



AUGUST 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 8,490 users visited the website in July, and 8,397 were new users. **Total of 9,539 sessions.** Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Rockway Beach directions."

User demographics: Seattle, Portland, New York (may be landing on RB site when actually looking for Rockaway on Long Island, NY), San Francisco, Vancouver, Los Angeles, Beaverton, Phoenix, Hillsboro, Salem, Tigard, Eugene, San Jose, Spokane.

Pages most visited: Grumpy's Café, Pronto Pup, Restaurants, Rockhounding, Lodging

How did they find the site: Google, direct (meaning the site was bookmarked or typed in), Bing, Yahoo, Duck Duck Go and beachconnection.net

Actions (events) taken: Get the Guide (185 requests)

SOCIAL MEDIA (see attached)

Facebook: Now at 9,319 followers (Facebook changed their reporting metrics, so this month shows a drop of 150 followers; however, FB is losing younger age groups.)

Facebook **posts reached 27,307** people, **up 251%** from July.

Post with the most reach: "Kite Festival post" – 18,418 reach – 180 shares.

Instagram: added 60 new followers, now at **1,259 followers** (see attached for most liked images)

PRINT AND ONLINE MEDIA

Rockaway Beach Chocolatier: Cannon Beach Gazette

https://www.cannonbeachgazette.com/community/rockaway-beach-chocolatier-brings-back-the-classic-bonbon/article_33e42466-e25a-5250-9f19-5aaa16af45fe.html

VIDEO

Three new videos added to the video gallery:

<https://visitrockawaybeach.org/video-gallery/>

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

WAYFINDING

1. Making final edits to kiosk, park and Cedar Trail interpretive signs
2. Installation scheduled for last week September/first week of October

DESTINATION MANAGEMENT PROJECTS

Graphic trash cans ordered – graphics are of photos of Rockaway Beach: should arrive in 6-7 weeks.

Prepared by Tillamook Coast Visitors Association.

User Behavior

Users

8,490

± 3.8%

New Users

8,397

± 5.3%

Sessions

9,539

± -0.9%

Bounce Rate

73.52%

± 9.6%

Contact Forms

2

± -50.0%

Get The Guide

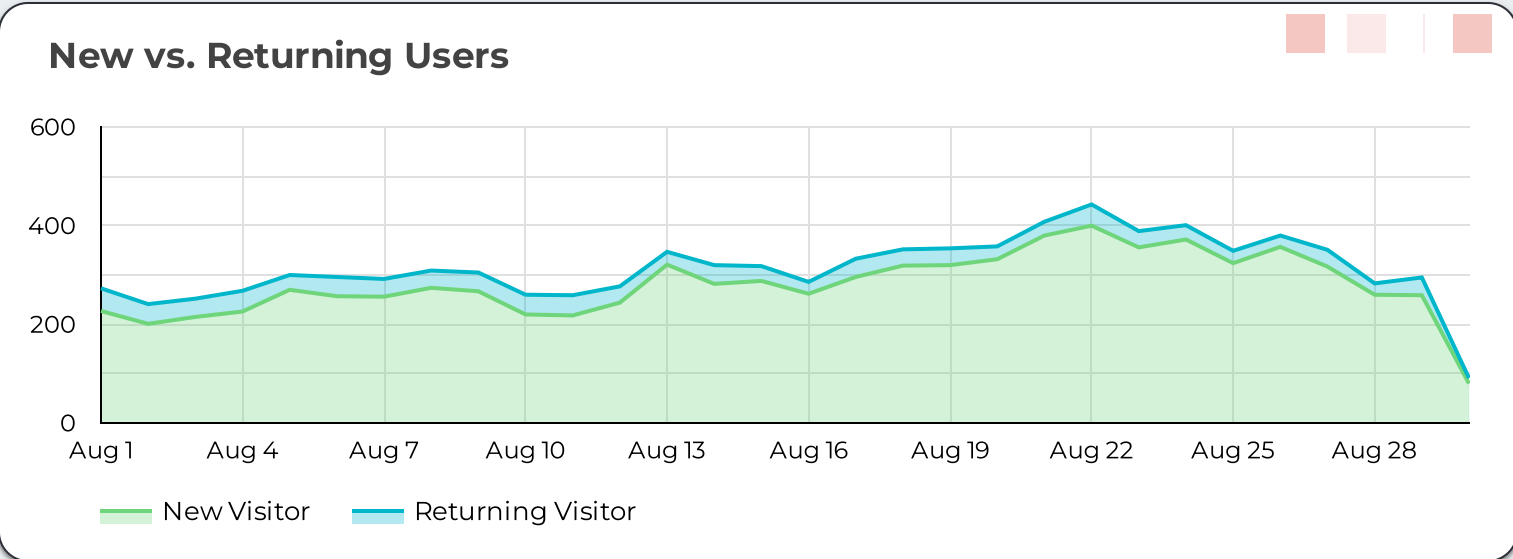
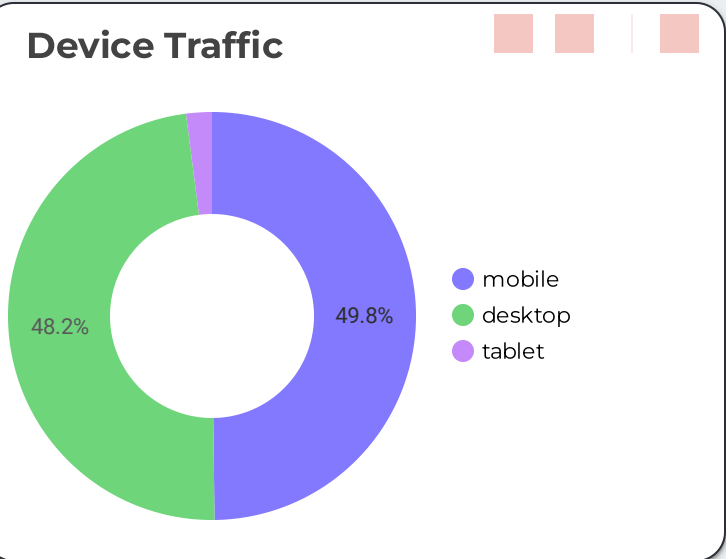
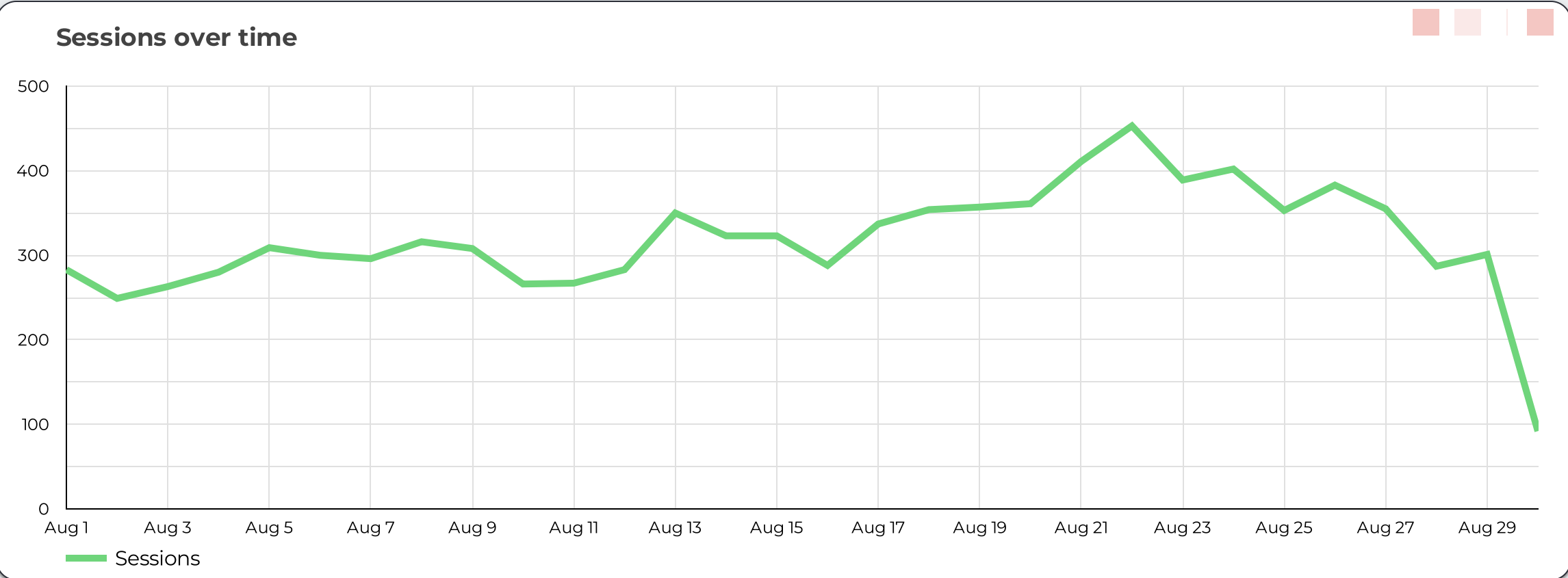
185

± -28.3%

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	7,544	6,901	6,770	1.52	00:00:49
(direct) / (none)	774	615	603	1.75	00:01:17
bing / organic	513	463	445	2.64	00:02:06
yahoo / organic	235	197	190	2.15	00:01:39
duckduckgo / organic	196	161	155	1.84	00:01:28
beachconnection.net / referral	79	73	69	2.58	00:01:25
search.aol.com / referral	24	22	21	3.08	00:03:19
localadventurer.com / referral	22	22	21	1.05	00:00:08
visittheoregoncoast.com / referral	21	19	16	3.86	00:03:35
l.facebook.com / referral	16	13	13	2.69	00:02:04
m.facebook.com / referral	15	15	14	1.13	00:00:37
maps.apple.com / referral	9	8	8	2.22	00:01:22
Grand total	9,539	8,490	8,397	1.65	00:01:00

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	34,347	82	0.24%	9.66	9.66
rockaway beach oregon	19,132	447	2.34%	5.84	5.84
kelly's marina	2,145	5	0.23%	6.99	6.99
rockaway beach directions	2,091	1	0.05%	7.11	7.11
rockaway beach hotels	2,064	9	0.44%	8.68	8.68
pronto pup	1,677	53	3.16%	9.42	9.42
rockaway beach restaurants	1,420	22	1.55%	5.65	5.65
things to do in rockaway be...	1,202	16	1.33%	7.33	7.33
restaurants near me	1,150	15	1.3%	10.56	10.56
kelly's brighton marina	1,148	3	0.26%	8.05	8.05
old oregon smokehouse	1,135	18	1.59%	6.77	6.77
pronto pup rockaway	1,040	124	11.92%	1.98	1.98
food near me	1,035	7	0.68%	8.88	8.88
rockhounding	947	4	0.42%	12.01	12.01
rockaway beach oregon ho...	937	3	0.32%	6.32	6.32
rockaway beach resort	870	8	0.92%	12.79	12.79
jetty fishery	795	0	0%	11.92	11.92
Grand total	251,885	4,265	1.69%	17.97	17.97

What Pages Did Users Visit?

Sessions

9,539

↓ -0.9%

Unique Pageviews

13,763

↓ -6.5%

% Exit

60.64%

↑ 8.7%

Avg. Time on Page

01:33

↓ -3.1%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.6K	1.7K	01:10	50.52%
/restaurants/grumpys-cafe/	727	778	01:56	63.51%
/restaurants/original-pronto-pup/	513	551	02:51	79.32%
/rockaway-beach-restaurants/	443	850	01:31	50.82%
/bonfires/	394	411	02:32	86.93%
/how-to-spot-rocks-when-rockhounding/	363	389	07:08	94.76%
/rockaway-beach-lodging-guide/	302	507	01:12	47.68%
/lodging/sea-treasure-inn/	287	300	02:28	86.96%
/lodging/silver-sands-motel/	274	315	01:49	90.57%
/comes-trees-go-big-go-home/	264	266	08:02	95.24%
/restaurants/sand-dollar-restaurant-lounge/	248	278	03:35	92.5%
/beach-access/	235	265	01:12	69.44%
/lodging-guide-rv-parks-camping/	223	245	01:26	49.19%
/lodging-guide-vacation-rentals/	182	232	55	55.1%
/current-events/	173	352	01:18	56.59%
/things-to-do/	161	342	47	43.84%
/lodging/seaview-condo-102/	124	128	03:08	83.57%
/twin-rocks/	110	116	03:36	80%
/rockaway-beach-shopping/	108	262	01:38	52.08%
/lodging-guide-hotels-motels/	100	201	01:23	32.58%
Grand total	9.5K	13.8K	01:33	60.64%

1 - 20 / 287

Region

City

Metro

Visitor Demographics

Users

8,490

↑ 3.8%

New Users

8,397

↑ 5.3%

Sessions

9,539

↓ -0.9%

Bounce Rate

73.52%

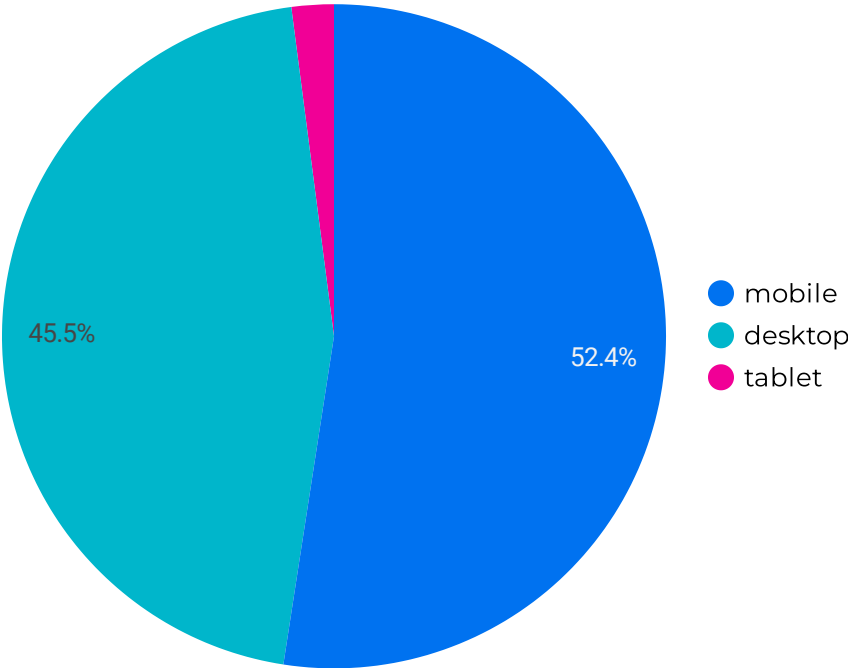
↑ 9.6%

Avg. Session Duration

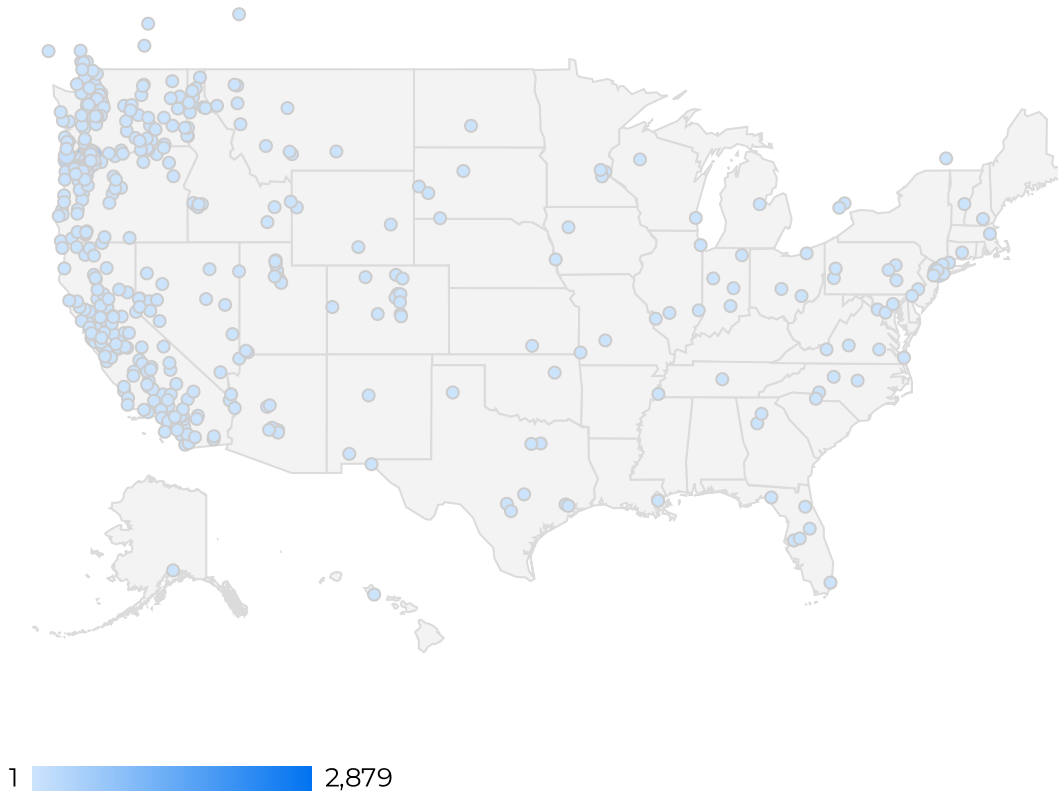
00:01:00

↓ -20.6%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	990	863	789	1.77	00:01:23
Portland	930	845	802	1.73	00:01:12
Tillamook	332	296	262	1.56	00:01:01
New York	257	236	232	1.21	00:00:26
San Francisco	115	107	94	1.83	00:02:05
Rockaway Beach	98	85	75	1.81	00:01:29
Vancouver	94	84	82	3.06	00:03:41
Los Angeles	87	77	65	1.69	00:01:21
Beaverton	82	71	65	2.39	00:02:09
Phoenix	61	46	39	1.92	00:02:56
Hillsboro	60	57	56	2.13	00:01:56
Salem	54	48	45	2.37	00:01:56
Tigard	40	39	39	2.1	00:01:18
Eugene	40	38	36	1.93	00:01:07
San Jose	38	35	32	1.74	00:01:09
Spokane	35	34	34	2.49	00:01:08
Grand total	6,660	5,713	5,580	1.87	00:01:22

1 - 100 / 1048

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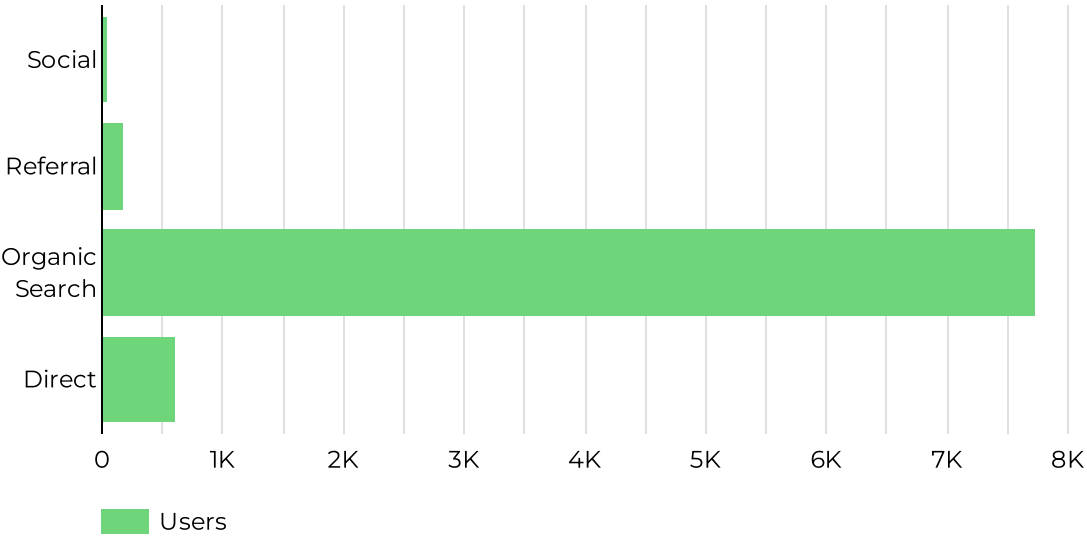
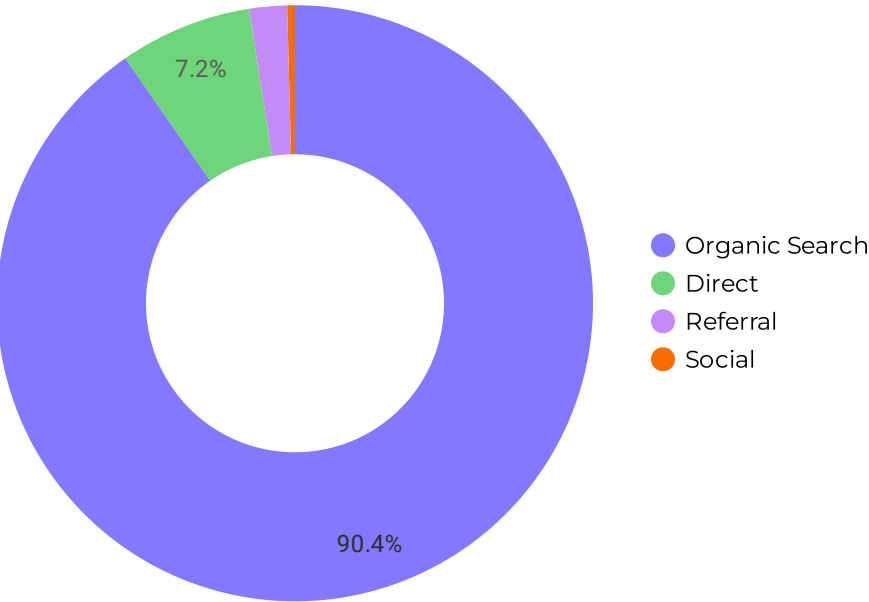
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visittheoregoncoast.com / referral	21	19	16	3.86	00:03:35
l.facebook.com / referral	16	13	13	2.69	00:02:04
m.facebook.com / referral	15	15	14	1.13	00:00:37
maps.apple.com / referral	9	8	8	2.33	00:01:22
ecosia.org / organic	7	6	6	2.57	00:03:49
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1 - 46 / 46 < >

Channel Traffic



Event Category

Event Action

Event Label

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

Total Events

269

↓ -27.3%

Unique Events

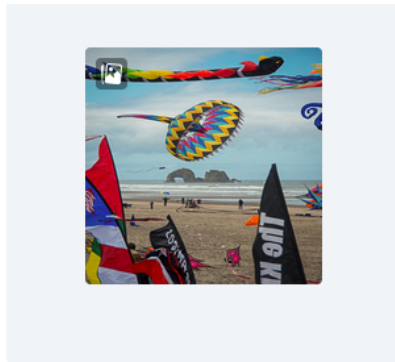
252

↓ -27.4%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	21	15
forms	submit	Contact Form	2	2
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:(503) 753-8474	1	1
button	click to call	tel:971 306-1245	2	1
button	click to call	tel:(503) 355-8488	1	1
button	click to call	tel:(503) 355-2093	1	1
button	click to call	tel:503-355-8330	1	1
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:503-355-3333	1	1
button	click to call	tel:(503) 397-4418	1	1
button	click to call	tel:503-457-3439	1	1
button	click to call	tel:(503) 355-2291	11	10
button	social profile click	Instagram	2	2
button	click to call	tel:(503) 812-7559	1	1
button	click to call	tel:(503) 355-8220	10	8
button	social profile click	Facebook	2	2
button	click to call	tel:(503) 355-3115	1	1
button	click to call	tel:971-306-1043	1	1
button	click to call	tel:503-345-9399	1	1
Grand total			269	252

1 - 20 / 25 < >

Facebook



Mark your calendars! Kite Festival returns Sept. 16-18.

August 21, 2022 at 9:27 AM

ID: 3801418496649186

Interactions

👍 1,005 reactions

💬 110 comments

➦ 180 shares

Post reach: 27,307 – 3x the number of followers!

Instagram

