares

**35** Comments **17** On Post **18** On Shares

**26** Shares **26** On Post **0** On Shares

**168** Post Clicks

**4** Photo Views **0** Link Clicks **164** Other Clicks

### NEGATIVE FEEDBACK

**2** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

### Get More Likes, Comments and Shares

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

**3,299** People Reached **594** Engagements **Boost Post**

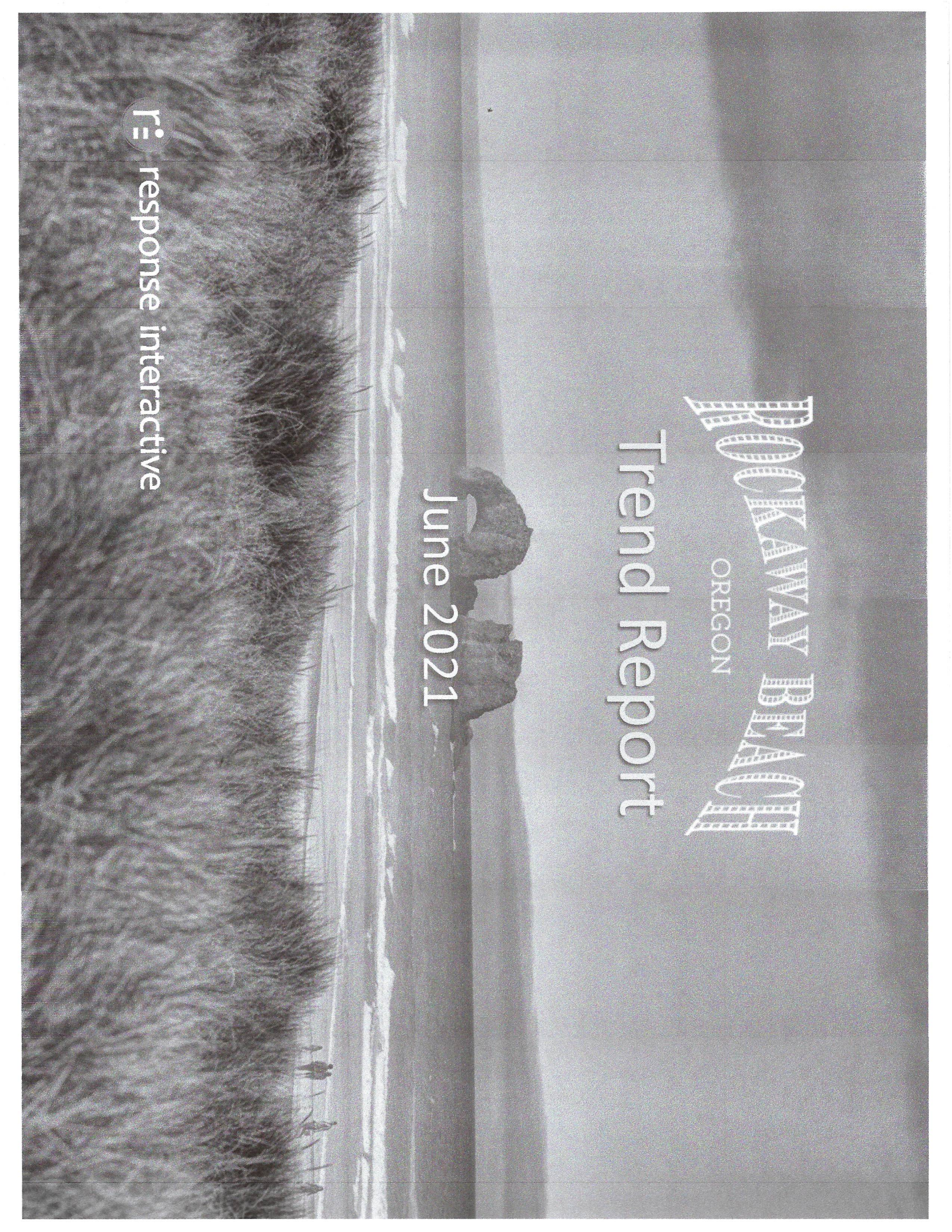
**269**

Like

Comment

Share





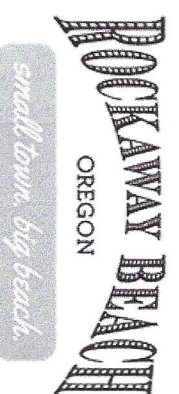
ROCKAWAY BEACH  
OREGON

Trend Report

June 2021

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# Executive Summary



Here are the highlights:

Organic traffic increased from May. We are over budget for Google ads for June, but still under budget for the eight months that Google ads ran.

## June 2021 compared to May 2021\*

- Sessions are up 18%
- Users are up 19%
- Pages per session are up 3%
- Avg Session Duration is down 2%
- Organic is up 27%
- Direct is down 28%
- Social is down 70%
- Referral is down 59%
- Paid is up 64%

## June 2021 compared to June 2020\*

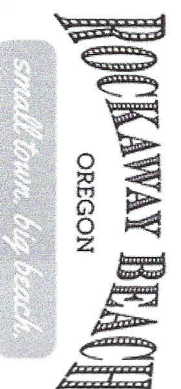
- Sessions are up 95%
- Users are up 97%
- Pages per session are up 3%
- Avg Session Duration is down 7%
- Organic is up 10%
- Direct is down 48%
- Social is down 29%
- Referral is up 452%
- Paid was turned off in 2020

\*Traffic numbers are compiled with spam traffic removed.



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# Executive Summary



More highlights:

## AdWords Compared to Last Month

- Clicks are up 83%
- AdWords impressions up 111%
- Click-through rate decreased 13%
- Spend is up 99% (still under budget for the year)
- Cost Per Click is up 8%

## AdWords Compared to Last Year

No Campaigns ran in June 2020



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# Search Traffic Overview



Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
<b>Referral Spam Removed 11/02/2018</b>						
	28.64%	23.23%	27.46%	0.00%	0.53%	3.37%
	1,060 vs 824	955 vs 775	1,114 vs 874	0.00% vs 0.00%	3.82 vs 3.84	00:04:26 vs 00:04:35
<b>1. google</b>						
May 23, 2021 - Jun 22, 2021	713 (67.26%)	632 (66.18%)	742 (66.61%)	0.00%	3.60	00:04:20
Apr 22, 2021 - May 22, 2021	568 (68.93%)	540 (69.68%)	599 (68.54%)	0.00%	3.54	00:04:20
<b>% Change</b>	<b>25.53%</b>	<b>17.04%</b>	<b>23.87%</b>	<b>0.00%</b>	<b>1.68%</b>	<b>0.00%</b>
<b>2. bing</b>						
May 23, 2021 - Jun 22, 2021	186 (17.55%)	173 (18.12%)	200 (17.95%)	0.00%	4.43	00:04:51
Apr 22, 2021 - May 22, 2021	143 (17.35%)	132 (17.03%)	155 (17.73%)	0.00%	4.94	00:04:37
<b>% Change</b>	<b>30.07%</b>	<b>31.06%</b>	<b>29.03%</b>	<b>0.00%</b>	<b>-10.24%</b>	<b>4.97%</b>
<b>3. yahoo</b>						
May 23, 2021 - Jun 22, 2021	93 (8.77%)	87 (9.11%)	103 (9.25%)	0.00%	3.68	00:03:59
Apr 22, 2021 - May 22, 2021	69 (8.37%)	61 (7.87%)	74 (8.47%)	0.00%	4.01	00:06:46
<b>% Change</b>	<b>34.78%</b>	<b>42.62%</b>	<b>39.19%</b>	<b>0.00%</b>	<b>-8.32%</b>	<b>-41.19%</b>
<b>4. duckduckgo</b>						
May 23, 2021 - Jun 22, 2021	54 (5.09%)	51 (5.34%)	55 (4.94%)	0.00%	4.73	00:04:31
Apr 22, 2021 - May 22, 2021	34 (4.13%)	32 (4.13%)	34 (3.89%)	0.00%	3.44	00:03:28
<b>% Change</b>	<b>58.82%</b>	<b>59.38%</b>	<b>61.76%</b>	<b>0.00%</b>	<b>37.37%</b>	<b>29.92%</b>
<b>5. search.aol.com</b>						
May 23, 2021 - Jun 22, 2021	5 (0.47%)	3 (0.31%)	5 (0.45%)	0.00%	5.00	00:02:31
Apr 22, 2021 - May 22, 2021	3 (0.36%)	3 (0.39%)	4 (0.46%)	0.00%	5.00	00:03:51
<b>% Change</b>	<b>66.67%</b>	<b>0.00%</b>	<b>25.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>-34.79%</b>

When comparing May to June, the number of organic search sessions have increased about 27%.

Organic traffic is up 10% from the same time period last year.

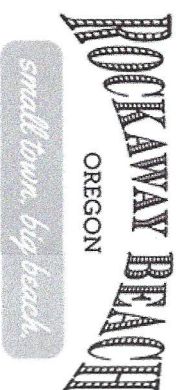
Pages per session dropped 0.53% and Avg. Session duration decreased about 3 1/3%.

A search engine now being tracked is DuckDuckGo. Compared to last year traffic for this search engine increased 62%.

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.

# Top 10 Pages Visited



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
<b>Referral Spam Removed 11/02/2018</b>						
	9,555 <small>% of Total: 68.42% (13,965)</small>	7,130 <small>% of Total: 61.81% (11,535)</small>	00:01:27 <small>Avg for View: 00:01:28 (-0.18%)</small>	2,465 <small>% of Total: 35.89% (6,868)</small>	0.00% <small>Avg for View: 64.01% (-100.00%)</small>	25.80% <small>Avg for View: 49.18% (-47.54%)</small>
1. /rockaway-beach-lodging-guide/	1,240 (12.98%)	837 (11.74%)	00:01:11	659 (26.73%)	0.00%	16.05%
2. /	1,087 (11.38%)	762 (10.69%)	00:01:04	643 (26.09%)	0.00%	15.36%
3. /things-to-do/	774 (8.10%)	564 (7.91%)	00:01:03	258 (10.47%)	0.00%	21.45%
4. /outdoor/	544 (5.69%)	470 (6.59%)	00:03:28	17 (0.69%)	0.00%	45.77%
5. /rockaway-beach-restaurants/	537 (5.62%)	361 (5.06%)	00:01:25	37 (1.50%)	0.00%	28.31%
6. /rockaway-beach-shopping/	335 (3.51%)	226 (3.17%)	00:01:31	39 (1.58%)	0.00%	28.06%
7. /current-events/	331 (3.46%)	258 (3.62%)	00:00:49	51 (2.07%)	0.00%	27.79%
8. /rockaway-beach-annual-events/	310 (3.24%)	228 (3.20%)	00:02:00	99 (4.02%)	0.00%	27.10%
9. /restaurants/grumpys-cafe/	244 (2.55%)	147 (2.06%)	00:02:00	118 (4.79%)	0.00%	31.15%
10. /eat-sleep/	226 (2.37%)	187 (2.62%)	00:00:46	5 (0.20%)	0.00%	24.34%

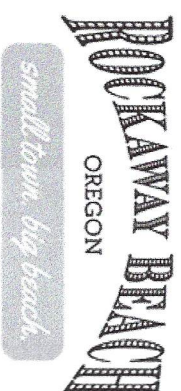
The Lodging Guide received the most traffic, followed by the home page. Guide pages continue to do quite well (outlined in orange).



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# Visitors by Top 10 Cities

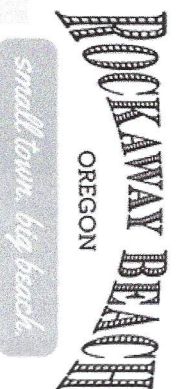


City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
<b>Referral Spam Removed</b> <b>11/02/2018</b> 2,301 <small>% of Total: 38.91% (5,913)</small>						
1. Portland	316 (13.64%)	294 (13.81%)	335 (13.59%)	0.00%	3.80	00:03:49
2. Seattle	126 (5.44%)	117 (5.50%)	132 (5.35%)	0.00%	3.89	00:03:51
3. Tillamook	101 (4.36%)	85 (3.99%)	104 (4.22%)	0.00%	3.94	00:03:18
4. San Francisco	91 (3.93%)	88 (4.13%)	97 (3.94%)	0.00%	3.40	00:03:37
5. Salem	66 (2.85%)	58 (2.72%)	67 (2.72%)	0.00%	3.31	00:03:19
6. Beaverton	62 (2.68%)	56 (2.63%)	64 (2.60%)	0.00%	3.88	00:04:49
7. (not set)	53 (2.29%)	46 (2.16%)	55 (2.23%)	0.00%	4.05	00:04:28
8. Vancouver	42 (1.81%)	41 (1.93%)	43 (1.74%)	0.00%	4.74	00:06:13
9. Rockaway Beach	36 (1.55%)	30 (1.41%)	38 (1.54%)	0.00%	3.74	00:02:34
10. Hillsboro	34 (1.47%)	32 (1.50%)	35 (1.42%)	0.00%	3.26	00:03:36
11. Boise	24 (1.04%)	22 (1.03%)	29 (1.18%)	0.00%	3.55	00:04:26
12. Spokane	23 (0.99%)	21 (0.99%)	24 (0.97%)	0.00%	4.33	00:06:53
13. New York	20 (0.86%)	20 (0.94%)	20 (0.81%)	0.00%	2.65	00:06:07
14. Gresham	19 (0.82%)	16 (0.75%)	22 (0.89%)	0.00%	3.45	00:03:32

Most traffic comes from Portland, followed by Seattle and San Francisco. San Francisco beat out Salem this month.

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

# Top Referral Traffic



Referral Spam Removed  
11/02/2018

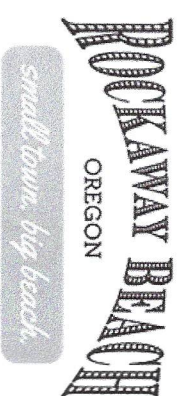
Source	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. visittheoregoncoast.com	59 (52.68%)	51 (51.52%)	62 (53.45%)	0.00%	4.82	00:04:49
2. statesmanjournal.com	33 (29.46%)	29 (29.29%)	33 (28.45%)	0.00%	2.88	00:02:50
3. en.m.wikipedia.org	5 (4.46%)	5 (5.05%)	5 (4.31%)	0.00%	2.60	00:05:38
4. localadventurer.com	5 (4.46%)	4 (4.04%)	6 (5.17%)	0.00%	2.33	00:02:20
5. en.wikipedia.org	3 (2.68%)	3 (3.03%)	3 (2.59%)	0.00%	4.33	00:05:05
6. startpage.com	2 (1.79%)	2 (2.02%)	2 (1.72%)	0.00%	2.50	00:01:26
7. discoverboating.com	1 (0.89%)	1 (1.01%)	1 (0.86%)	0.00%	2.00	00:19:58
8. journalgraphicsdigitalpublications.com	1 (0.89%)	1 (1.01%)	1 (0.86%)	0.00%	15.00	00:28:03
9. oregonlive.com	1 (0.89%)	1 (1.01%)	1 (0.86%)	0.00%	2.00	00:15:35
10. restaurantji.com	1 (0.89%)	1 (1.01%)	1 (0.86%)	0.00%	3.00	00:00:34
11. vacationrentalsmanzanita.com	1 (0.89%)	1 (1.01%)	1 (0.86%)	0.00%	5.00	00:04:29

Referral sites stayed at 11 from the last report.

TAKE A STEP BACK IN TIME WITH ROCKAWAY BEACH'S NATURAL

<https://www.statesmanjournal.com/story/sponsor-story/rockaway-beach/2021/05/05/take-step-back-time-rockaway-beachs-natural-wonders/4939394001/>

# Tracked Keywords in Top 10



#	Keyword	Organic Traffic	Google Rank	Yahoo! Rank	Bing US Rank
1	Rockaway Beach Oregon directions	30	1	1	4
2	Rockaway Beach Wayside	8	1	1	1
3	North end Rockaway Beach	N/A	1	1	1
4	Rockaway Beach annual events	N/A	1	1	1
5	Beach Combing Rockaway Beach	N/A	1	Not in top 50	1
6	visitrockawaybeach.org	0	1(1)	1	1
7	Rockaway Beach Access	6	2	1	1
8	Rockaway Beach Shopping	N/A	2	Not in top 50	4
9	Rockaway Beach south end	N/A	2	1	1
10	Beach Safety for Dogs Rockaway Beach	N/A	2	Not in top 50	1
11	whale watching rockaway beach oregon	0	3	Not in top 50	7
12	Rockaway Beach Campgrounds	N/A	3	1	1
13	Rockaway Beach blog	N/A	3	1	1
14	where is rockaway beach oregon	1	4	Not in top 50	2
15	rockaway beach activities	0	4	5	4
16	rockaway beach in oregon	N/A	5	1	2
17	things to do rockaway beach oregon	2	5	3	5
18	Rockaway Beach RV Parks	N/A	5	Not in top 50	2(3)
19	twin rocks	14	5(1)	4	50
20	things to do in rockaway beach oregon	3	6	Not in top 50	4
21	rockaway beach oregon hotels	3	6	20	25
22	rockaway oregon	2	6	2	2

Top 10 Rankings in Google stayed at 33 keywords from last month.

The column outlined in green shows what position the phrase shows up on Google.

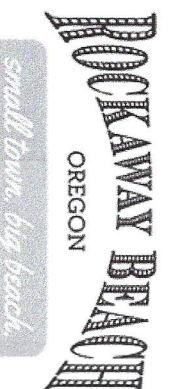
We are also showing up in image and news searches on Bing and Google.

See next slide.



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# Top Organic Keyword Clicks



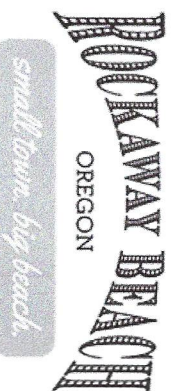
Top queries	↓ Clicks	Impressions
grumpys cafe	163	849
rockaway beach oregon 4th of july 2021	106	317
grumpy's cafe	104	487
rockaway beach oregon	64	18,897
breakfast near me	64	301
grumpys cafe rockaway beach	59	157
rockaway beach fire rules	59	108
rockaway beach 4th of july 2021	56	220
rockaway beach oregon upcoming events	46	346
grumpys rockaway beach	43	149
rockaway beach camping	41	558
rockaway beach bonfire	37	66
things to do in rockaway beach oregon	36	1,786

Query	↓ Clicks	Impressions
rockaway beach fireworks 2021	33	230
whale watcher inn	30	404
rockaway beach access	28	119
rockaway beach oregon fireworks 2021	27	50
rockaway beach	25	9,682
grumpys	25	79
restaurants near me	24	2,808
things to do rockaway beach	24	373
flamingo jims	23	1,621
sea treasures inn	23	1,117
rockaway big tree trailhead	23	534
bonfire rockaway beach nyc	22	152
whale watching rockaway beach oregon	21	187
oceanside cottages rockaway	21	75



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# Top PPC Keyword Phrases



Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
"rockaway oregon"	Campaign 2021	Oregon Motels	Eligible	-	1,001	6,625	15.11%	\$0.44	\$441.80
"things to do in oregon"	Campaign 2021	Oregon Hotels	Eligible	-	123	1,250	9.84%	\$0.42	\$51.99
"rockaway beach or"	Campaign 2021	Oregon Motels	Eligible	-	100	1,227	8.15%	\$0.42	\$42.29
"beach oregon"	Campaign 2021	Coast Vacation	Eligible	-	72	1,640	4.39%	\$0.30	\$21.51
"oregon hotels"	Campaign 2021	Oregon Hotels	Eligible	-	39	894	4.36%	\$0.52	\$20.16
"what to do in oregon"	Campaign 2021	Oregon Hotels	Eligible	-	45	244	18.44%	\$0.40	\$18.22
"oregon vacations"	Campaign 2021	Oregon Hotels	Eligible	-	31	584	5.31%	\$0.58	\$17.90
"rental oregon"	Campaign 2021	Oregon Hotels	Eligible	-	34	1,177	2.89%	\$0.52	\$17.57
"visit oregon"	Campaign 2021	Oregon Hotels	Eligible	-	31	937	3.31%	\$0.45	\$14.05
"cabin rent"	Campaign 2021	Oregon Motels	Eligible	-	21	956	2.20%	\$0.53	\$11.17
"beach home"	Campaign 2021	Oregon Motels	Eligible	-	21	2,302	0.91%	\$0.49	\$10.19
"beachfront houses"	Campaign 2021	Oregon Motels	Eligible	-	22	184	11.96%	\$0.43	\$9.35
"oregon places to stay"	Campaign 2021	Oregon Hotels	Eligible	-	12	189	6.35%	\$0.57	\$6.79
"oregon vacation spots"	Campaign 2021	Oregon Hotels	Eligible	-	12	154	7.79%	\$0.54	\$6.50
"rentals cabins"	Campaign 2021	Oregon Motels	Eligible	-	12	589	2.04%	\$0.54	\$6.43
"oregon cabins"	Campaign 2021	Oregon Hotels	Eligible	-	11	498	2.21%	\$0.56	\$6.11
"oregon motels"	Campaign 2021	Oregon Motels	Eligible	-	12	207	5.80%	\$0.50	\$5.97



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