



JULY 1 – JUNE 30 (2021-2022) YEAR-END TOURISM MARKETING REPORT

Prepared by Tillamook Coast Visitors Association

WEBSITE ANALYTICS

- 58,749 people viewed visitrockawaybeach.org, that's an average of approx. 4,900 per month. Spikes in website sessions occurred during spring break and summer 2021 months. Most of them landed on the website through a Google search.
- Popular pages were "outdoor," "Grumpy's Café," "annual events," "bonfires," and "pronto pup."
- Top geolocations of website visitors: Portland, Seattle, Los Angeles, San Francisco, Vancouver WA, Beaverton, Salem, Eugene, Spokane, Hillsboro (*New York often gets in the top geolocations, but people are probably searching for Rockaway Beach, NY*)

SOCIAL MEDIA

- **Facebook:** Added 498 followers since July 1, 2021; As of June 30, at **9,586** total followers
- **Age groups most active on Facebook** – 35-44 and 45-54. 76.3% are women
- **Instagram:** added 159 new followers, as of June 30, at **1,172** total followers
- Posts that get the most engagement are those with beach/sunset photos
- Conducted a four-month "win a two-night stay and dinner in Rockaway Beach" Facebook campaign; asked entrants to sign up for the e-newsletter. **11,179** people entered the contest; added **7,107** to the email newsletter list, now at **10,130 subscribers**.
- Newsletter has a **19.2% open rate** – 7 percentage points higher than industry standard.

DIGITAL MEDIA: ONLINE CAMPAIGNS

- **Western Washington** Spring digital campaign (see attached). Reached Snohomish, King, Pierce, Kitsap and Thurston counties. Olympia (Thurston County) had largest engagement.
- **Radio Spots – 101.5 Spring campaign:** 200 spots during key drive times; daily reach avg. of 825 adults 35+
- Social – 916,114 impressions, 53,632 clicks, click-through rate, 5.85%
- SEM – 224,582 impressions, 10,914 clicks, click-through rate, 4.86%
These are excellent click-through rates – average is 2.2%

DIGITAL MEDIA: ADS and STORIES

- Digital ad on beachconnection.net
- Stories on ABC News; Beachconnection.net (multiple stories); Oregonlive; Mamalife (blog), PR Newswire (story by Randall Kaplan about best beaches in the U.S.); That Oregon Life (multiple stories)

PRINT MEDIA: ADS and STORIES

- Visitor guides: Travel Oregon, Oregon Coast Visitors Association, Visit Tillamook Coast
- Print ad in Oregon Coast Today (monthly); print ad in 1859 and Portland Monthly (one time each)
- Stories in Willamette Living Magazine, Oregon Coast Today, Daily Astorian, Salem Statesman Journal, Lonely Planet, Parent Map Adventure Guide, Portland Tribune, Boise Weekly

PODCASTS: FOUR

- Three podcasts were done with **Beach Bakeshop**, **Sand Dollar Restaurant**, and **Bill Hassell** on development of the Old Growth Cedar Trail. Podcaster is Steven Shomler, who has thousands of followers in the Pacific Northwest. <https://www.culinarytreasure.com/the-culinary-treasure-podcast/>
- Peak Northwest (Oregonian video and podcast: crabbing near Rockaway Beach <https://www.youtube.com/watch?v=upzplBlGmic>)

VIDEO: THREE NEW VIDEOS

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

MEDIA HOSTING

Visit Tillamook Coast hosted four travel/food writers with stays in Rockaway Beach

WAYFINDING

Signage will be installed in mid-to-late September (supply chain issues). There will be kiosks, interpretive signs, directionals, and gateway signs. Interpretive signs will be placed at the Wayside, Old Growth Cedar Trail, Beach access near Washington Street, Phyllis Baker Park.

COMMUNITY GRANTS

Offered \$25,000 in community grants from the TRT/TLT fund:

Firecracker Wiener Nationals (event):	\$3000
International Police Museum:	\$2725
Simply Charming (retail):	\$3000
Troxel's (retail):	\$ 390
Rockaway Beach Resort:	\$2828
Sea Breeze Ice Cream Shop:	\$3000
RB Little Store:	\$3000
Troxel's (fiscal agent for project):	\$3000
Total grants awarded	\$20,943