



JULY 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 8,368 users visited the website in July, and 8,190 were new users. **Total of 9,880 sessions.** Majority used keywords “Rockaway Beach Oregon,” “Rockaway Beach,” and “Rockway Beach directions.”

User demographics: Los Angeles, Seattle, Portland, Phoenix, Vancouver, Hillsboro, Chicago, Beaverton, Tigard, Salem, Gresham, Oregon City.

Pages most visited: Events, Grumpy’s Café, Pronto Pup

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 (259 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 26 followers to the Facebook page in March; now at 9,591 followers.

Facebook posts reached 8,657 people. Age groups most active – 35-44 and 45-54. 76.3% are women.

Post with the most reach: “It’s all smiles at the new Taste of India cart” – 2,633 reach.

Instagram: added 41 new followers, now at 1,199 followers (see attached for most liked images)

ONLINE/BROADCAST MEDIA

How fast is your Weiner Dog? (Weiner dog races had quite a few stories)

<https://www.oregonlive.com/living/2022/06/how-fast-is-your-wiener-dog-find-out-at-the-firecracker-wiener-nationals-in-rockaway-beach.html>

Hiking Club explores Old Growth Cedar Trail

https://www.discoverourcoast.com/coast-weekend/calendar/angora-hiking-club-to-tour-old-growth-forest-wetlands/article_bd86e5d6-ff02-11ec-b714-273bb71057d4.html

PRINT MEDIA

Venture Coastward visitor guide published by Visit Tillamook Coast (ad on pdf page 31)

<https://tillamookcoast.com/content/Tillamook-Venture-Coastward-2023.pdf>

VIDEO

Outdoors/Cedar Trail: <https://www.youtube.com/watch?v=DyRQq5GmEzA>

Beach fun: <https://www.youtube.com/watch?v=UITq03cyKdA>

Shopping and restaurants: https://www.youtube.com/watch?v=zX_xHadRPac

These are shared on YouTube, social media and will be added to the website

Prepared by Tillamook Coast Visitors Association.

User Behavior

Users

8,368

± 38.7%

New Users

8,190

± 38.0%

Sessions

9,880

± 39.3%

Bounce Rate

67.26%

± 2.9%

Contact Forms

5

± 400.0%

Get The Guide

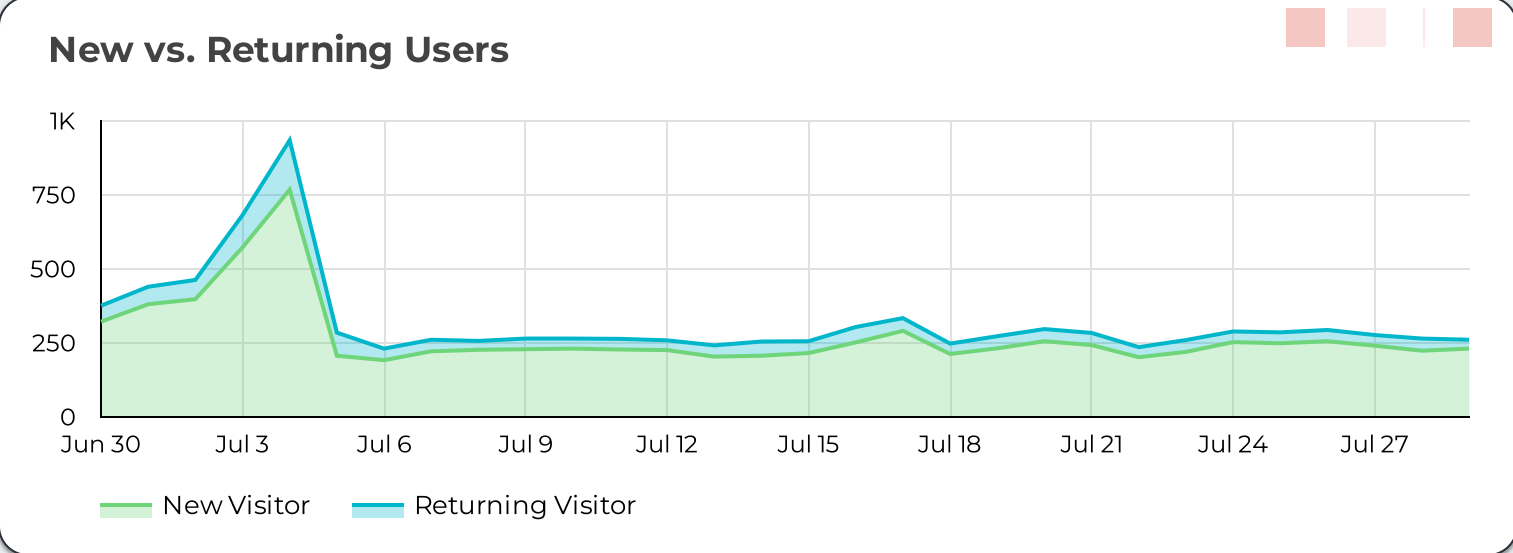
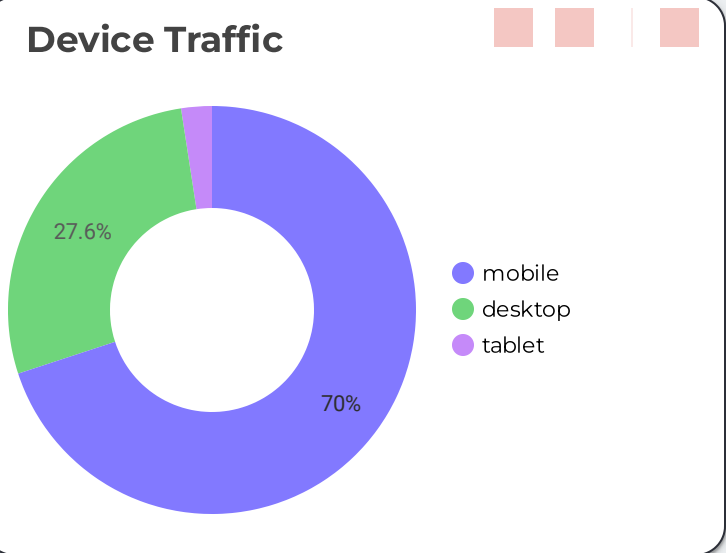
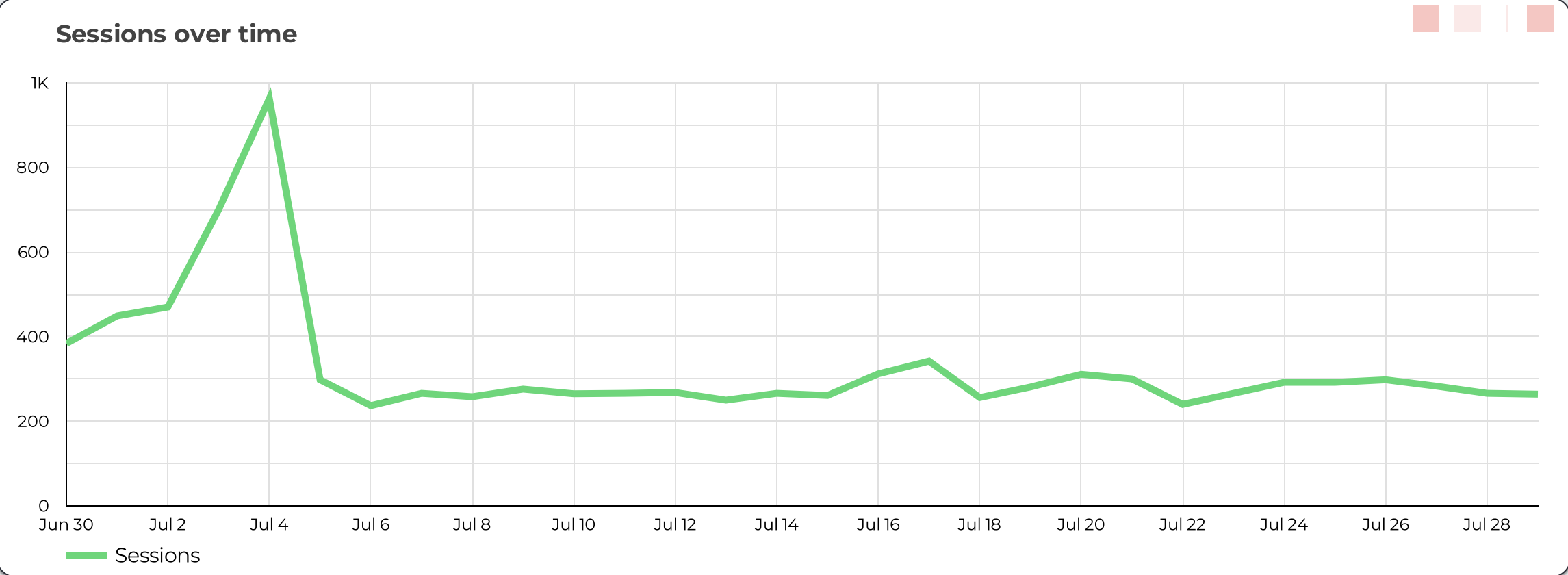
256

± 26.7%

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	7,169	6,082	5,920	1.68	00:01:08
(direct) / (none)	1,073	903	892	1.65	00:01:14
bing / organic	533	479	459	2.66	00:02:12
yahoo / organic	279	230	223	2.72	00:02:57
beachconnection.net / referral	244	217	199	2.37	00:01:33
duckduckgo / organic	210	181	180	2.13	00:01:49
katu.com / referral	43	35	34	1.49	00:01:10
visittotheoregoncoast.com / referral	43	38	30	3.07	00:02:05
localadventurer.com / referral	40	37	37	1.1	00:00:13
m.facebook.com / referral	39	39	39	1.15	00:00:07
onlyinyourstate.com / referral	38	35	35	2.68	00:01:24
en.m.wikipedia.org / referral	20	18	18	2.75	00:02:36
Grand total	9,880	8,368	8,190	1.79	00:01:17

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	38,707	59	0.15%	10.65	10.65
rockaway beach oregon	22,903	500	2.18%	6.79	6.79
rockaway beach directions	3,894	1	0.03%	7.95	7.95
pronto pup	2,836	77	2.72%	9.37	9.37
kelly's marina	2,123	6	0.28%	7.43	7.43
rockaway beach hotels	2,112	4	0.19%	8.56	8.56
kelly's brighton marina	1,501	5	0.33%	7.94	7.94
things to do in rockaway be...	1,445	23	1.59%	7.42	7.42
pronto pup rockaway	1,440	224	15.56%	1.92	1.92
rockaway beach restaurants	1,417	13	0.92%	6.13	6.13
old oregon smokehouse	1,242	33	2.66%	6.92	6.92
where is rockaway beach	1,105	4	0.36%	10.13	10.13
rockaway beach fireworks ...	1,095	102	9.32%	3.95	3.95
rockaway beach parking	1,080	3	0.28%	10.95	10.95
restaurants near me	1,074	22	2.05%	8.38	8.38
food near me	1,068	9	0.84%	6.22	6.22
rockaway beach oregon ho...	1,009	6	0.59%	6.33	6.33
Grand total	295,940	6,169	2.08%	16.89	16.89

What Pages Did Users Visit?

Sessions
9,880
⬆ 39.3%

Unique Pageviews
15,109
⬆ 35.0%

% Exit
55.69%
⬆ 4.0%

Avg. Time on Page
01:37
⬆ 1.5%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.8K	1.9K	01:07	42.91%
/rockaway-beach-annual-events/	1.5K	1.6K	03:26	83.52%
/restaurants/original-pronto-pup/	938	990	02:40	83.03%
/restaurants/grumpys-cafe/	761	799	01:37	64.71%
/bonfires/	442	468	02:36	81.12%
/rockaway-beach-restaurants/	220	667	01:56	36.06%
/lodging/sea-treasure-inn/	209	223	02:20	72.27%
/things-to-do/	195	498	48	40.07%
/lodging-guide-rv-parks-camping/	189	222	01:07	33.54%
/how-to-spot-rocks-when-rockhounding/	169	206	04:09	83.03%
/current-events/	156	487	01:39	50.18%
/comes-trees-go-big-go-home/	151	154	04:07	86.31%
/beach-access/	146	180	02:08	45.66%
/lodging-guide-hotels-motels/	112	209	01:27	34.95%
/rockaway-beach-lodging-guide/	112	361	01:13	25.42%
/rockaway-beach-shopping/	111	253	01:19	48.6%
/lodging-guide-vacation-rentals/	96	153	01:12	30.18%
/twin-rocks/	92	100	03:11	74.11%
/shopping/flamingo-jims-gifts-clothing/	87	98	01:19	66.07%
/tide-pooling-spring-rockaway-beach/	84	88	06:09	79.8%
Grand total	9.9K	15.1K	01:37	55.69%

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Region

City

Metro

Visitor Demographics

Users
8,368
↑ 38.7%

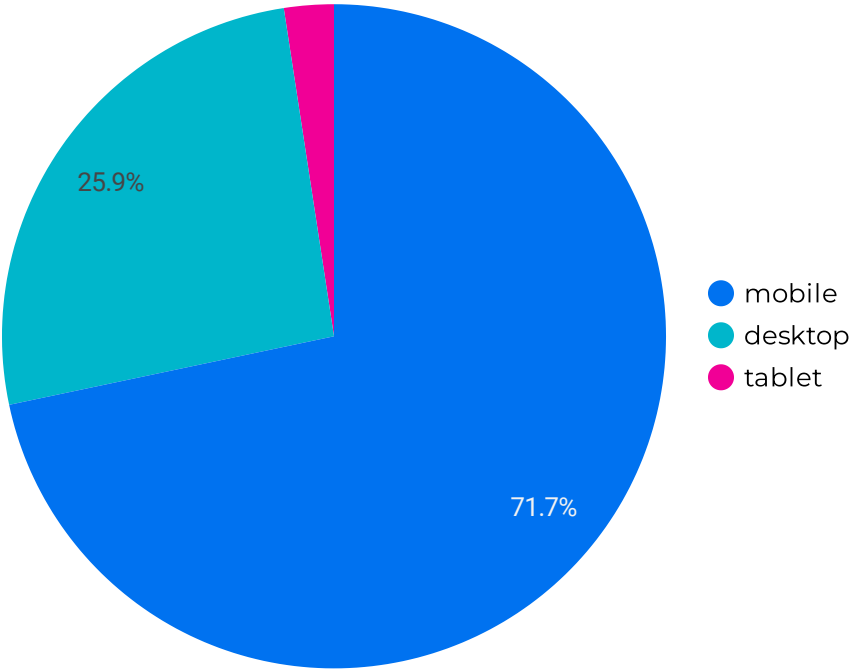
New Users
8,190
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Sessions
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↑ 39.3%

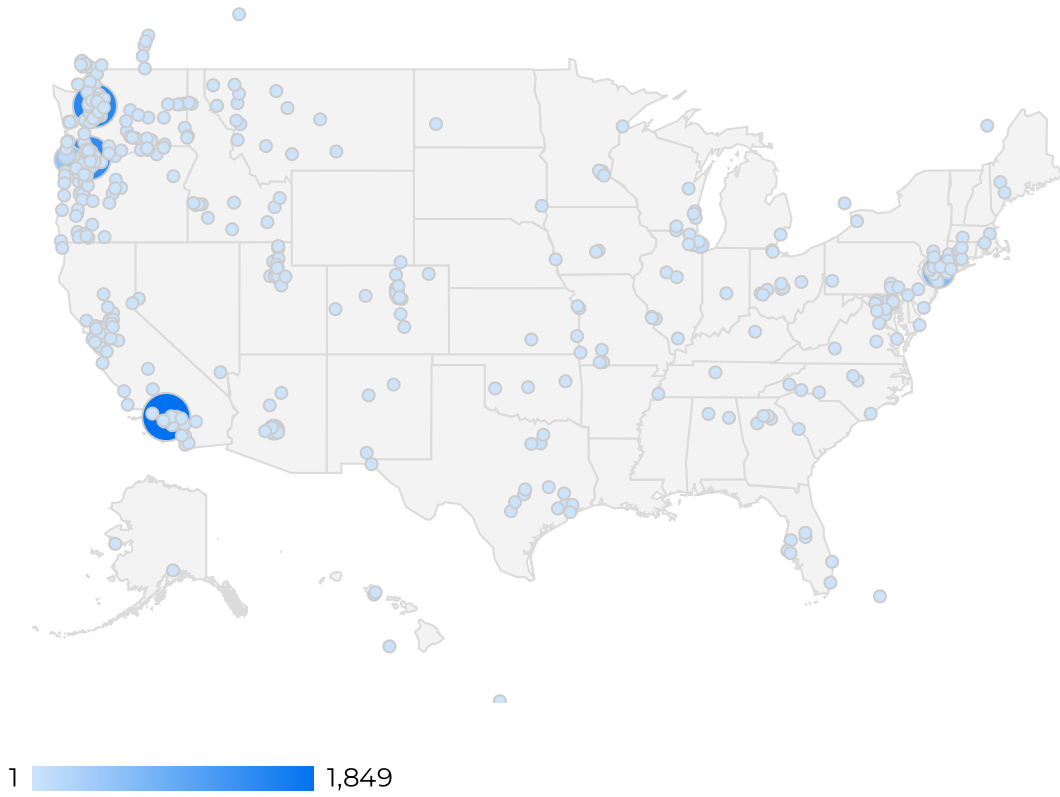
Bounce Rate
67.26%
↑ 2.9%

Avg. Session Duration
00:01:17
↓ -7.0%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Los Angeles	1,849	1,518	1,427	1.67	00:01:15
Seattle	1,483	1,263	1,165	1.64	00:01:04
Portland	1,405	1,211	1,143	1.79	00:01:11
New York	679	635	626	1.22	00:00:45
Tillamook	512	444	411	1.6	00:01:00
Phoenix	165	127	121	1.58	00:01:11
Vancouver	137	126	125	2.36	00:01:53
Rockaway Beach	117	106	93	1.89	00:01:30
Hillsboro	109	95	92	2.09	00:01:04
Chicago	106	88	81	2.18	00:01:47
Beaverton	100	96	91	2.34	00:01:44
Tigard	56	47	45	1.84	00:01:11
Salem	54	54	52	2.15	00:01:27
Gresham	51	45	45	1.51	00:01:16
Eugene	48	48	47	1.52	00:00:29
Oregon City	44	42	36	2.27	00:01:27
Grand total	9,450	7,983	7,808	1.8	00:01:18

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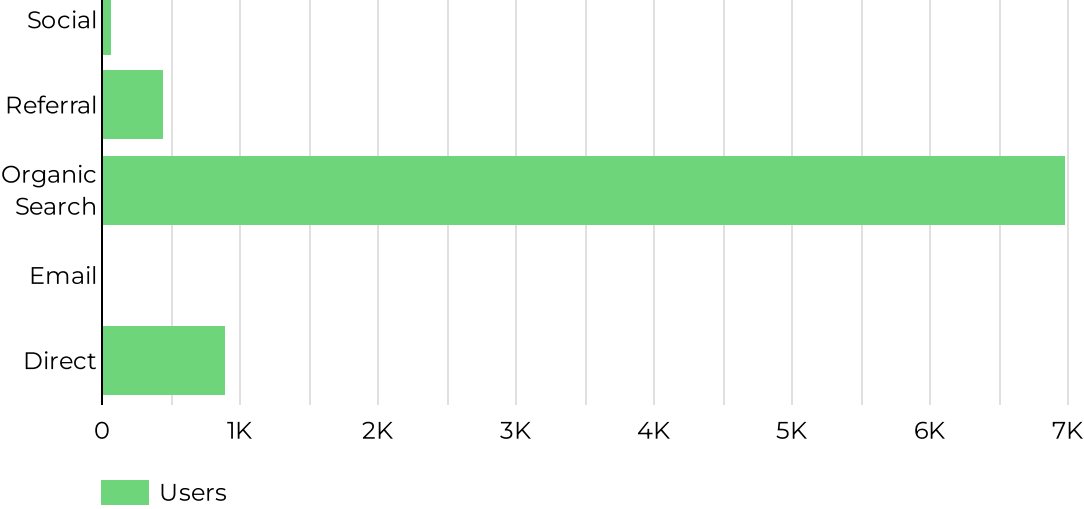
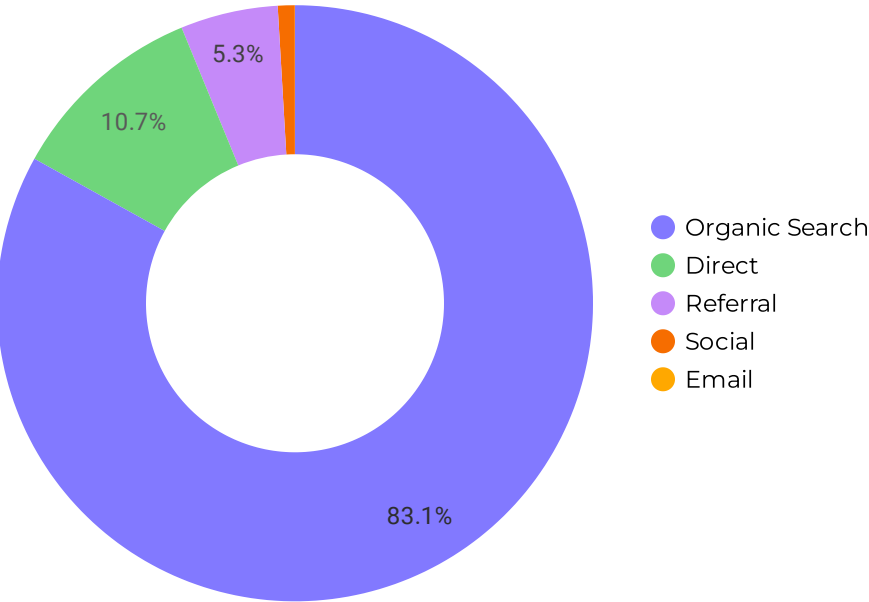
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Channel Traffic



Event Category

Event Action

Event Label

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

Total Events

375

32.0%

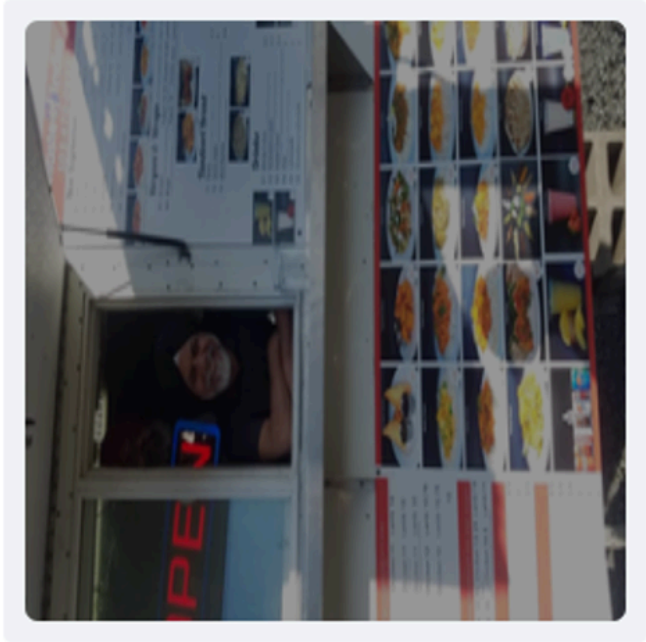
Unique Events

349

31.2%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	5	5
forms	submit	Subscribe Form	21	17
button	click	Get The Guide	261	256
button	click to call	tel:(503) 322-3522	2	2
button	click to call	tel:(503) 355-3315	1	1
button	click to call	tel:(503) 355-8300	11	3
button	click to call	tel:(971) 306-1625	1	1
button	click to call	tel:(503) 355-8220	11	8
button	click to call	tel:503-355-0580	1	1
button	click to call	tel:(503) 355-3866	1	1
button	social profile click	Facebook	4	4
button	click to call	tel:(503) 355-0585	18	13
button	click to call	tel:(503) 355-3840	1	1
button	click to call	tel:503-355-2327	1	1
button	click to call	tel:(503) 709-6018	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(503) 753-8474	1	1
button	click to call	tel:(800) 243-7786	3	3
button	click to call	tel:503-355-2365	1	1
button	click to call	tel:(503) 355-2278	1	1
Grand total			375	349

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Boost post

It's all smiles at New Taste of India Food Cart :)

July 16, 2022 at 11:53 PM

ID: 3712753228849047

Interactions

👍 117 reactions

💬 8 comments

➦ 4 shares