



SEPTEMBER 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 5,480 users visited the website in September, and 5,406 were new users. **Total of 6,338 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, Hillsboro, Vancouver, Beaverton, Los Angeles, Salem, Las Vegas, Boise.

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

How did they find the site: Google, Bing and Duck Duck Go, and beachconnection.net

Actions (events) taken: Get the Guide (197 requests)

SOCIAL MEDIA (see attached)

Facebook: Now at 9,324 followers (added 5 new followers in September.)

Facebook posts reached 11,277 people, down from August.

Post with the most reach: "Glamping at Kelly's Marina" – 3,726 reach – 573 engagements.

Instagram: added 69 new followers, now at **1,328 followers** (see attached for most liked images)

PRINT AND ONLINE MEDIA

Willamette Living: Winter Adventure Guide (attached)

Oregon Coast Today (Boise Weekly and Portland Tribune inserts): Rockaway Beach, a year-round coastal adventure (attached)

Oregon Coast Today: Stacks of fun – The Rockaway Beach Kite Festival Will Lift Your Spirits (attached)

Beachconnection.net: Rockaway Beach Briefly: N. Oregon Coast Icon in Photos

<https://www.beachconnection.net/news/rockphoto041621.php?fbclid=IwAR2JJGtNQo8G7zMemRk-2cRmmTU7-AS1VkScp4SX04uRDF1GOLHJvBcUoRo>

VIDEO

"Travel with Locals" film series with Derrick Josi and family at Kite Festival. More than 4,700 people engaged with the video! (This will be on YouTube soon).

<https://www.facebook.com/tdfhonestfarming/videos/842010513628205>

WAYFINDING

1. Making final edits to the Phyllis Baker Park interpretive sign – everything else done.
2. Installation scheduled for first week of October

DESTINATION MANAGEMENT PROJECTS

Graphic trash cans ordered – graphics are of photos of Rockaway Beach: should arrive in 6-7 weeks. (Delayed by one week because the trash can company had their old address on the invoice!)

Prepared by Tillamook Coast Visitors Association.

User Behavior

Users

5,480

-35.9%

New Users

5,406

-36.5%

Sessions

6,336

-34.7%

Bounce Rate

65.39%

-10.5%

Contact Form

9

350.0%

Get the Guide

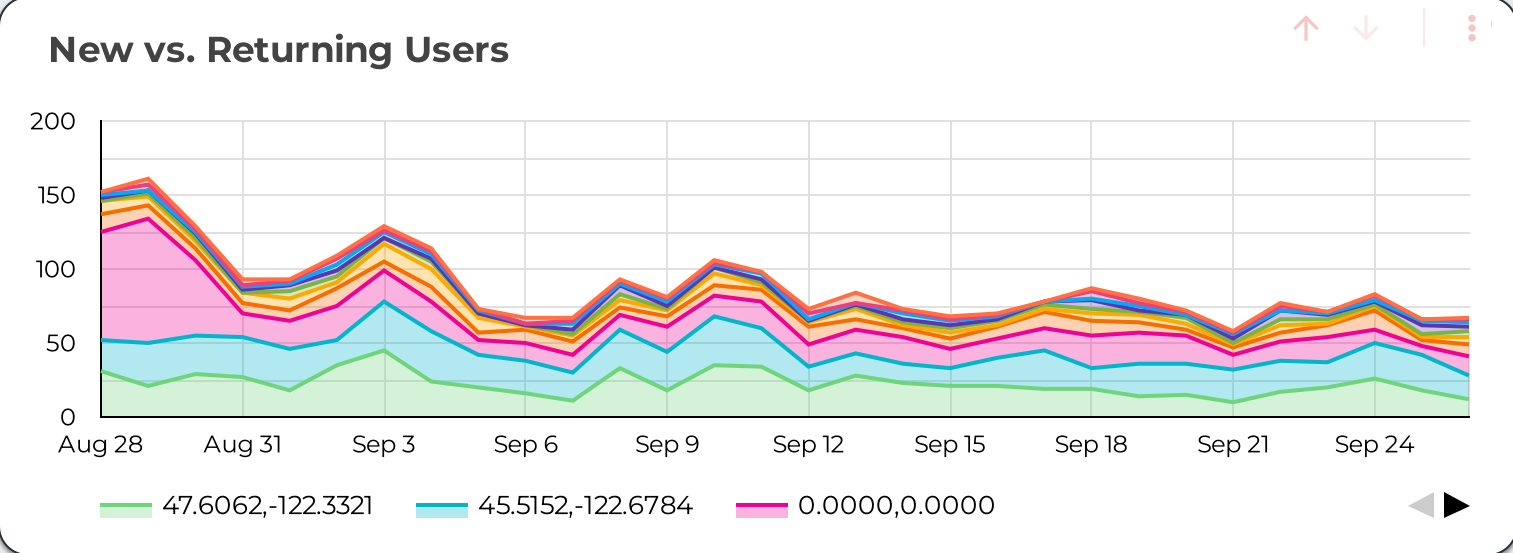
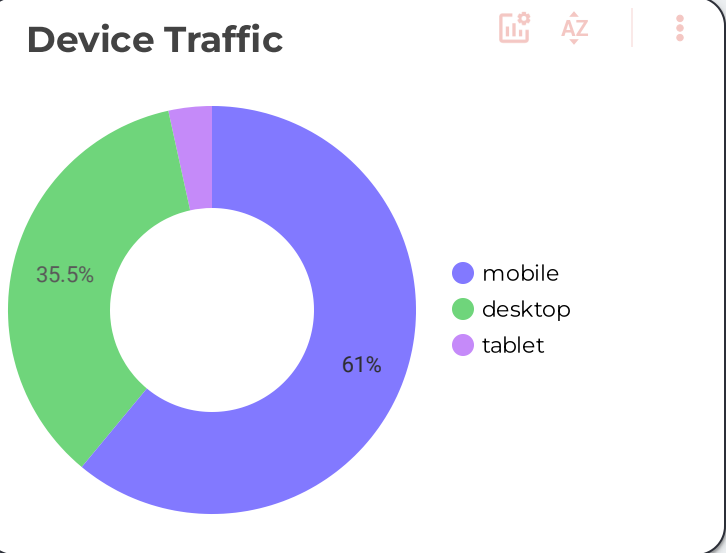
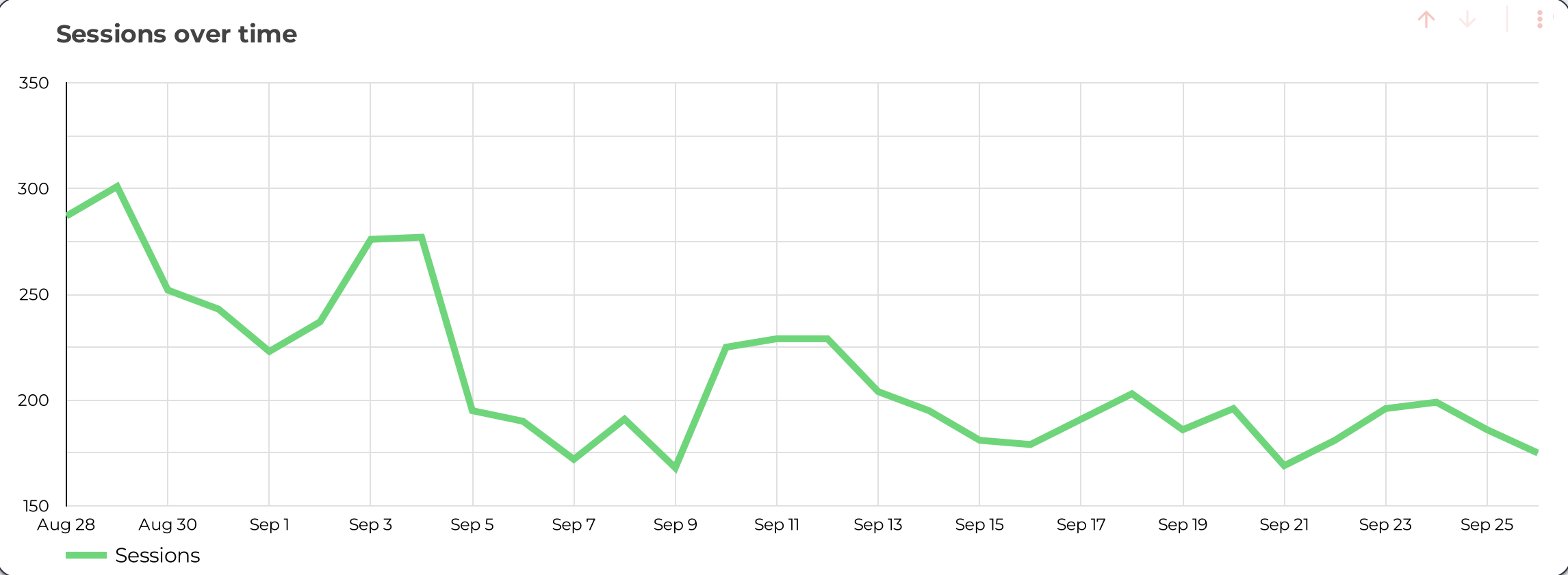
197

-0.5%

Click to Email

No data

No data



How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	4,685	4,125	4,060	1.75	00:01:14
(direct)	605	510	503	1.73	00:00:54
bing	434	376	365	2.68	00:02:31
duckduckgo	192	142	139	1.92	00:01:34
yahoo	166	148	142	2.4	00:03:20
beachconnection.net	61	53	49	2.62	00:03:33
corb.us	37	34	29	2.54	00:01:47
visittheoregoncoast.com	26	20	17	3.08	00:02:51
localadventurer.com	26	26	26	1	00:00:00
m.facebook.com	16	15	15	1	00:00:00
search.aol.com	12	7	7	2.42	00:02:21
lm.facebook.com	9	9	9	1.67	00:01:18
Grand total	6,336	5,480	5,406	1.85	00:01:23

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	21,511	57	0.26%	8.97	8.97
rockaway beach oregon	15,583	340	2.18%	5.75	5.75
kelly's marina	2,300	4	0.17%	6.89	6.89
rockaway beach hotels	1,692	3	0.18%	8.82	8.82
pronto pup	1,457	49	3.36%	9.69	9.69
jetty fishery	1,054	2	0.19%	10.78	10.78
rockaway beach restaurants	1,051	17	1.62%	5.33	5.33
old oregon smokehouse	1,029	21	2.04%	6.89	6.89
rockhounding	1,003	4	0.4%	8.14	8.14
kelly's brighton marina	996	1	0.1%	7.42	7.42
restaurants near me	976	5	0.51%	15.76	15.76
rockaway beach directions	949	0	0%	7.93	7.93
things to do in rockaway be...	919	7	0.76%	8.46	8.46
rockaway beach resort	900	4	0.44%	11.58	11.58
food near me	865	12	1.39%	6.98	6.98
rockaway beach oregon ho...	740	7	0.95%	6.76	6.76
the salty shore rockaway b...	711	52	7.31%	3.59	3.59
Grand total	217,496	3,725	1.71%	19.66	19.66

What Pages Did Users Visit?

Sessions

6,336

↓ -34.7%

Unique Pageviews

9,882

↓ -29.7%

% Exit

54.05%

↓ -10.5%

Avg. Time on Page

01:38

↑ 5.1%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.1K	1.2K	01:12	44.39%
/restaurants/grumpys-cafe/	603	638	01:36	62.06%
/restaurants/original-pronto-pup/	411	444	03:16	79.59%
/bonfires/	331	345	02:10	84.91%
/rockaway-beach-restaurants/	228	556	01:23	34.32%
/lodging/salty-shore-beach-house/	190	209	01:19	70.28%
/how-to-spot-rocks-when-rockhounding/	160	187	04:24	85.86%
/lodging/sea-treasure-inn/	155	167	02:28	78.31%
/lodging-guide-rv-parks-camping/	138	160	01:36	42.4%
/current-events/	114	254	01:14	52.25%
/beach-access/	114	136	03:15	58.82%
/rockaway-beach-lodging-guide/	93	267	01:47	31.91%
/rockaway-beach-shopping/	89	206	01:55	47.71%
/twin-rocks/	87	90	01:15	73.53%
/things-to-do/	82	245	01:01	38.81%
/lodging-guide-hotels-motels/	75	135	01:20	28.92%
/lodging/seaview-condo-102/	74	77	55	85.71%
/lodging-guide-vacation-rentals/	73	108	01:17	38.73%
/rockaway-beach-annual-events/	69	132	01:05	54.48%
/comes-trees-go-big-go-home/	68	69	07:24	91.67%
Grand total	6.3K	9.9K	01:38	54.05%

1 - 20 / 288

Region

City

Metro

Visitor Demographics

Users

5,480

↓ -35.9%

New Users

5,406

↓ -36.5%

Sessions

6,336

↓ -34.7%

Bounce Rate

65.39%

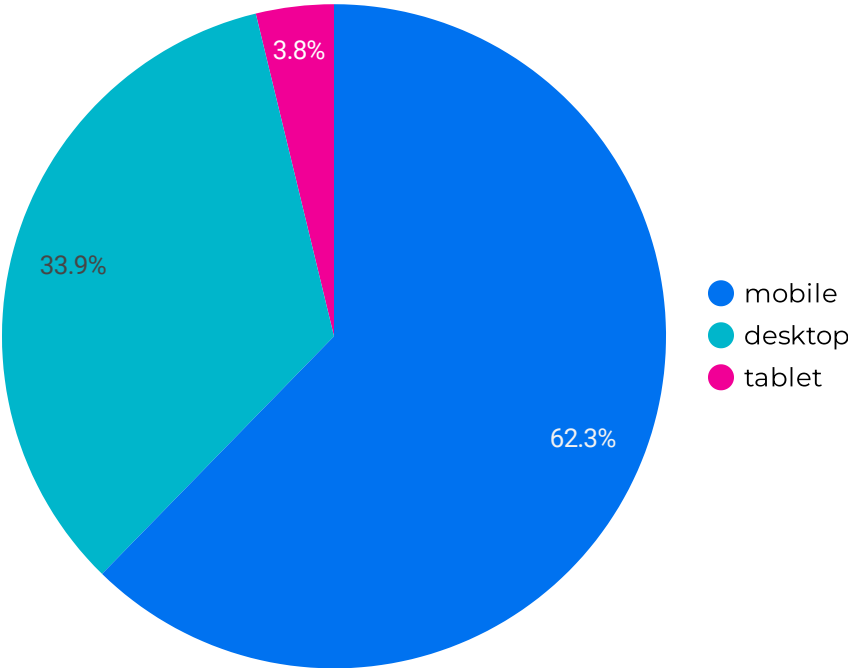
↓ -10.5%

Avg. Session Duration

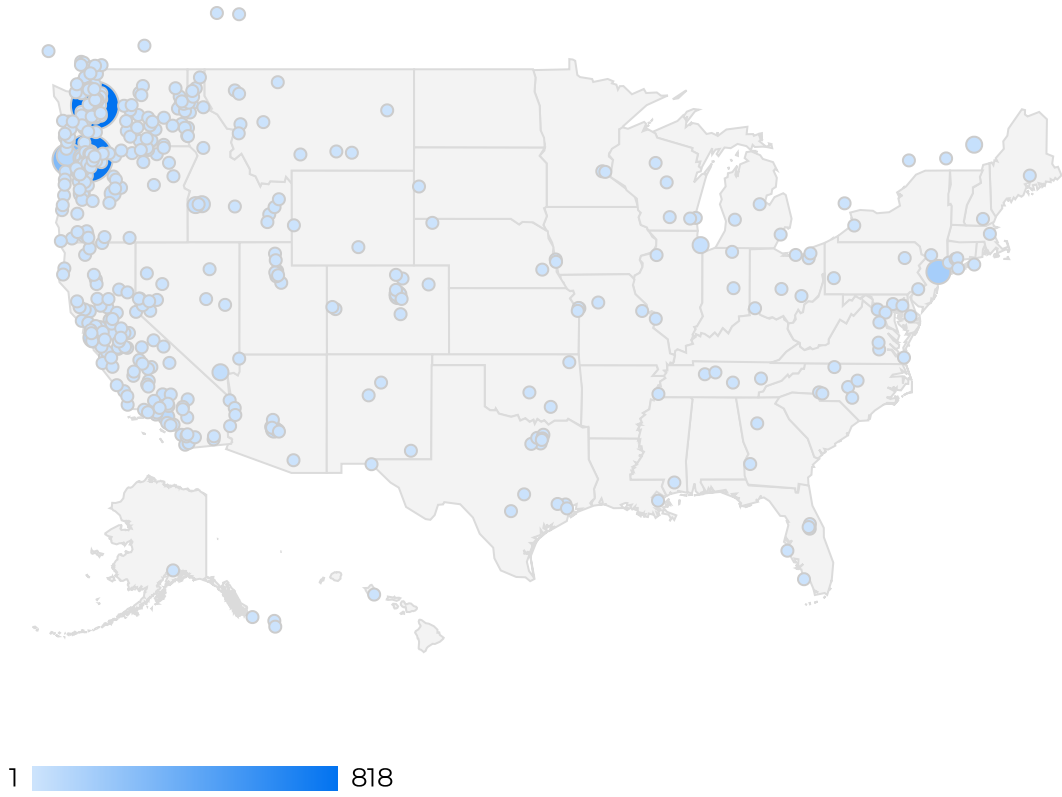
00:01:23

↑ 36.2%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	818	721	678	1.74	00:01:15
Portland	771	704	671	1.86	00:01:23
Tillamook	300	256	237	1.7	00:01:18
New York	153	150	150	1.14	00:00:16
San Francisco	92	83	76	1.71	00:00:56
Rockaway Beach	80	70	60	1.78	00:00:54
Hillsboro	79	74	72	2.41	00:03:09
Vancouver	76	68	68	2.66	00:03:02
Beaverton	60	56	55	2.85	00:03:51
Los Angeles	58	57	52	2.03	00:01:55
Salem	54	49	43	2.28	00:02:00
Las Vegas	37	36	32	1.54	00:00:41
Boise	37	35	33	2.89	00:01:41
Phoenix	32	27	23	1.94	00:00:49
Bend	29	24	22	1.86	00:01:40
Nampa	28	25	24	1.79	00:01:18
Grand total	5,664	4,872	4,792	1.9	00:01:28

1 - 100 / 1019

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Users

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Bounce Rate

65.39%

↓ -10.5%

Contact Forms

8

± 300.0%

Get The Guide

189

↓ -1.6%

Click to Email

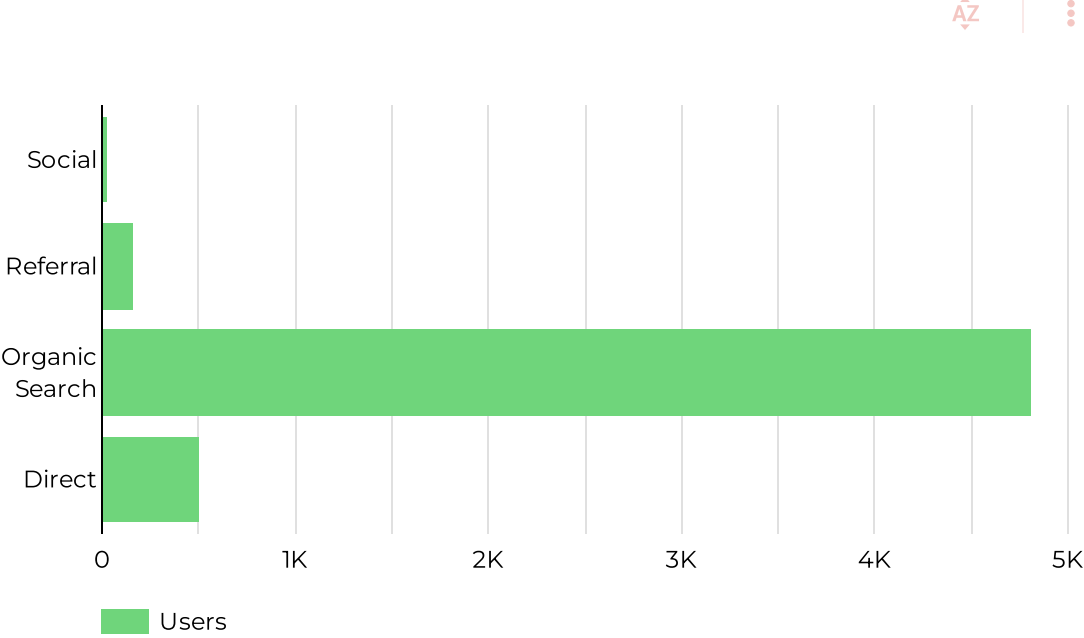
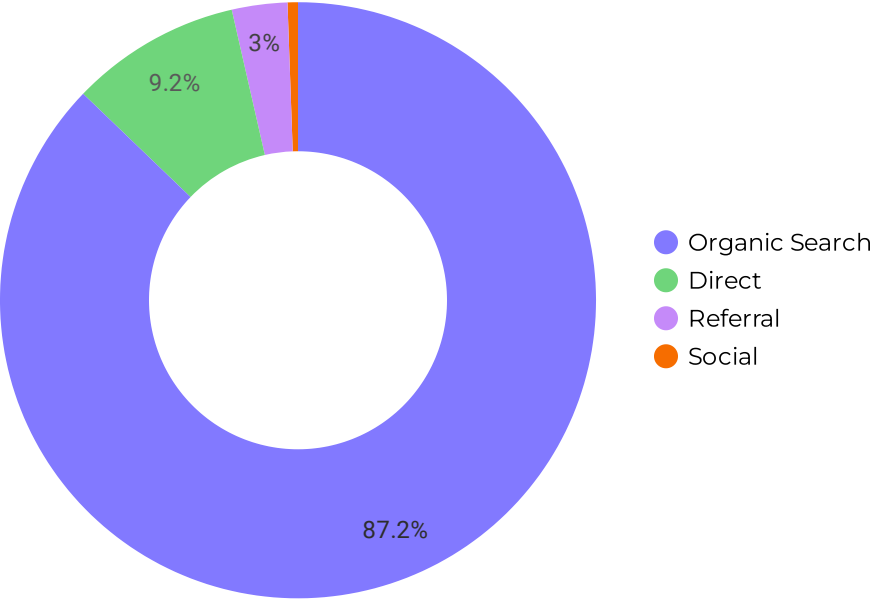
No data

No data

Source / Medium	Sessions ▾	Users	New Users	Pages / Session	Avg Session Duration
google / organic	4,685	4,125	4,060	1.75	00:01:14
(direct) / (none)	605	510	503	1.73	00:00:54
bing / organic	434	376	365	2.68	00:02:31
duckduckgo / organic	192	142	139	1.92	00:01:34
yahoo / organic	166	148	142	2.4	00:03:20
beachconnection.net / referral	61	53	49	2.62	00:03:33
corb.us / referral	37	34	29	2.54	00:01:47
visittheoregoncoast.com / referral	26	20	17	3.08	00:02:51
localadventurer.com / referral	26	26	26	1	00:00:00
m.facebook.com / referral	16	15	15	1	00:00:00
search.aol.com / referral	12	7	7	2.42	00:02:21
lm.facebook.com / referral	9	9	9	1.67	00:01:18
en.m.wikipedia.org / referral	5	4	3	1.8	00:00:23
Grand total	6,336	5,480	5,406	1.85	00:01:23

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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

283

4.0%

Unique Events

264

3.5%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	16	14
forms	submit	Contact Form	9	8
button	social profile click	Facebook	8	8
button	click to call	tel:(503) 355-0585	6	6
button	click	Get The Guide	197	189
button	click to call	tel:(503) 355-2291	12	10
button	click to call	tel:(503) 355-8220	17	13
button	social profile click	Instagram	3	3
button	click to call	tel:503-345-9399	1	1
button	click to call	tel:503-355-2599	2	1
button	click to call	tel:(503) 355-8300	1	1
button	click to call	tel:(503) 734-7131	1	1
button	click to call	tel:(971) 306-1410	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(800) 824-1611	2	2
button	click to call	tel:503-936-7274	1	1
button	click to call	tel:(503) 502-5422	1	1
button	click to call	tel:(503) 355-2278	2	1
button	click to call	tel:(503) 997-3318	1	1
button	click to call	tel:503-355-3333	1	1
Grand total			283	264



Rockaway Beach

Published by Dan Haag · September 3 at 6:51 AM · 🌐

Get your glamp on at [Kelly's Brighton Marina](#)
[#visitrockawaybeach](#)



Kelly's Brighton Marina

September 1 at 9:32 PM · 🌐

Glamorous Camping done right~ 🥰❤️ Kelly's first ever glamping tent can be reserved online! <https://kellysbrightonmarina.com/camping-2/>
Search for "glamping tent"... [See more](#)

3,726

People reached

573

Engagements

—

Distribution score

[Boost a post](#)



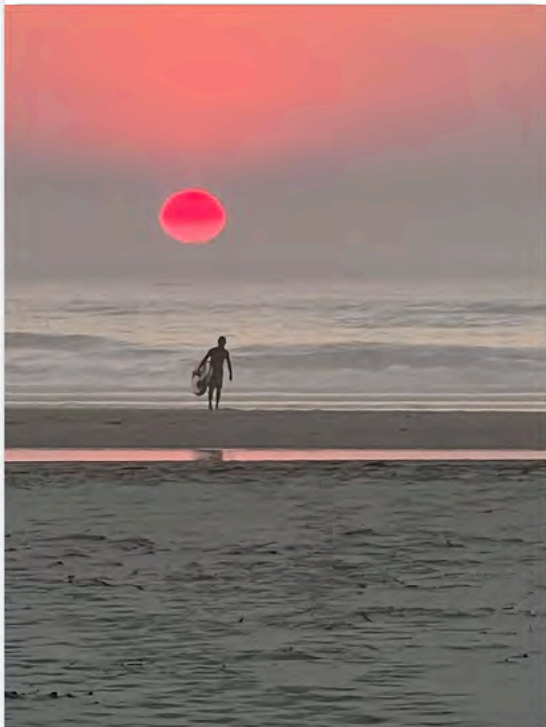
Rockaway Beach

Published by Dan Haag · September 11 at 6:29 AM · 🌐

...

Smoke and heat gave us a different color sunset.

[#visitrockawaybeach](#)



Penny Cole · Rockaway Community & Tillamook Coast

September 10 at 7:48 AM · 🌐

Love our beach!

2,681

People reached

226

Engagements

—

Distribution score

Boost a post



You and 159 others

4 Comments 17 Shares



visitrockawaybeach

Message



496 posts

1,328 followers

194 following

Visit Rockaway Beach

Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigstories

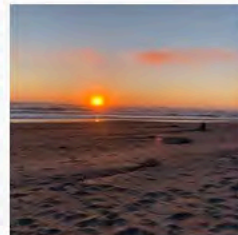
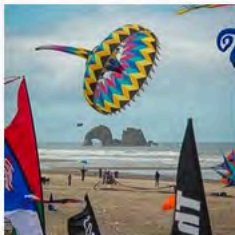
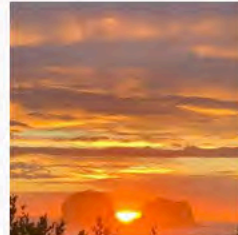
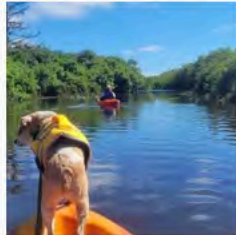
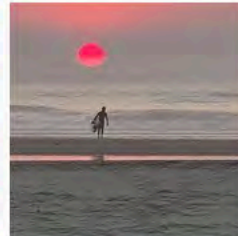
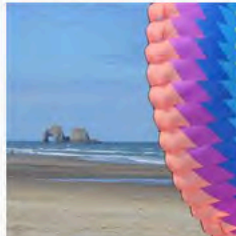
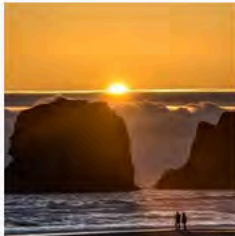
#rockawaybeachoregon

visitrockawaybeach.org

Followed by beachbakeshop, visitgaribaldi, robtrostatestate + 117 more

POSTS

TAGGED



SEPTEMBER
2022
OCTOBER

Willamette **LIVING**

The magazine for Oregon's Willamette Valley

FOOD & WINE

+ VALLEY PETS
WILSONVILLE
ART & EVENTS

Portland to Eugene, and everything in-between!

ROCKAWAY BEACH

OREGON

small town. big beach.

WINTER 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. ****



Geocaching

Part outdoor adventure, part scavenger hunt, geocaching is a great family experience. Find out how to join the treasure hunt at geocaching.com and get started on the fun. Here's one family's story:

→ tillamookcoast.com/geocaching-treasure-hunt/



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!

→ visitrockawaybeach.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



Rockhounding

Winter surf brings treasures for rockhounds at low tide. Stay safe out there! Keep an eye on the ocean.

→ visitrockawaybeach.org/beachcombing-rockaway-beach

Photo: Sarune Sedereviciute

Plan your trip at:
VisitRockawayBeach.org

Rockaway Beach: a year-round coastal adventure

With seven miles of sandy beach, Rockaway Beach on Oregon's north coast makes the perfect home base for activities the whole family will enjoy. With lots of lodging options and restaurants, it's the place to make great memories, or start new traditions. Outdoors or in, here's list of things to do in and around Rockaway Beach.

Geocaching

Part outdoor adventure, part scavenger hunt, part mystery tour, geocaching provides lots of family fun. Find out how to join the treasure hunt at geocaching.com and get started. Read about one family's geocaching adventure at tillamookcoast.com/geocaching-treasure-hunt

Rockhounding

See all the people on the beach with their eyes locked on the sand as they walk? Chances are they are hunting for agates and shells, which Rockaway Beach has a bounty. Fall and winter surf brings treasures ashore — you'll find them at low tides. If you're a novice rockhound, here's a guide to get you started: visitrockawaybeach.org/how-to-spot-rocks-when-rockhounding

Want to know how to polish the rocks you gather? Here's a blog

that takes you step-by-step: tillamookcoast.com/blog/5-easy-steps-for-polishing-beach-rocks-at-home

Old Growth Cedar Wetlands Trail

The oldest resident in Rockaway Beach is a mammoth Western Red Cedar, at an estimate of 900 years. At 49 feet in circumference, it is also among Oregon's largest trees. Visit this grande dame, which has survived earthquakes, fires, tsunamis and development, by walking the raised boardwalk through the wetlands preserve. Informative signage posted along the ADA-friendly walk shares stories of trees, wildlife, and stewardship. Located at the south end of Rockaway Beach at Highway 101 and Washington Street.

Ride the Rails

The Oregon Coast Scenic Railroad, pulled by a vintage steam engine, has two terrific tours in fall and winter. Take the Fall Splendor trip into the beautiful Nehalem Valley. Between Thanksgiving and Christmas, ride with Mr. and Mrs. Santa Claus on the popular Candy Cane Express. Get your tickets at oregoncoastscenic.org

Crabbing, Clamming and Fishing

Oregon's north coast is a seafood destination, whether you want to order it in a restaurant, or dig and fish for your dinner. Just a few miles north of Rockaway Beach is Kelly's Marina, where you can learn to catch and cook Dungeness crab. Or go just south of town to Garibaldi, where you can dig for clams at low tide in Tillamook Bay. If fishing is on your wish list, the Oregon Coast is your oyster. Cast a line from the fishing dock at Lake Lytle or the beach, or hire a guide. We have a list of the best guides for river, bay or ocean: tillamookcoast.com/what-to-do/charter-fishing

Birds, Wildlife, Whales

Oregon Coast skies and trees are filled with hundreds of types of birds. While we're all familiar with the gulls (and they are fascinating), you'll also find blue heron, egret, osprey, red-winged blackbird, Stellar's Jay, eagle, pelican and much more. Bring your binoculars. Refer to this handy guide: tillamookcoast.com/what-to-do/bird-watching

As you walk trails and the





ABOVE: Catch the train in Rockaway Beach

FAR LEFT: The raised boardwalk through the Old Growth Cedar Trail is ADA-friendly

LEFT: Warehouse 10 is filled with tasteful home decor and gift-worthy finds

beaches, don't be surprised if you encounter a herd of elk. There are several herds up and down the coast, and they like the forests and open meadows as much as they like the beach. Don't approach the elk, but do stand back at a safe distance and admire these magnificent creatures.

In November and December, whales migrate to warmer waters. You can easily spot them from the beach, but from higher ground, you can see them breach and spout. Go to Cape Meares Lighthouse for the best viewing: tillamookcoast.com/where-to-go/cape-meares-lighthouse



Eclectic Shopping

A walk around the village of Rockaway Beach is always fun. It's filled with shops full of treasures — for you or those on your holiday gift list. From collectibles at Flamingo Jim's and Trash and Treasures, to home décor and one-of-a-kind finds at Warehouse 10, Simply Charming, Little Crow and Troxel's Gem and Jewelry, shopping is an adventure. For a list of all stores, go to: visitrockawaybeach.org/rockaway-beach-shopping

We'll see you soon! Plan your trip at visitrockawaybeach.org ★

get out!

Stacks of fun

The Rockaway Beach Kite Festival will lift your spirits

By Emily Lindblom
FOR THE TODAY

Colorful kites will soon dance in the sky over the Rockaway Beach Wayside, as the 46th annual Rockaway Beach Kite and Art Festival returns this Friday, Sept. 16 through Sunday, Sept. 18.

Brothers Dylan and Cardin Nguyen plan to be among the kite fliers performing at the festival.

Dylan, 18, said the two of them have been flying kites all their lives and have been demonstrating their skills in festivals and competitions for the past nine years.

Rockaway Beach was one of the Nguyen brothers' first festivals. Since then, Dylan has gone on to compete in American Kitefliers Association National Sport Kite Championships. In 2019, he won seven first place medals.

Dylan is looking forward to trying some new maneuvers he has been experimenting with.

"Rockaway has been really cool because it has a beautiful beach with good wind and a nice amount of space so you can do all these things," he said.

He said it's also a time to learn from the other flyers about different types of kites he doesn't have experience with, including the giant inflatable ones shaped like whales or teddy bears.

Dylan and Cardin both fly dual-line and quad-line kites.

Cardin, 15, said he has great memories of how he has progressed at the festival over the years.

"I practice the tricks I know and I'll occasionally attempt new ones," he said. One trick he likes is called the "flic-flac," which starts with the kite flying straight down and then alternating between facing belly down with the nose pointed away and belly up with the nose pointed toward him.

In festivals like at Rockaway Beach, flyers will coordinate their kite maneuvers to songs of their choice or opt for what's called the "mystery ballet," where the announcer will choose the songs.

According to Dylan, the kite community is really close.

"With festivals like Rockaway the thing I've loved is being out on the beach with people I call my friends," he said, adding he enjoys getting to interact with people

watching the kites, too. "Not everybody comes to the beach expecting a kite festival, and even if they do, they don't expect the things we can do."

For onlookers wanting to participate in the festival, Dylan will hover his kite in one spot in front of them so they can grab it out of the air.

Cardin also enjoys walking around the beach and interacting with the audience or letting them fly his kite to get a feel for it.

"Sometimes I'll see somebody struggling to keep it in the air and I'll come up and give them lessons on how to control it," he said.

The Nguyens were born into a family of kite fliers, as their parents are also avid flyers and even make their own kites.

"They took me to the beach before I could walk to go to festivals," Dylan said, recalling some of his first memories of trying to fly a kite. "I remember being pulled by a kite and my dad would have to hold me."

Dylan shared another memory from when he was about 12 years old at the Rockaway Beach festival. After the sunset at the beach, the Nguyen family hooked up LED lights to the kites and flew them in the dark.

"It was really fun to experience," Dylan said.

The brothers are part of two kite flying groups that perform together — Team Island Quad and The Kite Collective.

"We have choreographed routines we fly to with music and we'll be synchronized down to the lyrics," Dylan said.

"For a lot of people watching it's impressive to see all these kites flying together and not crashing into each other but synchronizing in a routine."

The Kite Collective does a synchronized routine to the song "Ex's and Oh's" by Elle King. Four kites dance together





in the air, weaving between each other, flipping, spinning and following each other in a choreographed pattern.

"We're all performers at the core of it," Dylan said. "We like to put on a good show for the crowd."

Captain of The Kite Collective, Spencer Watson of SeaTac, Washington, also plans to perform at this weekend's event.

"We have fun doing our performances and playing around as a team," he said.

Also an American Kitefliers Association National Champion, Watson has performed in nine different countries and throughout the US, including at Rockaway Beach.

"It's a great beach and there are plenty of local flyers who can put on a good show," he said.

In addition to flying both outdoor and indoor dual line and quad line kites, Watson builds his own.

"After 17 years I'm still learning new things," he said, "and finding more to play with, through kite making, different types of kites or designs, things like that keep everything interesting long term."

The festival and vendor fair hours are Friday, from noon to 6 pm, Saturday from 10 am to 6 pm, and Sunday from 10 am to 2 pm. For more information, go to rockawaybeach.net. ★



TDF Honest Farming

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We took a family trip up to see the Rockaway Beach kite festival last weekend. [Visit Tillamook Coast](#)



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