



NOVEMBER 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 2,562 users visited the website in October, and 2,521 were new users. **Total of 2,908 sessions.** Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," "Kelly's marina," "rockhounding" and "pronto pup."

User demographics: Portland, Vancouver, Hillsboro, Beaverton, Gresham, Salem, Aloha, Oregon City.

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 (77 requests)

Note: had several spam messages sent through the website and Facebook page this month. We deleted and blocked them.

SOCIAL MEDIA (see attached)

Facebook: Now at 9,326 followers - added 2 new followers in November.

Facebook posts reached 7000 people, down from September. Posted 33 times in November.

Post with the most reach: "Oregon Coast Scenic Railroad in the News" – 2,674 reach – 94 engagements, 117 clicks (see attached)

Instagram: added 21 new followers, now at **1,370 followers** (see attached for most liked images)

PRINT AND ONLINE MEDIA

Rockaway Beach Lights Up – Hundreds Attend Area's First Tree Lighting of Season

<https://www.tillamookcountypioneer.net/rockaway-beach-lights-up-hundreds-attend-areas-first-tree-lighting-of-season/>

<https://www.youtube.com/watch?v=MTu7Vd96D74>

WAYFINDING

Installation delayed again – continuing delay in materials; now scheduled for 12/5-12/9

DESTINATION MANAGEMENT PROJECTS

Graphic trash cans will arrive in 2 weeks! They are ready to ship. Tillamook Creamery arranging pick-up in Ontario California, will deliver to Rockaway public works

Prepared by Tillamook Coast Visitors Association.

User Behavior

Users

2,562

-27.9%

New Users

2,521

-27.5%

Sessions

2,908

-28.7%

Bounce Rate

67.88%

-0.4%

Contact Form

1

-66.7%

Get the Guide

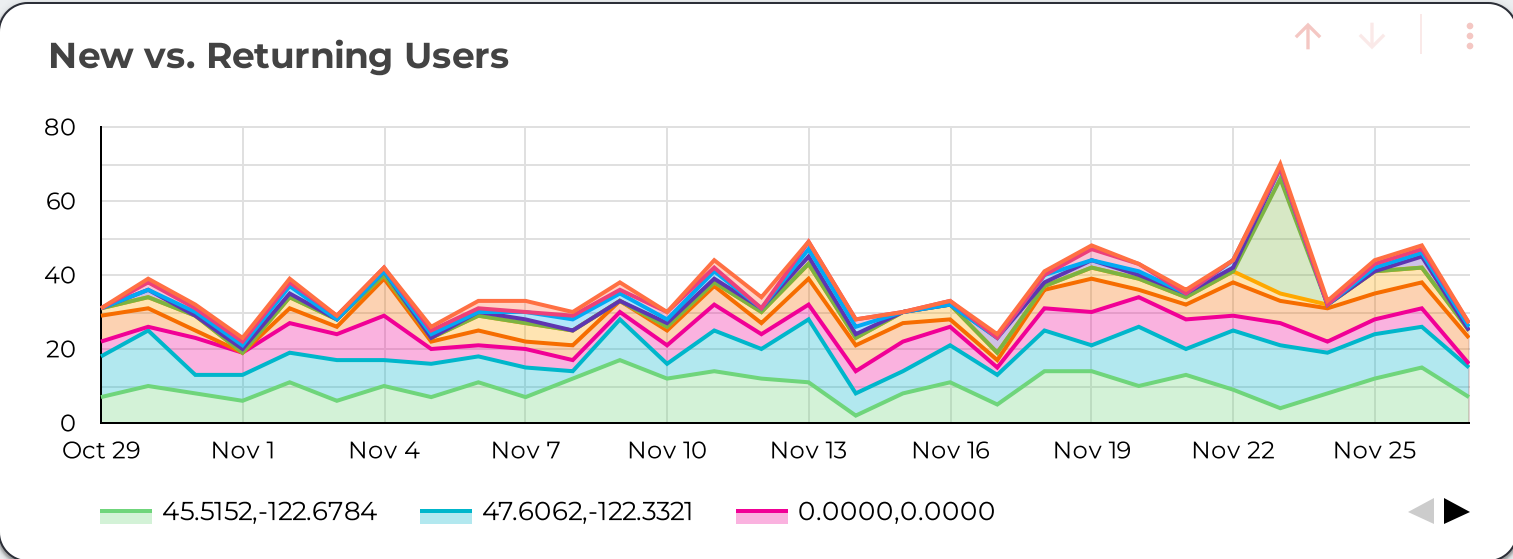
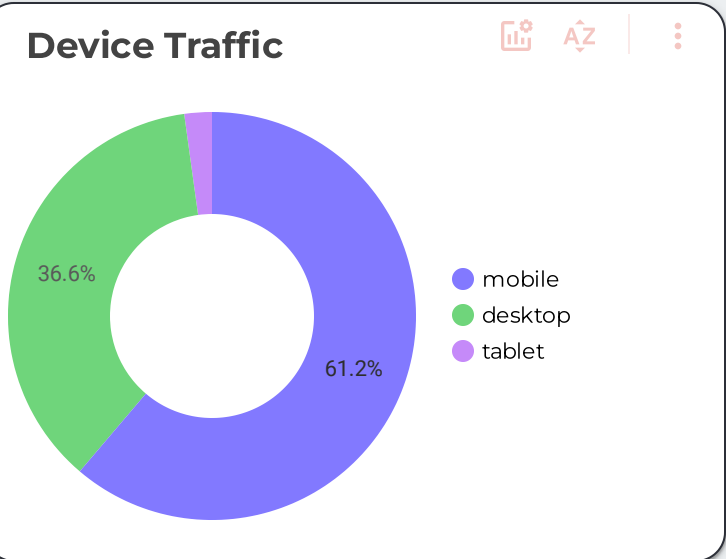
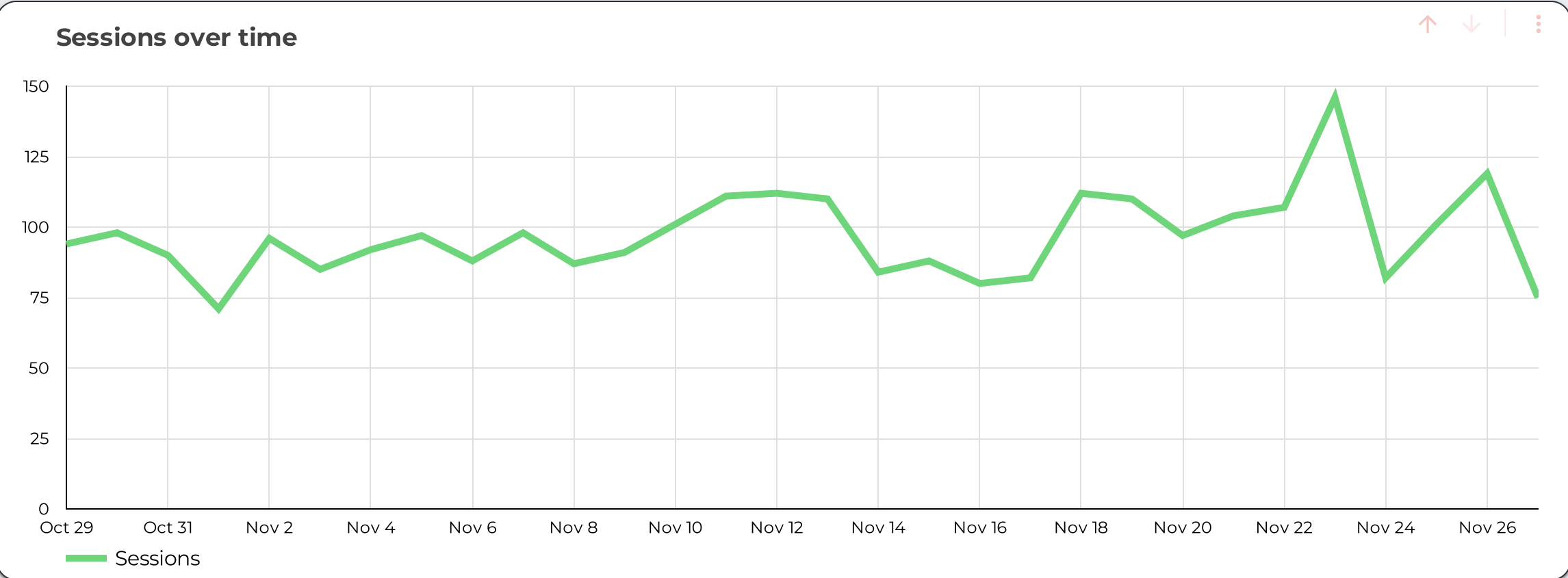
77

-7.2%

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	2,044	1,810	1,779	1.64	00:01:06
(direct)	360	315	310	1.5	00:00:39
bing	215	198	193	2.2	00:02:25
duckduckgo	79	61	60	1.84	00:01:58
yahoo	75	64	63	2.05	00:01:24
beachconnection.net	55	48	47	2.18	00:01:27
corb.us	20	18	15	3.9	00:04:20
localadventurer.com	12	11	11	1	00:00:00
visittheoregoncoast.com	8	8	7	2.13	00:02:08
baidu	7	7	7	1	00:00:00
ecosia.org	3	3	3	2.67	00:01:30
oregonhikers.org	2	2	2	1	00:00:00
Grand total	2,908	2,562	2,521	1.71	00:01:12

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	7,618	28	0.37%	8.73	8.73
rockaway beach oregon	7,134	160	2.24%	5.87	5.87
kelly's marina	1,026	5	0.49%	7.66	7.66
rock hounding	835	0	0%	5.39	5.39
pronto pup	676	25	3.7%	9.72	9.72
twin rocks	604	0	0%	5.95	5.95
old oregon smokehouse	602	9	1.5%	6.15	6.15
jetty fishery	597	6	1.01%	8.44	8.44
rockaway beach resort	593	6	1.01%	9.57	9.57
rockaway roastery	584	6	1.03%	6.63	6.63
rockaway beach hotels	544	4	0.74%	9.29	9.29
rockhounding	473	0	0%	12.9	12.9
rockaway beach restaurants	448	11	2.46%	4.55	4.55
oregon coast vacation rent...	447	0	0%	72.07	72.07
food near me	437	3	0.69%	5.21	5.21
kelly's brighton marina	433	0	0%	8.63	8.63
oregon vacation rentals	420	0	0%	54.94	54.94
Grand total	137,963	1,815	1.32%	26.29	26.29

What Pages Did Users Visit?

Sessions
2,908
-28.7%

Unique Pageviews
4,322
-30.3%

% Exit
58.44%
3.7%

Avg. Time on Page
01:42
0.2%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	563	612	58	53.15%
/restaurants/grumpys-cafe/	308	326	01:58	63.05%
/restaurants/original-pronto-pup/	162	174	01:57	81.68%
/how-to-spot-rocks-when-rockhounding/	106	115	03:42	87.8%
/bonfires/	89	93	03:24	86%
/rockaway-beach-restaurants/	88	235	02:03	44.44%
/current-events/	85	148	01:58	61.73%
/lodging/jetty-fishery-marina-rv-park/	55	62	03:21	70%
/your-holiday-guide-to-rockaway-beach/	47	52	03:23	69.49%
/health-benefits-of-flying-a-kite/	42	42	18:56	95.45%
/5-winter-time-activities-rockaway-beach/	42	44	04:01	85.42%
/twin-rocks/	40	41	06:07	85.71%
/lodging/sea-treasure-inn/	38	41	01:52	88.37%
/shopping/flamingo-jims-gifts-clothing/	37	41	30	67.39%
/rockaway-beach-shopping/	37	101	01:53	49.19%
/the-story-behind-glass-floats/	36	37	03:09	92.31%
/comes-trees-go-big-go-home/	33	34	07:50	89.19%
/restaurants/old-oregon-smoke-house/	33	46	04:48	81.25%
/rockaway-beach-annual-events/	32	65	42	44.29%
/rockaway-beach-lodging-guide/	31	99	01:39	29.84%
Grand total	2.9K	4.3K	01:42	58.44%

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Region

City

Metro

Visitor Demographics

Users

2,562

↓ -27.9%

New Users

2,521

↓ -27.5%

Sessions

2,908

↓ -28.7%

Bounce Rate

67.88%

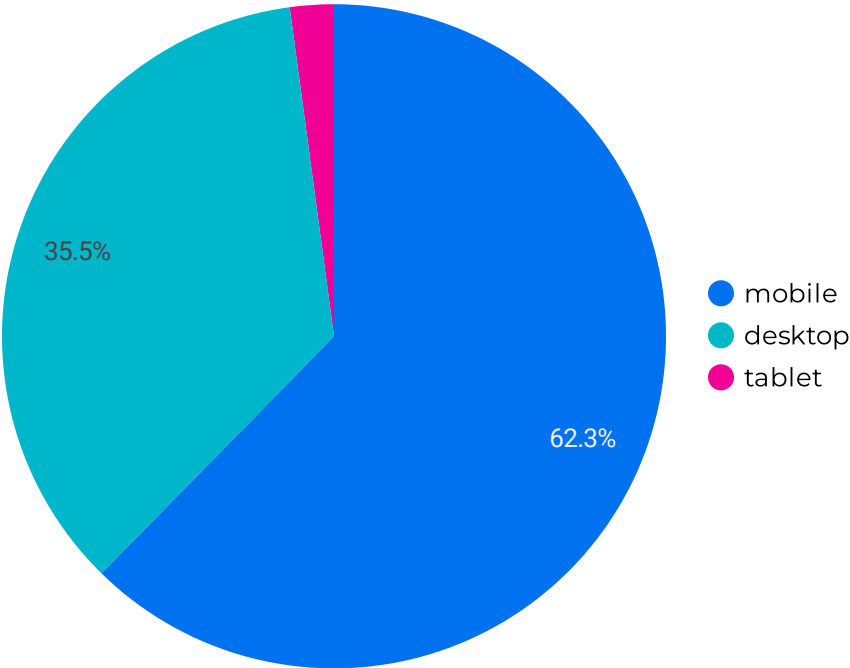
↓ -0.4%

Avg. Session Duration

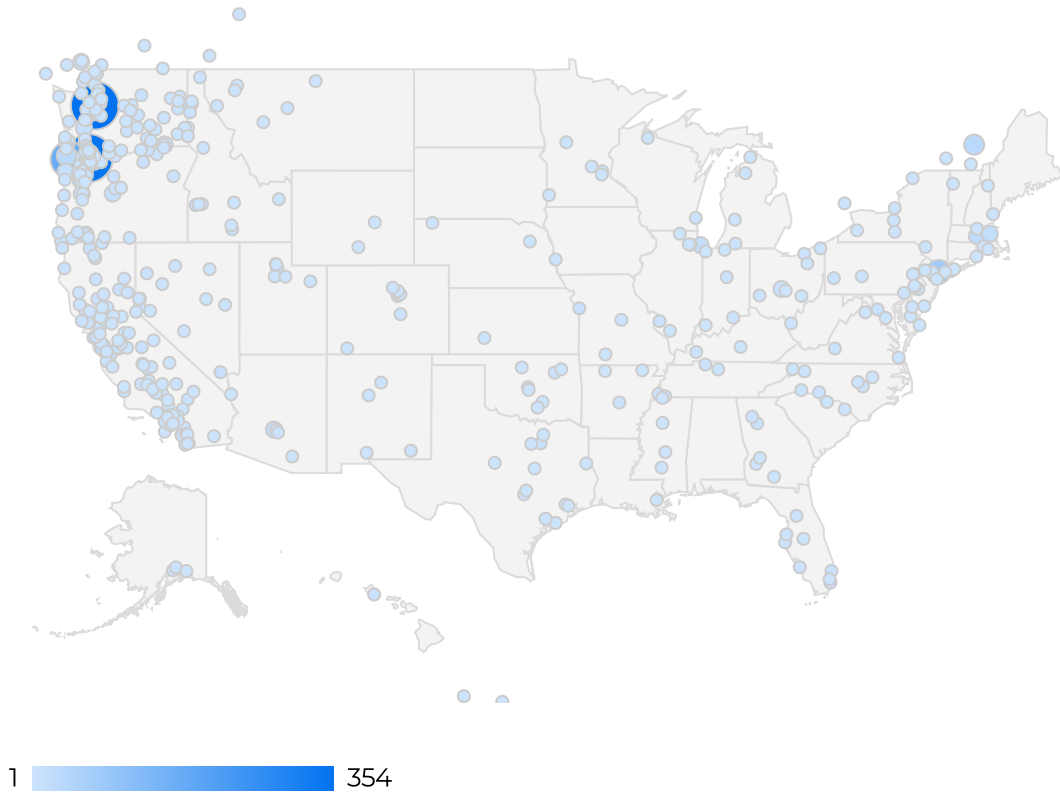
00:01:12

↓ -8.1%

Sessions by Device



Sessions by City



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	354	316	287	1.61	00:01:05
Portland	343	308	293	1.87	00:01:21
Tillamook	173	153	145	1.63	00:01:17
New York	79	77	76	1.13	00:00:12
Vancouver	42	34	33	2.33	00:01:23
Beaverton	36	33	29	2.39	00:01:18
Salem	32	29	27	1.69	00:00:24
Rockaway Beach	32	29	26	1.47	00:00:28
Victoriaville	31	31	31	1	00:00:00
Worcester	26	24	20	1.27	00:00:36
Los Angeles	26	24	23	1.46	00:01:27
Hillsboro	21	21	21	1.95	00:01:14
San Jose	21	20	19	1.43	00:03:08
Boston	18	16	15	1.28	00:00:18
Chicago	18	15	15	1.72	00:00:42
Phoenix	17	13	10	1.41	00:00:15
Grand total	2,727	2,405	2,362	1.72	00:01:13

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↓ -27.9%

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Bounce Rate

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↓ -0.4%

Contact Forms

1

↓ -66.7%

Get The Guide

72

↓ -10.0%

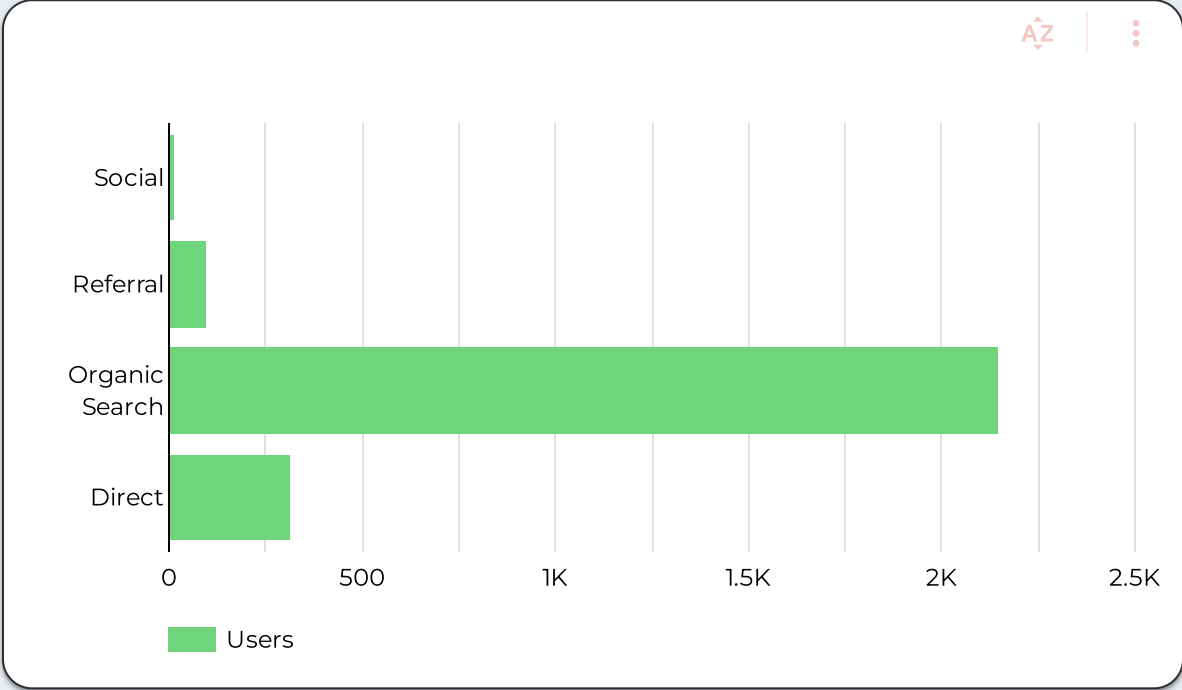
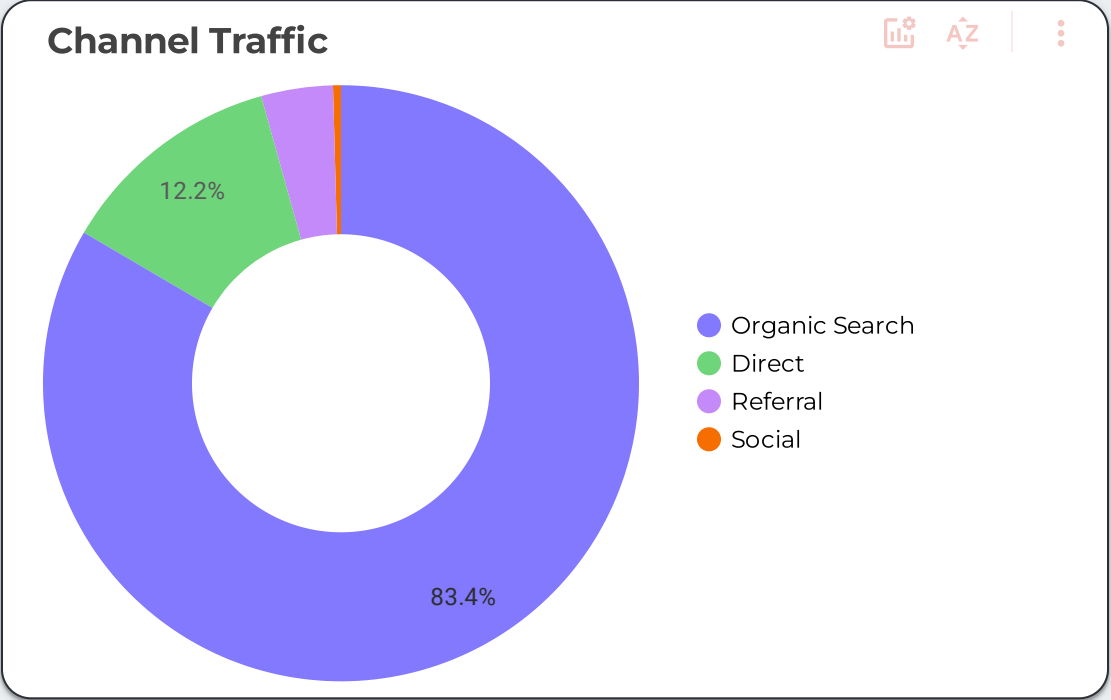
Click to Email

No data

No data

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,044	1,810	1,779	1.64	00:01:06
(direct) / (none)	360	315	310	1.5	00:00:39
bing / organic	215	198	193	2.2	00:02:25
duckduckgo / organic	79	61	60	1.84	00:01:58
yahoo / organic	75	64	63	2.05	00:01:24
beachconnection.net / referral	55	48	47	2.18	00:01:27
corb.us / referral	20	18	15	3.9	00:04:20
localadventurer.com / referral	12	11	11	1	00:00:00
visittheoregoncoast.com / referral	8	8	7	2.13	00:02:08
baidu / organic	7	7	7	1	00:00:00
lm.facebook.com / referral	3	2	2	2.67	00:01:38
oregonhikers.org / referral	3	3	3	1	00:00:00
facebook.com / referral	3	3	3	1	00:00:00
Grand total	2,908	2,562	2,521	1.71	00:01:12

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

Total Events

118

↓ -18.1%

Unique Events

106

↓ -20.3%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	1	1
forms	submit	Subscribe Form	7	5
button	click to call	tel:(503) 368 5746	1	1
button	social profile click	Facebook	2	2
button	social profile click	Instagram	1	1
button	click to call	tel:(503) 355-2291	8	5
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:(503) 355-0585	5	4
button	click to call	tel:(503) 355-2093	2	2
button	social profile click	Twitter	1	1
button	click to call	tel:503-355-2327	1	1
button	click to call	tel:(503) 355-8220	7	7
button	click	Get The Guide	77	72
button	click to call	tel:503-355-2599	1	1
button	click to call	tel:(800) 457-8972	1	1
button	click to call	tel:(800) 243-7786	2	1
Grand total			118	106

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Rockaway Beach

November 20 at 8:33 AM · 🌐

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[Oregon Coast Scenic Railroad](#) in the news 🌲



KATU News ✓

November 19 at 10:00 AM · 🌐

Tickets are on sale now for the Oregon Coast Scenic Railroad's Candy Cane Express!



KATU.COM

Tickets on sale now for Candy Cane Express

Tickets are on sale now for the Oregon Coast Scenic Railroad's Candy Cane Express!This ...

