



OCTOBER 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 3,225 users visited the website in October, and 3,164 were new users. **Total of 3,707 sessions.** Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," and "Kelly's marina," and "pronto pup."

User demographics: Seattle, Portland, San Francisco, New York, Los Angeles, Vancouver, Salem, Hillsboro, Eugene, Chicago and Bend.

Pages most visited: Grumpy's Café, Pronto Pup, bonfires, "how to spot rocks when rockhounding," restaurants

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

Actions (events) taken: Get the Guide (78 requests)

SOCIAL MEDIA (see attached)

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

Facebook posts reached 18,991 people, triple the reach from September. Posted 31 times in October.

Post with the most reach: "Three witches on the beach" – 13,510 reach – 1,022 engagements (see attached)

Instagram: added 1 new followers, now at **1,349 followers** (see attached for most liked images)

PRINT AND ONLINE MEDIA

Oregon Coast Today (Boise Weekly and Portland Tribune inserts): Rockaway Beach, a year-round coastal adventure (attached – reported last month but published and distributed in October – see attached)

Beachconnection.net: Digging deeper into Rockaway Beach

https://www.beachconnection.net/news/rockaway_beach_quirky.php

WAYFINDING

1. Installation delayed a bit – short staff and supply chain delay in materials; now scheduled for 12/5-12/9
2. South-end gateway sign removed by public works – thank you!

WHALE SCULPTURE

1. Contacted City of Depoe Bay, which has a whale sculpture. Will call back with details.

DESTINATION MANAGEMENT PROJECTS

Graphic trash cans ordered – graphics are of photos of Rockaway Beach: should arrive in 3-4 weeks.

Tillamook Creamery arranging pick-up in Ontario California, will deliver to Rockaway

Doggy stations ordered – 10 (for the price of 5!). Outdoor-hardy stickers arrived with Rockaway logo to place on the waste lid

Prepared by Tillamook Coast Visitors Association.

User Behavior

Users

3,225

↓ -26.5%

New Users

3,164

↓ -26.5%

Sessions

3,707

↓ -26.9%

Bounce Rate

68.52%

↑ 6.2%

Contact Form

3

↓ -66.7%

Get the Guide

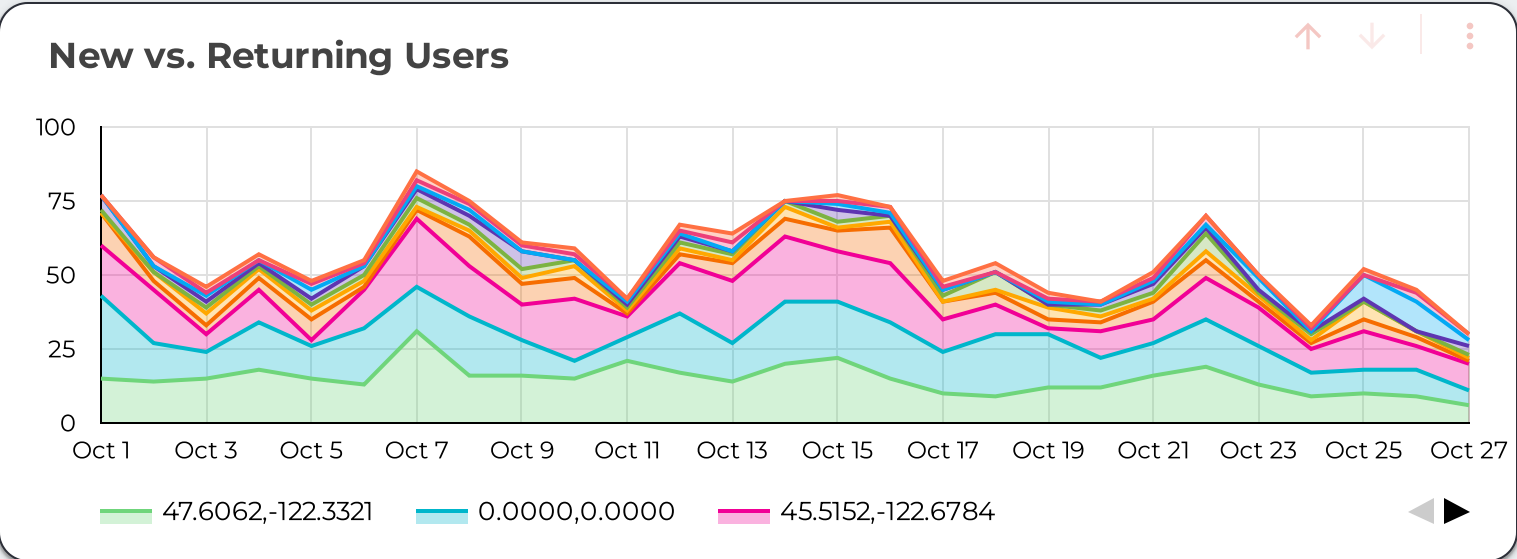
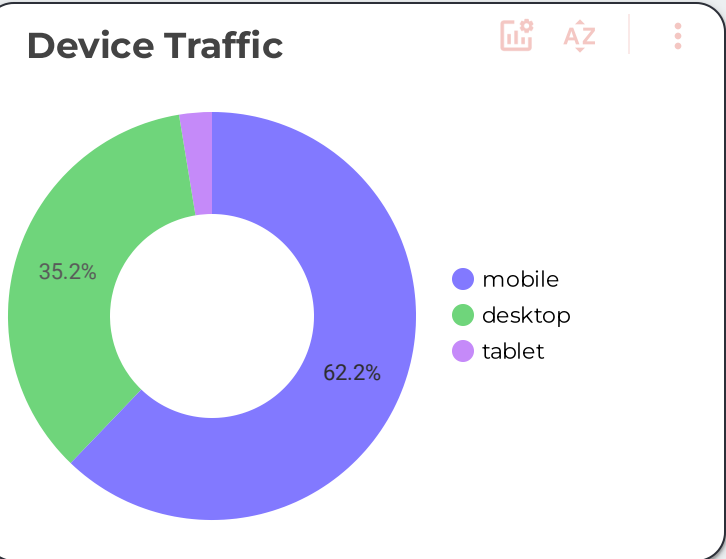
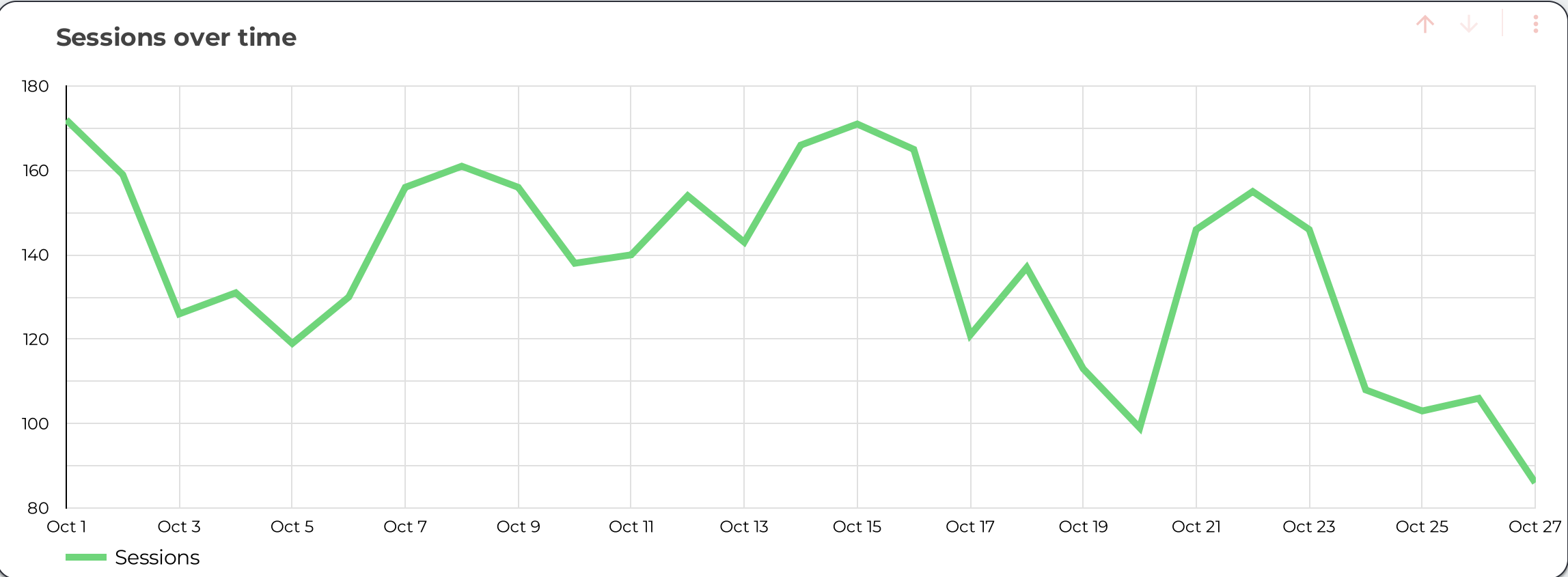
78

↓ -51.6%

Click to Email

1

No data



How Did Users Get To Our Website?

| Source | Sessions | Users | New Users | Pages / Session | Avg. Session Duration |
|-------------------------|----------|-------|-----------|-----------------|-----------------------|
| google | 2,668 | 2,328 | 2,269 | 1.64 | 00:01:11 |
| (direct) | 431 | 377 | 374 | 1.48 | 00:00:51 |
| bing | 272 | 239 | 227 | 2.72 | 00:02:20 |
| yahoo | 110 | 91 | 89 | 2.2 | 00:02:13 |
| duckduckgo | 79 | 72 | 72 | 2.14 | 00:01:46 |
| beachconnection.net | 43 | 43 | 42 | 3.26 | 00:02:35 |
| localadventurer.com | 18 | 18 | 17 | 1 | 00:00:00 |
| ecosia.org | 13 | 9 | 9 | 1.69 | 00:01:53 |
| corb.us | 10 | 10 | 8 | 2.1 | 00:00:41 |
| visittheoregoncoast.com | 10 | 10 | 10 | 3.5 | 00:01:50 |
| m.facebook.com | 8 | 8 | 8 | 1.5 | 00:01:54 |
| haidu | 6 | 6 | 6 | 1 | 00:00:00 |
| Grand total | 3,707 | 3,225 | 3,164 | 1.75 | 00:01:17 |

Keywords from Google

| Query | Impressions | Clicks | Site CTR | Average Position | Average Position |
|--------------------------------|-------------|--------|----------|------------------|------------------|
| rockaway beach oregon | 8,727 | 205 | 2.35% | 5.62 | 5.62 |
| rockaway beach | 8,699 | 27 | 0.31% | 9.25 | 9.25 |
| kelly's marina | 1,357 | 6 | 0.44% | 7.1 | 7.1 |
| pronto pup | 1,056 | 31 | 2.94% | 8.95 | 8.95 |
| rockaway beach hotels | 981 | 1 | 0.1% | 8.99 | 8.99 |
| jetty fishery | 937 | 11 | 1.17% | 10.1 | 10.1 |
| rockhounding | 679 | 2 | 0.29% | 10.48 | 10.48 |
| restaurants near me | 676 | 7 | 1.04% | 18.6 | 18.6 |
| rockaway beach resort | 635 | 2 | 0.31% | 12.08 | 12.08 |
| old oregon smokehouse | 625 | 8 | 1.28% | 6.65 | 6.65 |
| twin rocks | 597 | 0 | 0% | 5.67 | 5.67 |
| oregon coast vacation rent... | 571 | 0 | 0% | 71.49 | 71.49 |
| kelly's brighton marina | 570 | 1 | 0.18% | 8.9 | 8.9 |
| rock hounding | 552 | 1 | 0.18% | 6.32 | 6.32 |
| things to do in rockaway be... | 545 | 4 | 0.73% | 9.02 | 9.02 |
| food near me | 538 | 9 | 1.67% | 5.43 | 5.43 |
| rockaway beach restaurants | 516 | 10 | 1.94% | 4.42 | 4.42 |
| Grand total | 147,452 | 2,184 | 1.48% | 23.8 | 23.8 |

What Pages Did Users Visit?

Sessions

3,707

↓ -26.9%

Unique Pageviews

5,569

↓ -31.2%

% Exit

57.21%

↑ 8.4%

Avg. Time on Page

01:43

↑ 1.8%

| Page | Sessions | Unique Pageviews | Avg. Time on Page | % Exit |
|---|----------|------------------|-------------------|--------|
| / | 647 | 692 | 53 | 44.99% |
| /restaurants/grumpys-cafe/ | 408 | 431 | 02:21 | 68.24% |
| /restaurants/original-pronto-pup/ | 248 | 264 | 03:15 | 83.45% |
| /bonfires/ | 151 | 161 | 03:17 | 81.67% |
| /how-to-spot-rocks-when-rockhounding/ | 118 | 140 | 03:53 | 86.58% |
| /rockaway-beach-restaurants/ | 115 | 293 | 01:58 | 39.25% |
| /lodging/sea-treasure-inn/ | 75 | 78 | 02:16 | 80.9% |
| /current-events/ | 66 | 159 | 02:02 | 53.14% |
| /how-to-get-here/ | 63 | 88 | 03:10 | 70.71% |
| /lodging-guide-vacation-rentals/ | 61 | 80 | 01:04 | 41.6% |
| /lodging/jetty-fishery-marina-rv-park/ | 60 | 69 | 03:02 | 64% |
| /health-benefits-of-flying-a-kite/ | 59 | 59 | 03:27 | 80.82% |
| /shopping/flamingo-jims-gifts-clothing/ | 53 | 53 | 02:32 | 77.05% |
| /rockaway-beach-shopping/ | 51 | 121 | 01:36 | 41.83% |
| /twin-rocks/ | 46 | 47 | 03:54 | 75.93% |
| /lodging-guide-hotels-motels/ | 45 | 88 | 01:35 | 35.04% |
| /emily-reed-shipwreck/ | 44 | 47 | 06:34 | 91.84% |
| /comes-trees-go-big-go-home/ | 41 | 43 | 06:02 | 79.59% |
| /rockaway-beach-lodging-guide/ | 40 | 151 | 01:19 | 27.13% |
| /restaurants/old-oregon-smoke-house/ | 39 | 60 | 01:38 | 75.81% |
| Grand total | 3.7K | 5.6K | 01:43 | 57.21% |

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Region

City

Metro

Visitor Demographics

Users

3,225

↓ -26.5%

New Users

3,164

↓ -26.5%

Sessions

3,707

↓ -26.9%

Bounce Rate

68.52%

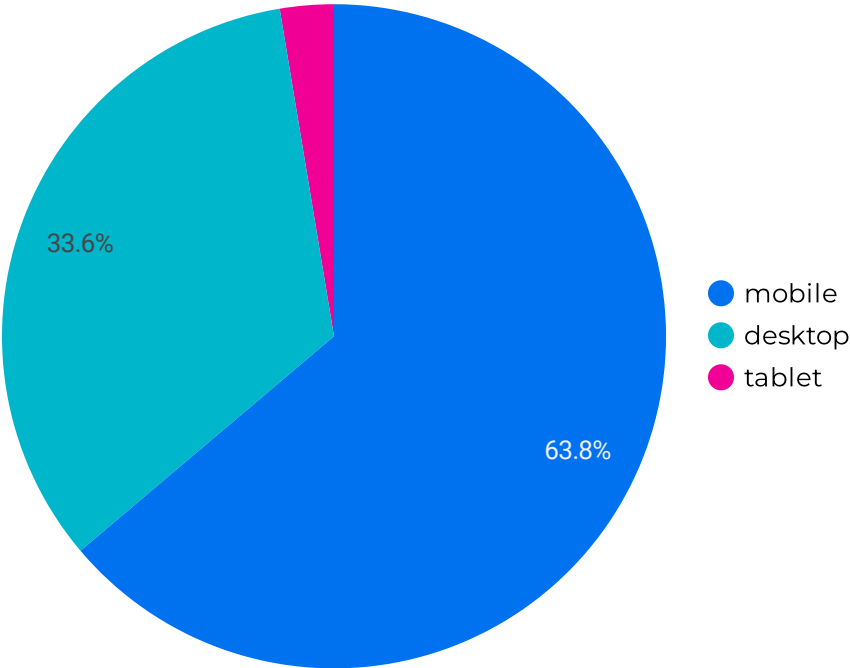
⬆ 6.2%

Avg. Session Duration

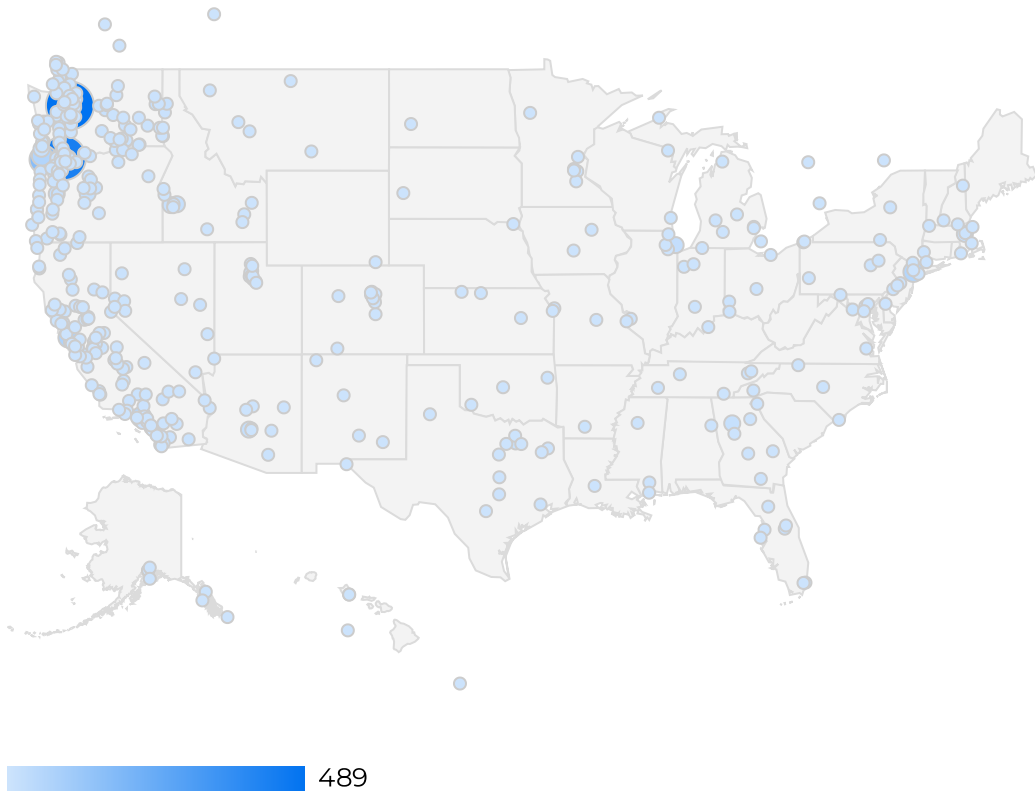
00:01:17

↓ -14.6%

Sessions by Device



Sessions by City



| City | Sessions | Users | New Users | Pages / Session | Avg Session Duration |
|----------------|----------|-------|-----------|-----------------|----------------------|
| Seattle | 489 | 434 | 402 | 1.7 | 00:01:07 |
| Portland | 431 | 376 | 349 | 1.73 | 00:01:20 |
| Tillamook | 163 | 149 | 131 | 1.52 | 00:01:00 |
| San Francisco | 68 | 62 | 52 | 1.56 | 00:01:02 |
| Rockaway Beach | 61 | 55 | 50 | 1.77 | 00:01:55 |
| New York | 59 | 58 | 58 | 1.08 | 00:00:12 |
| Los Angeles | 49 | 43 | 41 | 1.61 | 00:01:17 |
| Vancouver | 40 | 35 | 35 | 1.65 | 00:01:26 |
| Beaverton | 39 | 38 | 37 | 2.44 | 00:03:14 |
| Salem | 35 | 30 | 28 | 2.11 | 00:03:58 |
| Hillsboro | 30 | 30 | 29 | 2.53 | 00:01:26 |
| Eugene | 23 | 19 | 18 | 2.61 | 00:01:18 |
| Chicago | 21 | 18 | 17 | 1.24 | 00:00:05 |
| Bend | 20 | 19 | 19 | 1.55 | 00:00:27 |
| Phoenix | 19 | 19 | 19 | 1.58 | 00:01:05 |
| Boise | 18 | 17 | 17 | 1.78 | 00:00:49 |
| Grand total | 3,279 | 2,850 | 2,784 | 1.79 | 00:01:23 |

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3,707

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68.52%

⬆ 6.2%

Contact Forms

3

↓ -62.5%

Get The Guide

75

↓ -51.9%

Click to Email

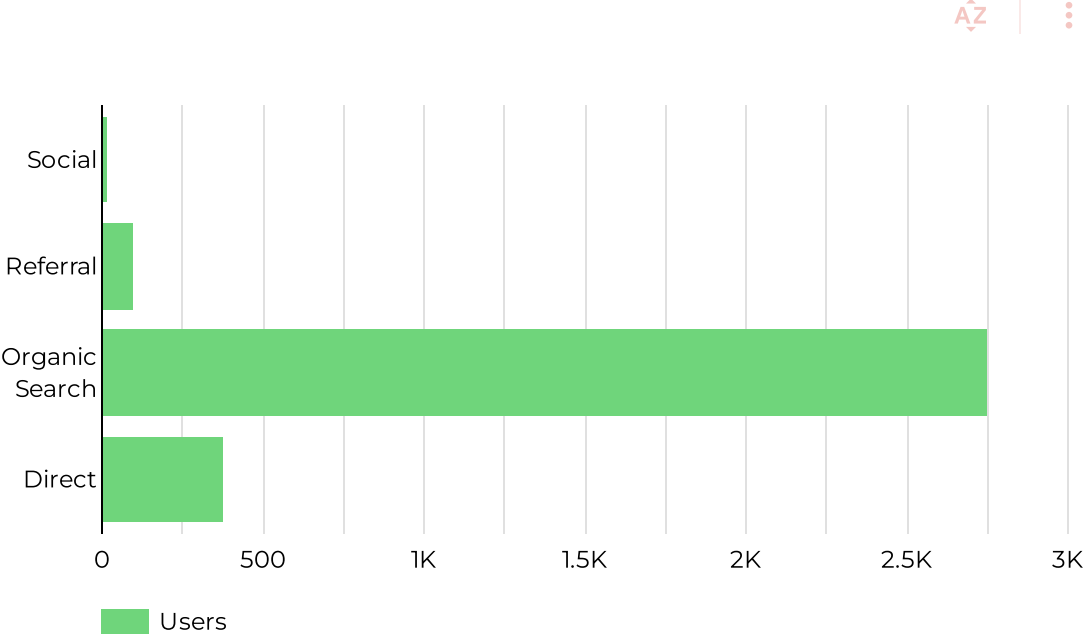
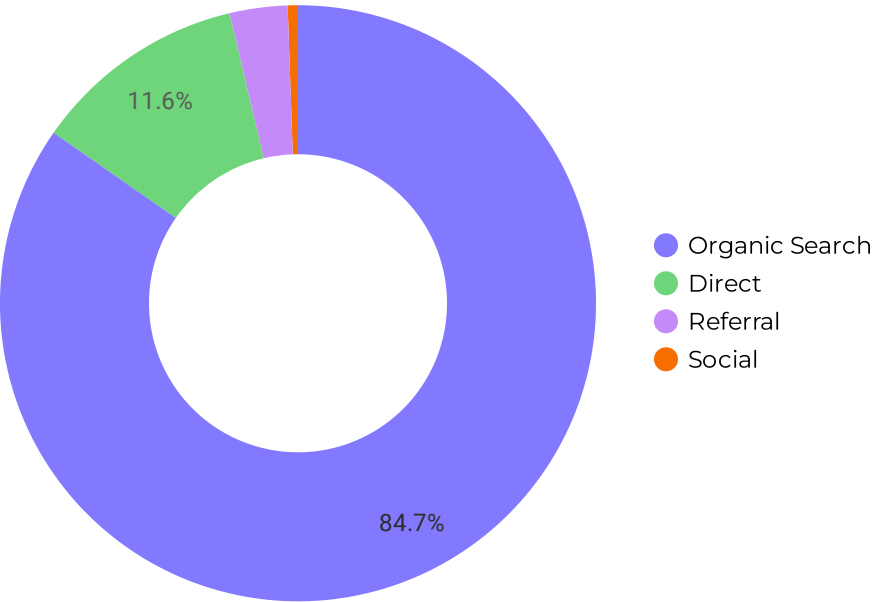
1

No data

| Source / Medium | Sessions ▾ | Users | New Users | Pages / Session | Avg Session Duration |
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| google / organic | 2,668 | 2,328 | 2,269 | 1.64 | 00:01:11 |
| (direct) / (none) | 431 | 377 | 374 | 1.48 | 00:00:51 |
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| yahoo / organic | 110 | 91 | 89 | 2.2 | 00:02:13 |
| duckduckgo / organic | 79 | 72 | 72 | 2.14 | 00:01:46 |
| beachconnection.net / referral | 43 | 43 | 42 | 3.26 | 00:02:35 |
| localadventurer.com / referral | 18 | 18 | 17 | 1 | 00:00:00 |
| ecosia.org / organic | 13 | 9 | 9 | 1.69 | 00:01:53 |
| corb.us / referral | 10 | 10 | 8 | 2.1 | 00:00:41 |
| visittheoregoncoast.com / referral | 10 | 10 | 10 | 3.5 | 00:01:50 |
| m.facebook.com / referral | 8 | 8 | 8 | 1.5 | 00:01:54 |
| baidu / organic | 6 | 6 | 6 | 1 | 00:00:00 |
| facebook.com / referral | 4 | 4 | 4 | 1 | 00:00:00 |
| Grand total | 3,707 | 3,225 | 3,164 | 1.75 | 00:01:17 |

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Channel Traffic



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

Total Events

134

↓ -42.7%

Unique Events

123

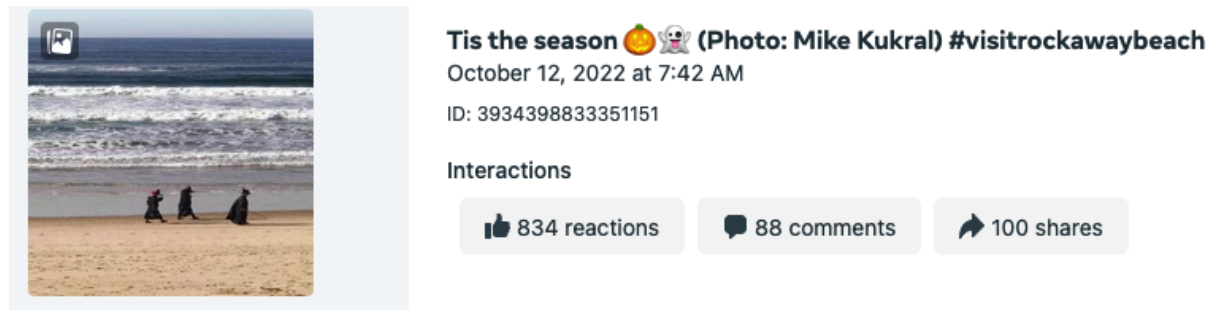
↓ -43.6%

| Event Category ▾ | Event Action | Event Label | Total Events | Unique Events |
|------------------|----------------------|---|--------------|---------------|
| forms | submit | Subscribe Form | 10 | 8 |
| forms | submit | Contact Form | 3 | 3 |
| button | click | email - mailto:grant@tillamookcoast.com | 1 | 1 |
| button | click to call | tel:(503) 368 5746 | 1 | 1 |
| button | click | Get The Guide | 78 | 75 |
| button | click to call | tel:(503) 709-6018 | 1 | 1 |
| button | click to call | tel:503-705-8402 | 2 | 2 |
| button | click to call | tel:(503) 355-8220 | 8 | 7 |
| button | click to call | tel:503-355-2365 | 3 | 2 |
| button | click to call | tel:(503) 355-2291 | 4 | 4 |
| button | click to call | tel:503-355-8330 | 3 | 2 |
| button | click to call | tel:(503) 355-0585 | 6 | 5 |
| button | click to call | tel:503-355-3333 | 1 | 1 |
| button | click to call | tel:503-355-2599 | 2 | 1 |
| button | click to call | tel:(503) 812-5534 | 1 | 1 |
| button | social profile click | Facebook | 7 | 6 |
| button | click to call | tel:(503) 355-2093 | 1 | 1 |
| button | click to call | tel:503-355-2327 | 1 | 1 |
| button | click to call | tel:503 355-2817 | 1 | 1 |
| Grand total | | | 134 | 123 |

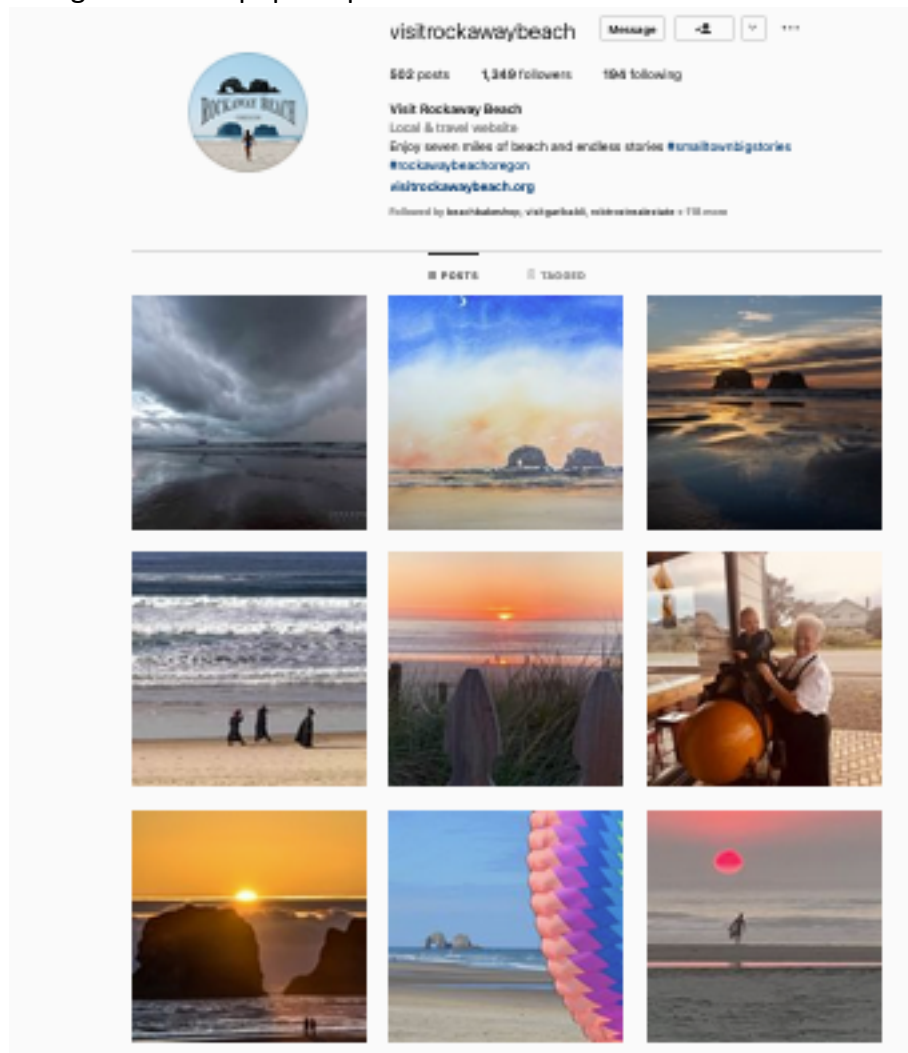
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Facebook's most popular October post





Reached 13,510 reach – 1,022 engagements



Instagram's most popular posts



Doggy Waste Stations (2 for 1 pricing!)

| | | |
|---|--|------------|
|  | <div>5 x Dog Waste Station -Best Seller!</div> <div>Type of Dispenser Roll Bag System (Most Popular)</div> <div>Type of Can Round (Most Popular)</div> <div>Station Color Matte Green (Most Popular)</div> | \$1,399.95 |
| 15 Items | | |
|  | <div>2 x Dog Station Can Liner -case of 200</div> | \$147.88 |
|  | <div>3 x Roll Bag -Universal Fit, Strong, Thick</div> <div>Quantity 2,000 bags (10 Rolls)</div> | \$223.41 |
|  | <div>5 x Dog Waste Station -Best Seller!</div> <div>Type of Dispenser Roll Bag System (Most Popular)</div> <div>Type of Can Round (Most Popular)</div> <div>Station Color Matte Green (Most Popular)</div> | \$0.00 |

oregon coast **TODAY** FALL 2022



There is no season quite like fall on the Oregon Coast. As the summer flow of visitors recedes, those who venture westward are rewarded with clear, crisp days, blue skies and the chance to enjoy life at a different pace.

Nowhere is the change of pace more evident than in Newport, where the vibrant fishing industry reclaims the bayfront from the summer crowds, bringing in fall bounty from salmon to ling cod. There's still plenty to do, and we've laid out the perfect two-day itinerary for a Newport break. Turn to page four for details.

Just south of Newport, adventures of all kinds await in the bustling town of Waldport. From clamming and kayaking to mountain biking and antiquing, there's an activity to suit every age and interest. Turn to page 12 for the full story.

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NAN DEVLIN
ANNA SIMPSON**

on the cover
**Newport's Yaquina Bay Bridge
beckons in the fall twilight**

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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

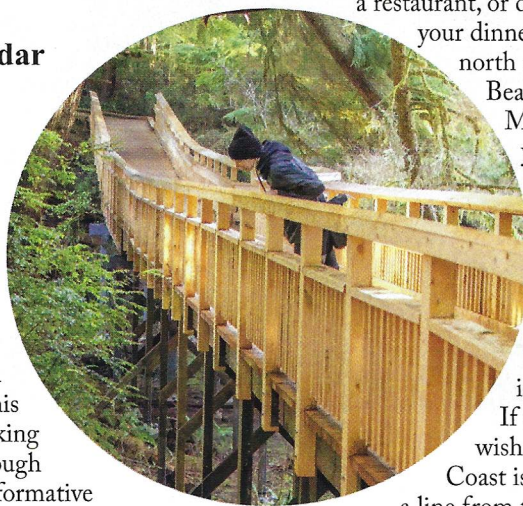
Crabbing, Clamming and Fishing

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





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 ★

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



Search



Thank you Nanette!

Your order number is 173617

An email will be sent containing information about your purchase. If you have any questions about your purchase, email us at cs33@dogwastedepot.com or call us at 800-678-1612.

Setup a password for a faster checkout in the future

An account has been created for you, but you'll need to setup a password to sign in.

Order Summary

15 Items



2 x Dog Station Can Liner -case of 200

\$147.88



3 x Roll Bag -Universal Fit, Strong, Thick
Quantity 2,000 bags (10 Rolls)

\$223.41



5 x Dog Waste Station -Best Seller!
Type of Dispenser Roll Bag System (Most Popular)
Type of Can Round (Most Popular)
Station Color Matte Green (Most Popular)

\$0.00





5 x Dog Waste Station -Best Seller!
Type of Dispenser Roll Bag System (Most Popular)
Type of Can Round (Most Popular)
Station Color Matte Green (Most Popular)

\$1,399.95

Subtotal \$1,771.24

Shipping Free

Total (USD) **\$1,771.24**

CONTACT US

Dog Waste Depot
12316 World Trade Drive
San Diego, CA 92128
800-678-1612

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[CA Prop 65](#)
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releases.

nan@tillamookcoast.com

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