

# ROCKAWAY BEACH

OREGON

*small town. big beach.*

Year-end Report: Fiscal 2019-2020

Presented by Visit Tillamook Coast



# What an interesting, complicated year it is/was

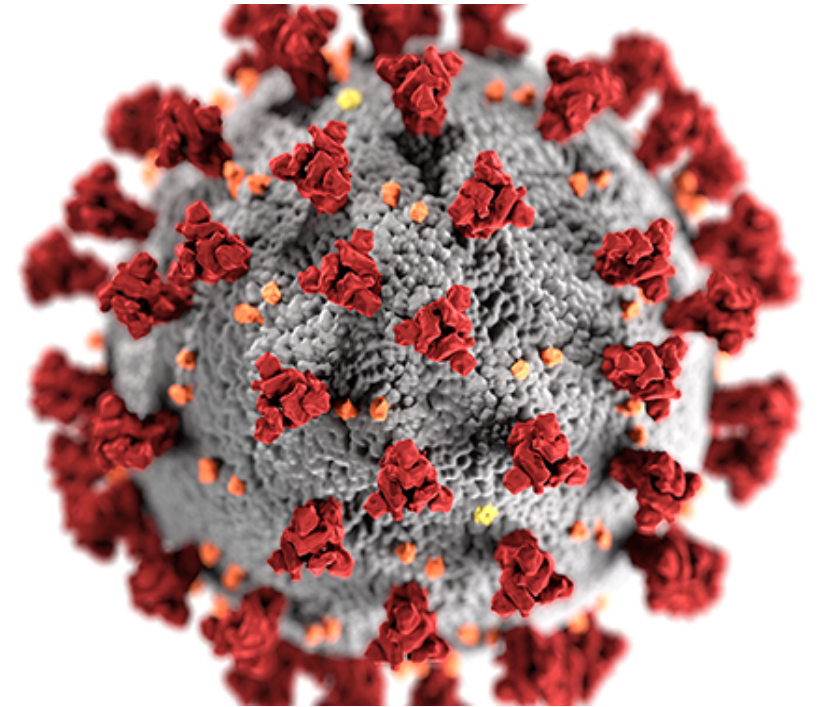
Lodging gross sales highest ever in 2019 –  
city and county

Restaurant revenues highest – through February, 2020

Holiday events had best attendance ever - 3X more  
than previous years

And then...

**TOURISM CAME TO A SUDDEN HALT**





# COVID response

Distributed posters, window clings, pavement clings and washable masks throughout the county.

Thank you to Victor Troxel for being the local distribution center.

Developed a “Respect, Reopen, Recovery” communications plan implemented on social channels throughout the county

# COVID response

Grant McOmie of Grant's Getaways did two PSA's featuring Rockaway Beach images.





# COVID Response



covid-19



## TRAVEL NOTICE

Lodging is now open at Rockaway Beach and we welcome your arrival. We ask you to maintain safe distancing and wear a face mask when asked to do so. This way we protect our community, employees, and visitors, and help ensure the coast remains open throughout the summer.

**Please note:** state parks plan to open June 9; county parks in mid-June.

Thank you and take care.

Rockaway Beach may be small, but we're big on hospitality and even bigger on flavor. Our Oregon Coast hotels and lodging



Jake Burden shared a post.

Conversation Starter · June 14 at 4:30 PM



Offshore Grill and Coffee House

Like Page

# COVID response

Tillamook Chamber launched a restaurant support campaign

VTC funded the gift cards and nonprofit donations through **#tillamooktakeout**

Gift cards purchased from all restaurants in Rockaway Beach that offered them





# THE TILLAMOOK COAST

## Pledge

- 1) I promise to be respectful when enjoying the Tillamook Coast's forests , farmlands and beaches.
- 2) I will make my own memories, but not my own trails.
- 3) I will be responsible with fire on the beaches, in campgrounds, and any other designated fire area.
- 4) I will heed cautionary signage. If it says "Do not go past this point!" - I won't. Double pinky promise on this one.
- 5) I will enjoy the slower pace of beach life.
- 6) If I cannot find a parking spot, I will not invent my own. Same goes for restrooms.
- 7) When playing at the beach, I will be mindful of sneaker waves and logs. I will NEVER turn my back on the ocean. Ever.
- 8) I will PACK IN reusable containers and PACK OUT all of my trash.
- 9) I will respect wildlife by managing my own pet(s), and not disturbing any native plants or animals.
- 10) I will use my turn signal often, my car horn seldom, and my middle finger never.
- 11) I pledge to always care for our coast.

Tillamook Coast  
Oregon

# COVID response

Part of Visit Tillamook Coast's sustainable tourism strategic plan, **The Pledge** was published during COVID shut down, a time when we need more focus on kindness, patience, respect and perseverance

Grab a postcard!

# Amid the uncertainty, moments of kindness and fondness for Rockaway Beach



**Terri Stang Foreman** Can't wait! Love Rockaway!! We have great friends there 💜💜💜🕶️👀

Like · Reply · Message · 4w



**Heidi Astley** Will see you in the morning!! Even if its just a quick weekend trip.... It feels like coming home!! Thank You for being there!! 😊



**Kenneth Sieftring** I miss it so much.

Like · Reply · Message · 3w



**Julie Nichols** I can't wait to visit my favorite place in the world!!

Like · Reply · Message · 4w



**Pam Preiser** I will be there when you're all ready for us. I can already hear the ocean and smell the air.

Like · Reply · Message · 4w





# By the numbers Y-o-Y: Website Analytics

**visitrockawaybeach.org**

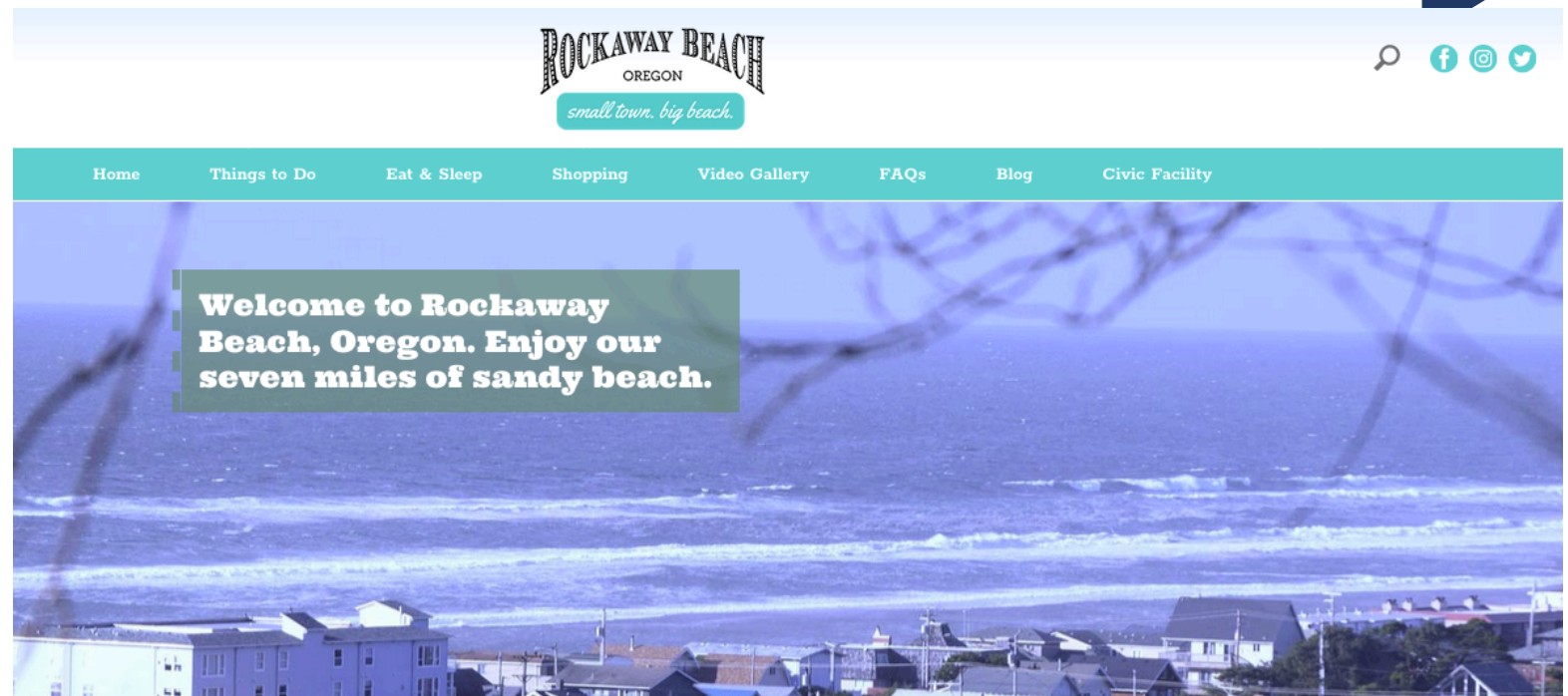
Organic traffic is up 27%

Paid Search Traffic is up 117%

Clicks Are up 117%

Impressions are up 274%

Average Cost Per Click is down 54%



# By the numbers Y-o-Y: Website Analytics

**visitrockawaybeach.org**

New users up 30.27%

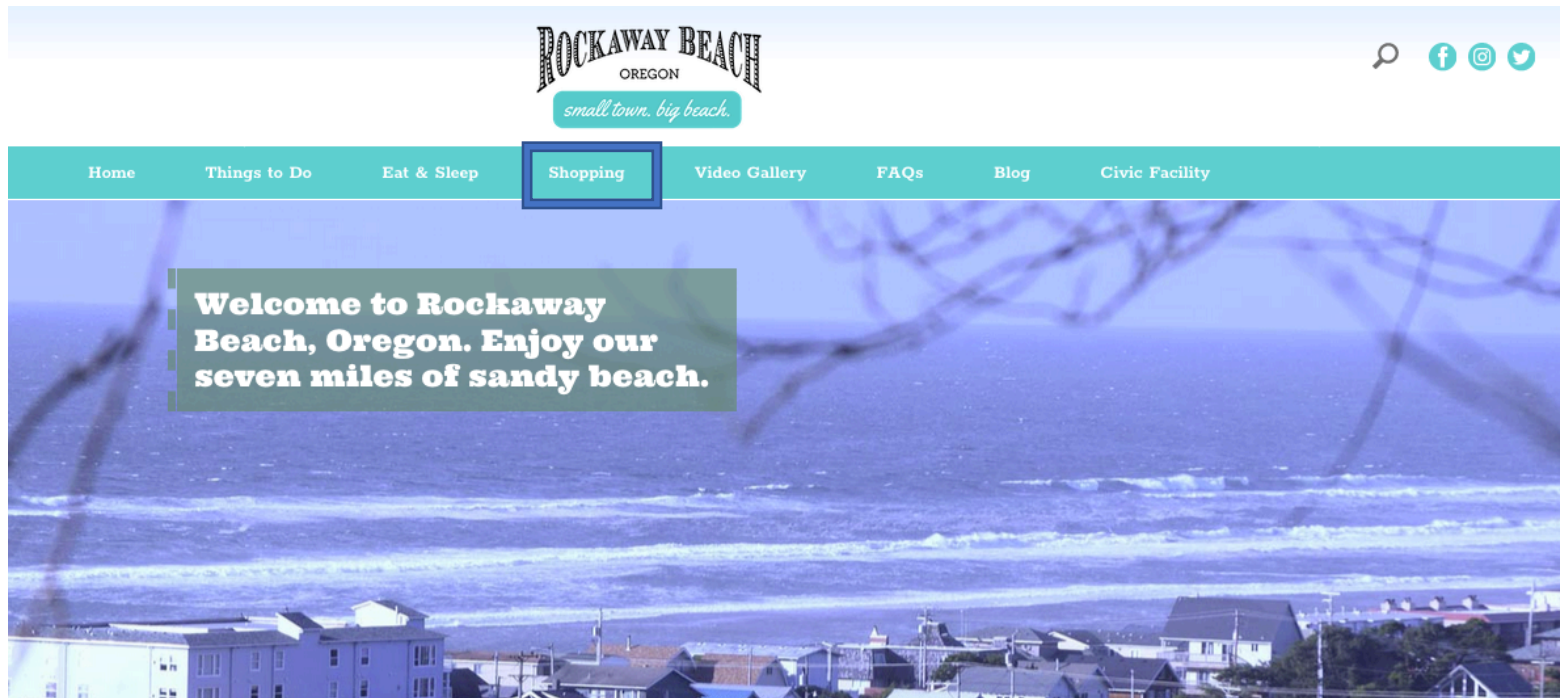
Sessions increased by 27.41%

Pages visited increased by 2.99%

Top pages: lodging and things to do

Site visitors from Portland Metro,  
Seattle, San Francisco Bay, Boise

Added “Shopping” to Main Nav





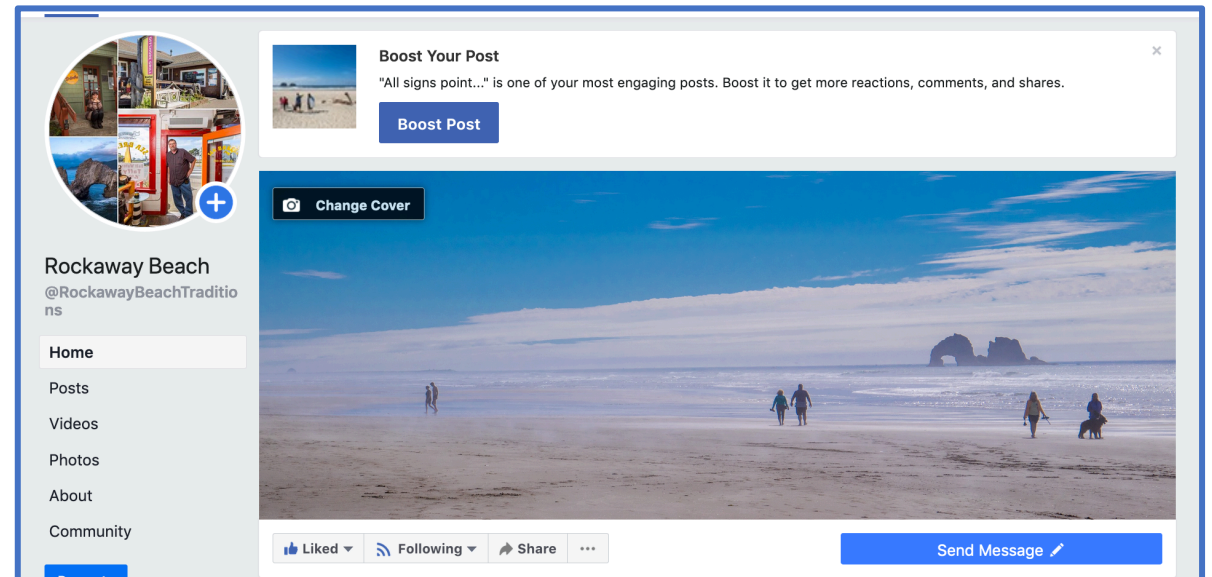
# By the numbers Y-o-Y: Facebook Analytics

**facebook.com/RockawayBeachTraditions**

7,927 Followers  
as of June 25, 2020

8% organic growth  
in one year

223 new followers since  
COVID closures



# By the numbers Y-o-Y: Instagram Analytics

**#visitrockawaybeach**

633 Followers

26% increase in one year

40 new followers since COVID closures





# By the numbers: E-newsletter Analytics

June 17, 2020

**415 subscribers**

**36% AVERAGE OPEN RATE**  
(3X the industry standard)

**Over 65% Female**



## **Rockaway Beach is Still your Favorite Summer Destination**

Summer in Rockaway Beach might look a little different this year. While there won't be any Fourth of July Fireworks or grandiose parades and festivities that we have all come to love and look forward too - there is still so much to discover and explore. Make Rockaway Beach your home base this summer

# Where we advertised

**TriMet bus – 3 months spring**  
**ParentMap – Seattle Metro area**  
**Star 105.1 radio – western**  
**Washington, spring break**  
**Willamette Living Magazine**  
**Holiday ad: Oregon Coast Today, 1859**

**101 Things to Do guide**  
**Mile by Mile Guide**  
**Travel Oregon visitor guide**  
**Oregon Coast Visitor Association guide**  
**Visit Tillamook Coast guide**



# Earned Media

(sample articles written about Rockaway Beach)

**Gerry Frank, Oregonian “Rockaway Beach is a perfect coast getaway for late winter or early spring”**

<https://www.oregonlive.com/travel/2020/02/rockaway-beach-is-a-perfect-coast-getaway-for-late-winter-or-early-spring-gerry-franks-picks.html>

**BeachConnection.net “Rockaway Beach In A Whole New Light: Oregon Coast After Dark”**

[https://www.beachconnection.net/news/rockaway\\_dark061120.php](https://www.beachconnection.net/news/rockaway_dark061120.php)

**Capital Press/Bend Bulletin cover stories:**

**Comeback trail: How a farm-to-table restaurant network is recovering from COVID-19**

[https://www.capitalpress.com/ag\\_sectors/dairy/comeback-trail-how-a-farm-to-table-restaurant-network-is-recovering-from-covid-19/article\\_32681c34-b348-11ea-8851-1bf5758a885d.html](https://www.capitalpress.com/ag_sectors/dairy/comeback-trail-how-a-farm-to-table-restaurant-network-is-recovering-from-covid-19/article_32681c34-b348-11ea-8851-1bf5758a885d.html)

**UPCOMING: Grant’s Getaways filming a story on the Old Growth Cedar Trail**



# Image bank on Flickr

<https://www.flickr.com/photos/150238668@N02/>  
“Rocky Beach”

Feel free to use the images



# North Coast Food Trail

**Adopted the new Travel Oregon food trail brand**

**Brochures will be placed in every Travel Oregon visitor information center in the state**

**Food trails are pitched to national and international media by Travel Oregon**

**Two Rockaway members: Sand Dollar and Offshore Grill**





Sept. 2019

Sunset  
Editor's Travel  
Award for  
Best Food Trip  
in the West



# Sunset

## 2019 Travel Awards

The best new hotels,  
mind-blowing meals,  
easy escapes & more!

THE  
WEST'S MOST  
COLLECTIBLE  
**CRAFTS**  
P. 9

THIS FALL'S  
HOTTEST  
**HOME  
MAKEOVER**

PLANT  
THIS  
NOW  
IT'S BULB  
SEASON!

SLEEP  
DEEPER  
P. 30

+  
AMAZING  
WINE-COUNTRY  
GETAWAYS  
OUR GUIDEBOOK  
P. 17

**BEST NEW FOODIE ROAD TRIP**  
**NORTH COAST  
FOOD TRAIL**  
Tillamook Region, OR  
Oregon's first official food trail launched last year and includes nearly 75 stops centered around farming, fishing, brewing, and foraging. We've narrowed down our top 10 essential detours. [northcoastfoodtrail.com](http://northcoastfoodtrail.com)

1 **North Fork 53**, Nehalem  
**TASTE** Oregon Coast Chai  
[northfork53.com](http://northfork53.com)

2 **Salmonberry Saloon**, Wheeler  
**TASTE** Netarts Bay oysters  
[salmonberrysaloon.com](http://salmonberrysaloon.com)

3 **Garibaldi Portside Bistro**, Garibaldi  
**TASTE** Smoked Ribs (only available Thursday-Saturday)  
(971) 265-1567

4 **Fishpeople**, Garibaldi  
**TASTE** Wild Alaskan Salmon Jerky  
[fishpeopleseatafood.com](http://fishpeopleseatafood.com)

5 **Debbie D's Sausage**, Tillamook  
**TASTE** Hot Pepper Beef Sticks  
[debbiedssausage.com](http://debbiedssausage.com)

6 **Blue Heron French Cheese Company**, Tillamook  
**TASTE** Smoked Brie  
[blueheronoregon.com](http://blueheronoregon.com)

7 **Werner Beef & Brew**, Tillamook  
**TASTE** The Werner burger paired with a Werner's Coastal Brown Ale (503) 842-7577

8 **Nestucca Bay Creamery**, Clatskanie  
**TASTE** Slow-ripened, tangy Kiawanda-Welsh-style cheese  
[nestuccabaycreamery.com](http://nestuccabaycreamery.com)

9 **Meridian Restaurant & Bar**, Pacific City  
**TASTE** Clam Chowder  
[headlandslodge.com/dining/meridian](http://headlandslodge.com/dining/meridian)

10 **Pelican Brewing Company**, Pacific City  
**TASTE** Beak Breaker Double IPA  
[pelicanbrewing.com](http://pelicanbrewing.com)

FROM TOP: COURTESY OF MODERN ADVENTURE; JAY CARROLL; COURTESY OF ALASKA AIRLINES

**BEST AIRLINE:** Alaska Airlines

**PEOPLE'S CHOICE BEST TACOS:** Los Tacos Apson, Tucson, AZ [tacosapson.com](http://tacosapson.com)



### BEST NEW EXPERIENTIAL TOUR OPERATOR **MODERN ADVENTURE** Portland

Founded by travel-industry veteran Luis Vargas, this new Portland-based company curates not just extraordinary itineraries, but they also enlist incredibly cool, in-the-know trip leaders, such as L.A. chef Ray Garcia and Oregon winemaker David Adelsheim. Expertise is what sets these trips apart. On our bucket list: A spring 2020 design-focused journey in Japan led by Robin Petravic and Catherine Bailey, founders of San Francisco's Heath Ceramics. [modernadventure.com](http://modernadventure.com)



### MOTOR LODGE MAKEOVER **EL REY COURT** Santa Fe

Opened in 1936 along the original Route 66, El Rey Court's thoughtful revamp (courtesy of Jay and Alison Carroll, the creatives behind lifestyle brand Wonder Valley) pays homage to its motor inn past and the spirit of the Southwest with classic pueblo revival exteriors and painstakingly sourced Chimayo weavings, Navajo fabrics, and Saltillo hex tiles. A mezcaleria and swim club have made the hotel a destination for locals as much as it is for travelers. From \$119; [elreycourt.com](http://elreycourt.com)

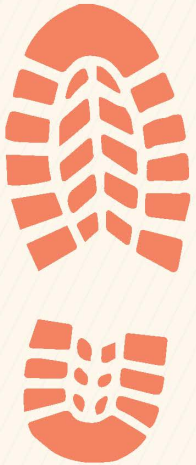




WE'RE LOOKING FOR



**TRAIL**  
**AMBASSADORS**



Volunteer to promote responsible and safe recreation  
along the Oregon Coast to locals and visitors.

**June 15th, 2020 - September 15th, 2020**

Email [trailambassador@thepeoplescoast.com](mailto:trailambassador@thepeoplescoast.com)  
for more information

# Beach and Trailhead Ambassador Program

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**One of the action team programs from the  
North Coast Tourism Management Network**

**Helps disperse crowds to other parts of the beach**

**Encourages alternate transportation**

**Shares environmental stewardship messaging**

**Shares local COVID restrictions**

# Wayfinding: where we are now

**VTC wayfinding budget was cut completely**

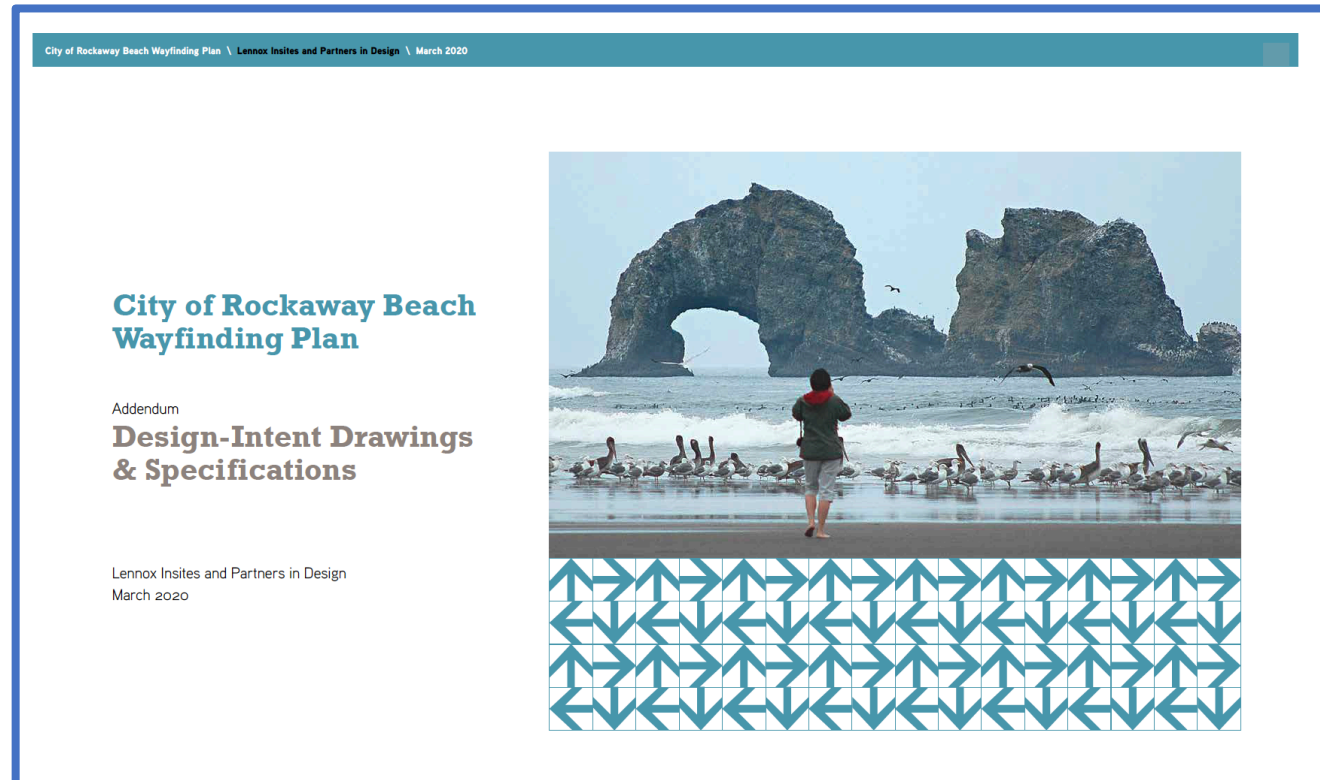
**Will ask county commissioners to reconsider funding after January**

**In the meantime:**

**Get permits - ODOT**

**Do RFP for sign fabricator**

**Thanks to the wayfinding committee: Janet McIntire, Mary McGinnis, Luke Shepard, Victor Troxel, Terri Michel, Cassandra Dobson and Scott Fregonese**



# What's new for 2020-2021

- **Expand regional reach:** Work with Oregon Coast Today on a two-page Rockaway story insert in Boise Weekly newspaper (reach of 45,000 readers)
- Package of full-page ads and **two-page stories** in each of 5 issues of Willamette Living magazine (Salem, Corvallis, Albany readership)
- **Old Growth Trail:** Placing story in Oregon Coast magazine, Grant's Getaways on KGW; create a new video
- Continue to work with BeachConnection.net for interesting stories
- Contests and promotions to **increase e-newsletter subscribers**



# What's new for 2020-2021

## **Tourism grant program for local businesses, funded by room tax \$\$**

Based on City of Manzanita's successful program

Help businesses during this tough economic time

Set up a grant review process

VTC is able to manage the program  
through our grants administration processes



*small town. big beach.*

# Questions?

## Thank you

Colleen Wright, Response Interactive – website/Google manager

Sayde Walker, Just My Type – social media manager

Greg Kozawa – photographer

Sea Legs Media - video

