



December 2022 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 2,87 users visited the website in October, and 2,459 were new users. Total of 2,766 sessions. Majority used keywords “Rockaway Beach Oregon,” “Rockaway Beach,” “Twin Rocks,” “rockhounding” and “Kelly’s marina,” “Rockaway Beach Resort,” and “Old Oregon Smokehouse.”

User demographics: Seattle (#1), Portland, Beaverton, Salem, Vancouver, Los Angeles, Phoenix, Las Vegas, Hillsboro, San Jose and Bend. *THIS IS A MUCH LARGER REACH THAN USUAL.*

Pages most visited: Grumpy’s Café, “how to spot rocks when rockhounding,” annual events, Pronto Pup, “winter-time activities-rockaway beach”

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

Actions (events) taken: Get the Guide (74 requests)

RADIO and SOCIAL CAMPAIGN: STAR 101.5 (Seattle) with radio personality Jen Pirek

Radio spots: 25 times per week – 60 -second spots – and equal number of social posts on Instagram, Pinterest, TikTok, WhatsApp, and Facebook (Star 101.5 page)
September 19-October 16

SOCIAL MEDIA (see attached)

Facebook: Now at 9,363 followers - added 10 new followers in November.

Majority of followers are women, ages 35-54

Facebook posts reached 11,853 people, up nearly 5000 from November! Posted 32 times in November.

Post with the most reach: “A very blustery day” – 2,593 reach – 175 engagements (see attached)

Instagram: added 27 new followers, now at 1,397 followers (see attached for most liked images)

PRINT AND ONLINE MEDIA

Oregon Public Broadcasting: Oregon stories that brought us joy in 2022 (history of the Pronto Pup)

https://www.opb.org/article/2022/12/31/oregon-joy-2022-protactile-beeswax-shipwreck-skyline-trail-corn-dog-library-experiences-pah/?fbclid=IwAR13be75WtTgVg0Y2WPGdgy4-nJpEH-L99oCyYIOVfKSVAoDG6XWQyVf_Bc

Impact and Innovation in Coffee (Darrin Daniel of Rockaway Roastery)

https://thebestchefawards.com/2022/11/19/impact-and-innovation-in-coffee-darrin-daniel-cup-of-excellence-fms22/?fbclid=IwAR1Fz3JdCxd5hr6Y3s5WdVLPVRX_8nNryz3vs39YRxaCjwDnjJkXgl3eEE

KGW-TV: Take a steam engine along the Oregon Coast for the holidays

<https://www.kgw.com/article/travel/destinations/grants-getaways/grants-getaways-oregon-coast-christmas-train/283-e48d16ee-a3fa-4f29-afc9-584bcc07e126?fbclid=IwAR2G6uhZ6EsmMzHg7sVI051M8xK-GO0maWI5nKEorhpnYzxCFu6p6z6KYrY>

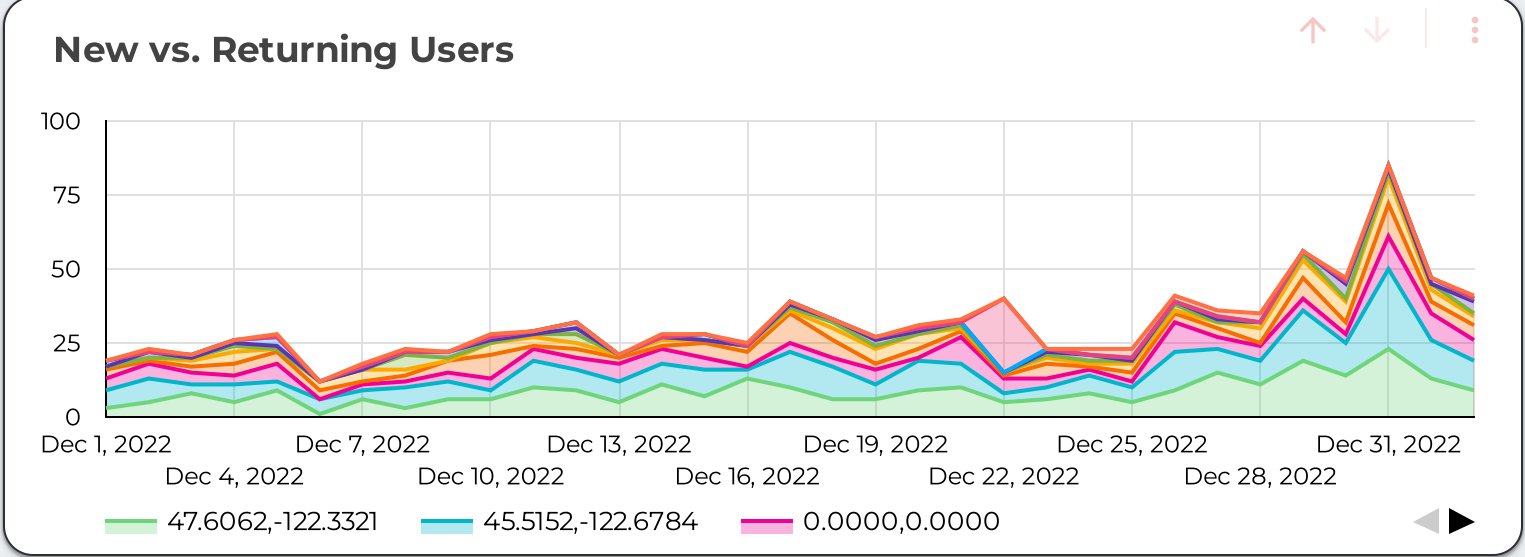
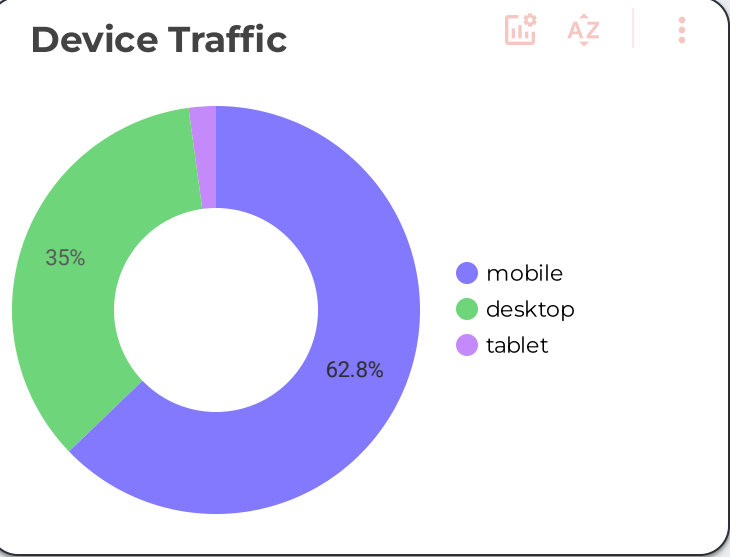
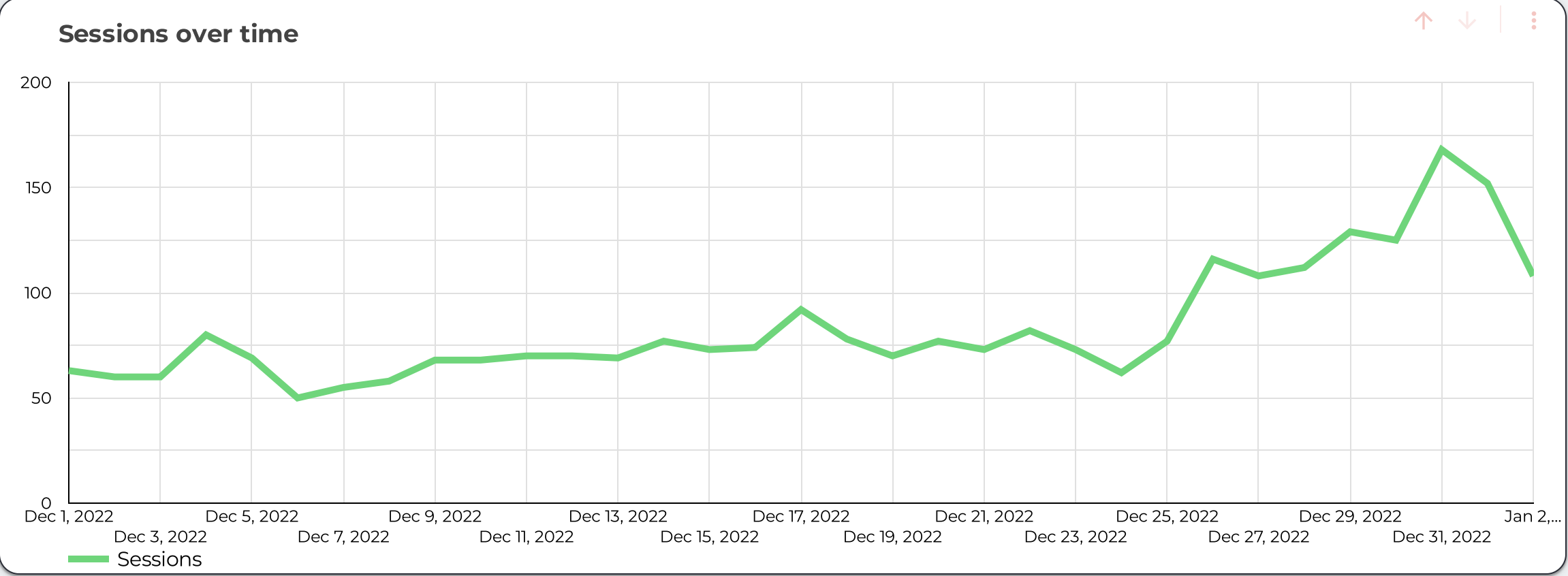
WAYFINDING

Installation now scheduled for mid-January

Prepared by Tillamook Coast Visitors Association.

User Behavior

<p>Users</p> <p>2,487</p> <p>↓ -9.6%</p>	<p>New Users</p> <p>2,459</p> <p>↓ -9.3%</p>	<p>Sessions</p> <p>2,766</p> <p>↓ -11.5%</p>	<p>Bounce Rate</p> <p>70.28%</p> <p>↑ 3.6%</p>	<p>Contact Form</p> <p>No data</p> <p>No data</p>	<p>Get the Guide</p> <p>74</p> <p>↓ -10.8%</p>	<p>Click to Email</p> <p>No data</p> <p>No data</p>
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How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	1,904	1,725	1,702	1.58	00:01:01
(direct)	369	328	324	1.43	00:00:39
bing	178	165	158	2.3	00:02:09
duckduckgo	81	72	71	2.01	00:01:56
yahoo	69	57	57	2.22	00:02:13
beachconnection.net	54	48	48	2.22	00:01:34
corb.us	18	17	16	3.06	00:02:38
traveloregon.com	11	11	11	1.09	00:00:05
localadventurer.com	9	9	9	1	00:00:00
visittotheoregoncoast.com	8	8	8	2.5	00:00:37
m.facebook.com	6	6	6	1.17	00:00:04
maps.apple.com	6	6	6	1	00:05:16
Grand total	2,766	2,487	2,459	1.67	00:01:07

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	8,760	24	0.27%	9.02	9.02
rockaway beach oregon	6,930	146	2.11%	7.39	7.39
twin rocks	660	0	0%	6.26	6.26
rock hounding	645	2	0.31%	5.98	5.98
kelly's marina	640	2	0.31%	7.94	7.94
rockaway beach resort	638	4	0.63%	9.74	9.74
old oregon smokehouse	612	5	0.82%	6.37	6.37
rockaway beach hotels	574	0	0%	9.2	9.2
pronto pup	570	10	1.75%	10.16	10.16
rockaway roastery	478	0	0%	8.36	8.36
oregon coast vacation rent...	454	0	0%	73.04	73.04
oregon vacation rentals	433	0	0%	70.77	70.77
jetty fishery	417	1	0.24%	10.73	10.73
restaurants near me	415	1	0.24%	28.27	28.27
rockaway	400	0	0%	22.93	22.93
tradewinds+motel+rockaw...	395	0	0%	6.56	6.56
silver+sands+rockaway+be...	386	0	0%	9.38	9.38
Grand total	141,363	1,681	1.19%	26.49	26.49

What Pages Did Users Visit?

Sessions
2,766
 ↓ -11.5%

Unique Pageviews
4,061
 ↓ -12.7%

% Exit
59.99%
 ↑ 2.6%

Avg. Time on Page
01:41
 ↓ -2.5%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	562	601	01:19	50.14%
/restaurants/grumpys-cafe/	251	261	01:59	66.56%
/how-to-spot-rocks-when-rockhounding/	150	158	02:52	90.85%
/rockaway-beach-annual-events/	126	153	01:10	68.6%
/restaurants/original-pronto-pup/	124	130	02:10	87.05%
/5-winter-time-activities-rockaway-beach/	84	89	04:05	85.26%
/the-story-behind-glass-floats/	75	75	30	97.37%
/rockaway-beach-restaurants/	74	199	01:40	41.31%
/bonfires/	59	64	04:58	84.06%
/current-events/	55	117	01:00	63.2%
/twin-rocks/	46	46	01:44	87.76%
/shopping/flamingo-jims-gifts-clothing/	43	50	56	74.14%
/rockaway-beach-shopping/	43	112	02:31	48.48%
/emily-reed-shipwreck/	34	34	01:00	97.06%
/how-to-get-here/	31	44	45	84.44%
/lodging-guide-vacation-rentals/	29	45	01:01	30.65%
/old-growth-cedar-wetlands-preserve/	26	28	01:44	85.71%
/lodging/seaview-condo-102/	25	27	01:54	76.67%
/comes-trees-go-big-go-home/	25	26	36	96.15%
/time-come-watch-whales/	25	27	08:22	89.66%
Grand total	2.8K	4.1K	01:41	59.99%

Visitor Demographics

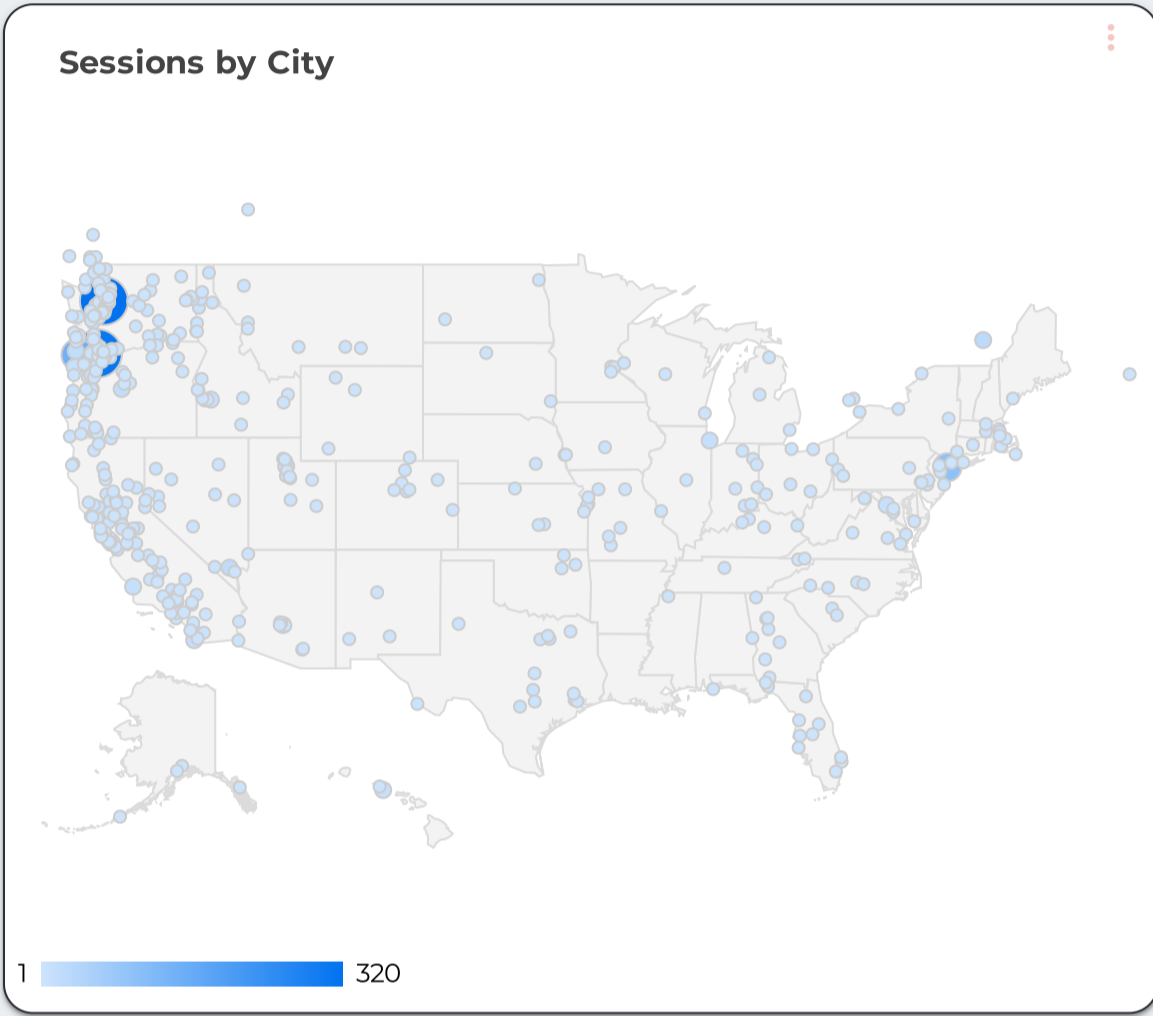
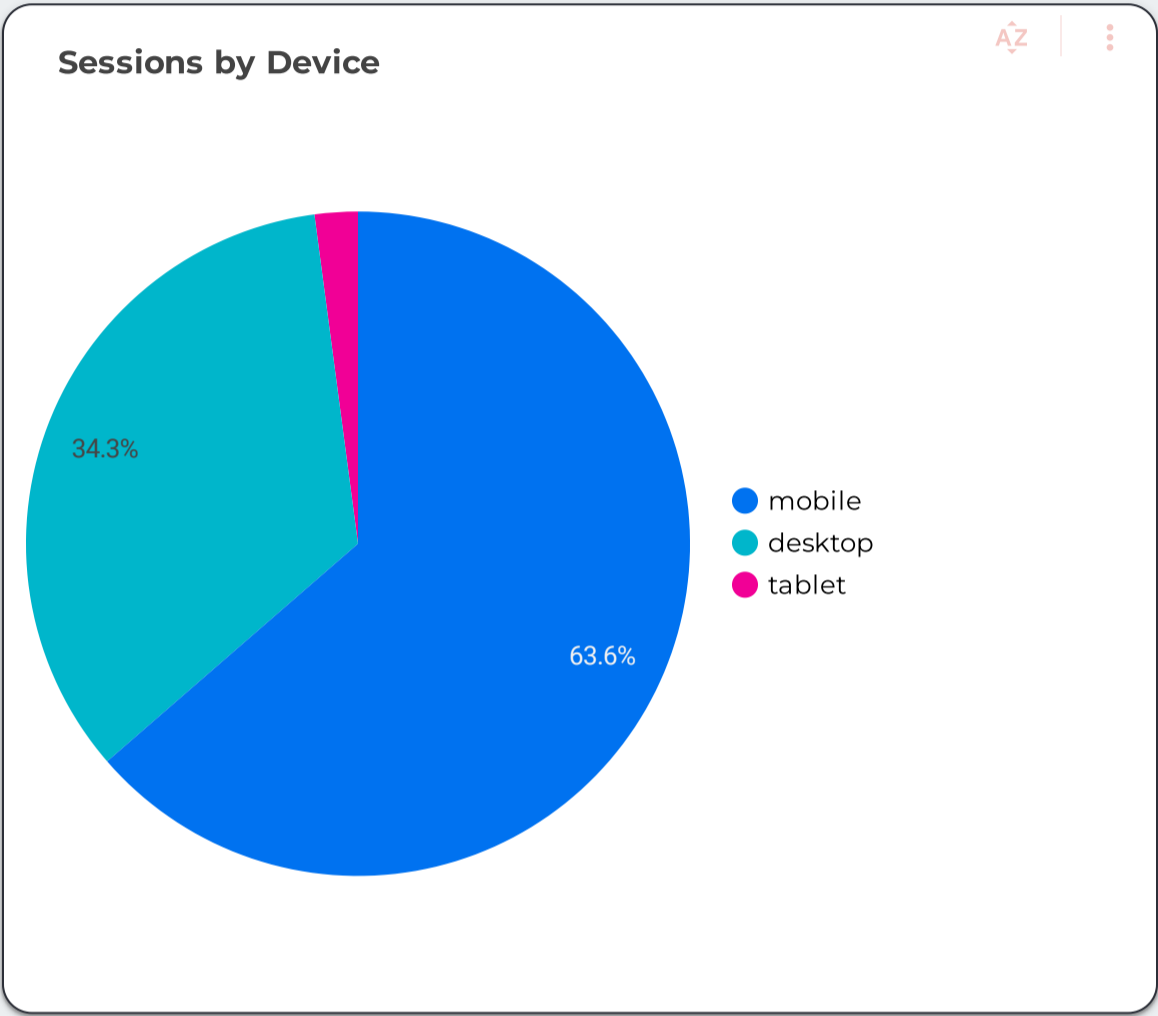
Users
2,487
↓ -9.6%

New Users
2,459
↓ -9.3%

Sessions
2,766
↓ -11.5%

Bounce Rate
70.28%
↑ 3.6%

Avg. Session Duration
00:01:07
↓ -8.3%



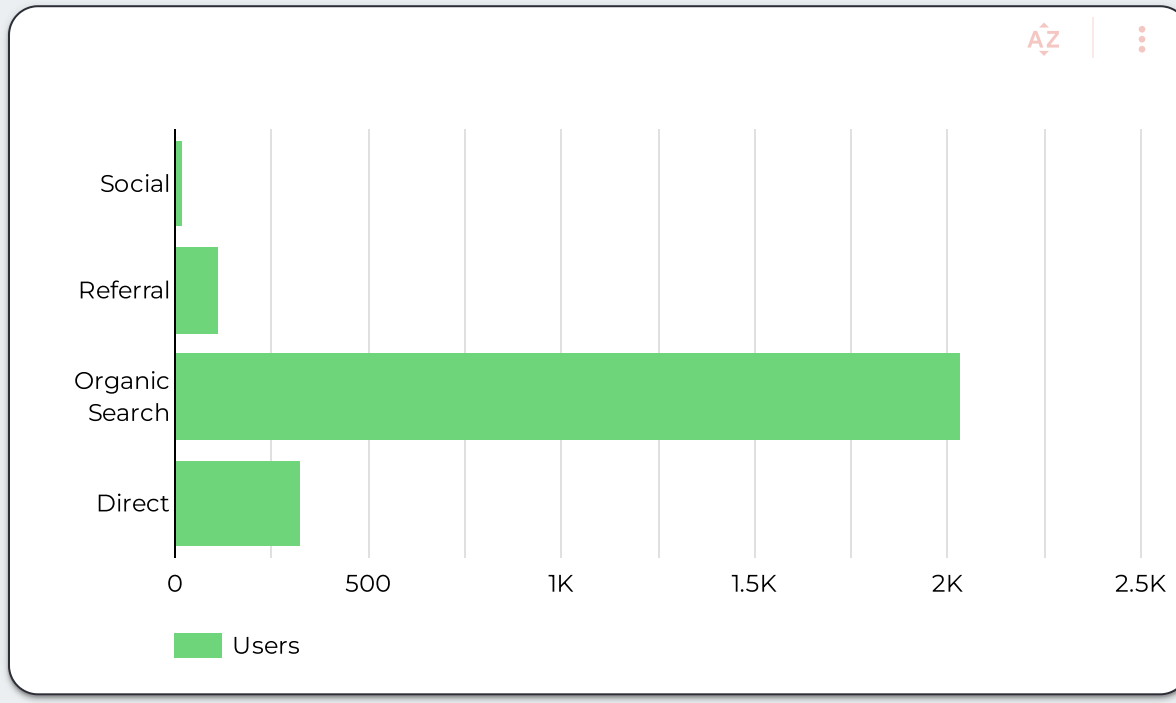
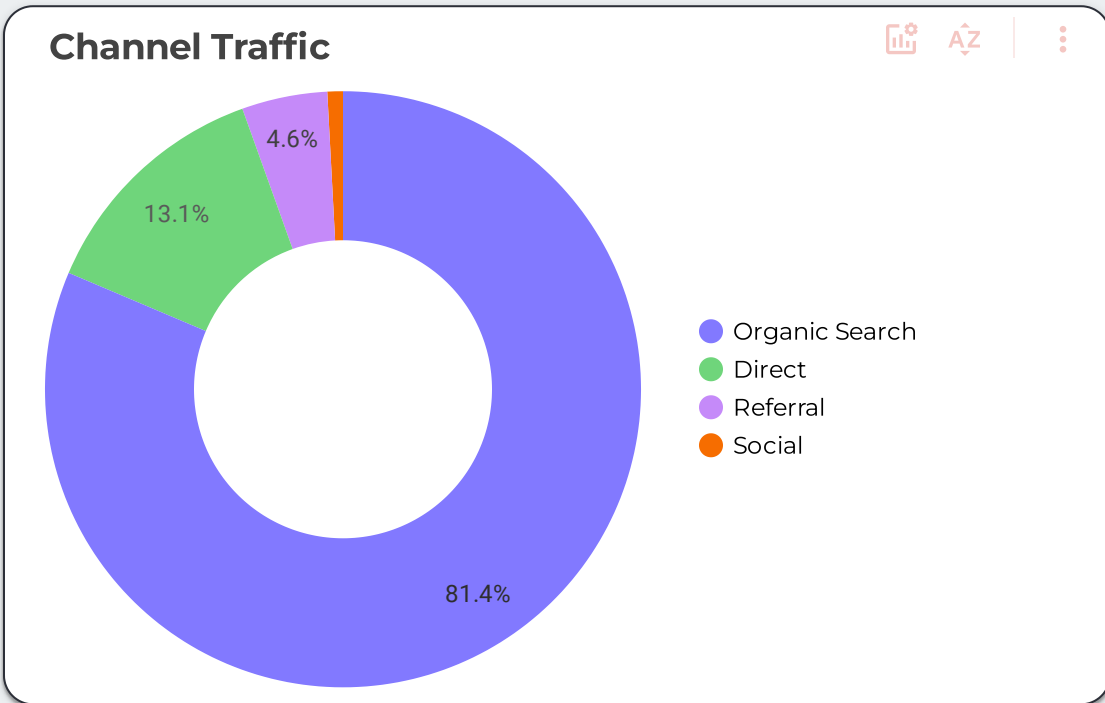
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	320	299	285	1.66	00:01:07
Portland	308	286	264	1.59	00:00:45
Tillamook	144	133	120	1.6	00:01:22
New York	97	93	93	1.08	00:00:12
Beaverton	37	35	34	2.24	00:00:59
Salem	37	33	33	1.46	00:02:36
Vancouver	28	28	28	2.68	00:01:56
Los Angeles	26	26	23	1.5	00:00:49
Victoriaville	25	25	25	1	00:00:00
Phoenix	24	21	20	2.08	00:01:56
Las Vegas	21	19	18	1.52	00:01:16
Hillsboro	20	19	18	1.65	00:02:15
San Jose	19	19	17	1.37	00:00:52
Rockaway Beach	19	19	18	1.74	00:00:58
Medford	17	16	15	1.35	00:00:20
Bend	17	16	16	2.29	00:03:01
Grand total	2,602	2,354	2,317	1.66	00:01:07

How Did Users Get To Our Website?

Users 2,487 <small>-9.6%</small>	New Users 2,459 <small>-9.3%</small>	Sessions 2,766 <small>-11.5%</small>	Bounce Rate 70.28% <small>+3.6%</small>	Contact Forms No data <small>No data</small>	Get The Guide 67 <small>-13.0%</small>	Click to Email No data <small>No data</small>
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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	1,904	1,725	1,702	1.58	00:01:01
(direct) / (none)	369	328	324	1.43	00:00:39
bing / organic	178	165	158	2.3	00:02:09
duckduckgo / organic	81	72	71	2.01	00:01:56
yahoo / organic	69	57	57	2.22	00:02:13
beachconnection.net / referral	54	48	48	2.22	00:01:34
corb.us / referral	18	17	16	3.06	00:02:38
traveloregon.com / referral	11	11	11	1.09	00:00:05
localadventurer.com / referral	9	9	9	1	00:00:00
visittheoregoncoast.com / referral	8	8	8	2.5	00:00:37
m.facebook.com / referral	6	6	6	1.17	00:00:04
maps.apple.com / referral	6	4	3	3	00:05:46
ecosia.org / organic	5	5	5	1.4	00:00:26
Grand total	2,766	2,487	2,459	1.67	00:01:07

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

Total Events
91
 ↓ -27.8%

Unique Events
84
 ↓ -25.7%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	3	3
button	click to call	tel:(503) 355-2291	2	2
button	click to call	tel:(503) 368-5745	1	1
button	click	Get The Guide	74	67
button	click to call	tel:503-355-2327	1	1
button	click to call	tel:(503) 355-2052	1	1
button	click to call	tel:(503) 355-3115	1	1
button	click to call	tel:(503) 355-8220	2	2
button	click to call	tel:503-355-2599	1	1
button	social profile click	Instagram	1	1
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:503-812-3023	1	1
button	click to call	tel:(503) 355-8300	1	1
button	social profile click	Facebook	1	1
Grand total			91	84



Rockaway Beach

Published by Dan Haag · December 27, 2022 at 8:02 AM · 🌐



A very blustery day.



Marilyn K. Elkins

December 27, 2022 at 8:00 AM · 🌐

Shot through pouring rain and high winds, King Tides 12-26-22

2,593

People reached

175

Engagements

-

Distribution score

[Boost a post](#)



You and 105 others

2 comments 9 shares



Like



Comment



Share



Most relevant ▾



Comment as Rockaway Beach



Bart Barrett

Wish I was there now to watch

Like Reply Hide [Send Message](#) 6d

[View 1 more comment](#)



visitrockawaybeach [@visitrockawaybeach](#)

510 posts 1,267 followers 194 following

Visit Rockaway Beach

Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigstories

#rockawaybeachoregon

visitrockawaybeach.org



Post

POSTS SAVES TAGGED

