



February 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 3,869 users came to the website, and 3,842 were new users! Total of 4,381 sessions with 7,172 unique page views. There were 163,646 searches for Rockaway Beach. **Top keywords:** “Rockaway Beach Oregon,” “Rockaway Beach,” “rockhounding,” “Pronto Pup,” “rock hounding,” “sneaker waves,” “Rockaway Beach Resort,” “Twin Rocks,” “Rockaway Beach hotels,” and “Old Oregon Smokehouse.”

Pages most visited: Grumpy’s Café, “how to spot rocks when rockhounding,” Pronto Pup, restaurants, bonfires, RV parks camping, annual events, Emily Reed shipwreck, winter-time activities, Twin Rocks

User demographics: Seattle (#1), Portland, Vancouver, San Jose, Los Angeles, Salem, Beaverton, San Diego, Hillsboro, Phoenix AZ. *Interesting that three of the top ten are from California.*

How did they find the site: Google, Bing, Yahoo, beachconnection.net, DuckDuckGo, tillamookcoast.com, corb.us,
Actions (events) taken: Get the Guide (156 requests)

SOCIAL MEDIA (see attached)

Facebook: Now at 9,352 followers - added 23 new followers in February.

Majority of followers – 76.5% - are women, ages 35-54

Facebook posts reached 25,476 up 201% from January. Posted 31 times in February.

Post with the most reach: “Into the Mystic” – 15,567 reach – 1,080 engagements (see attached)

Instagram: added 21 new followers, now at 1,450 followers (see attached for most liked images)

E-NEWSLETTER: 1859 Magazine subscribers in west Portland Metro

Winter outdoors e-blast (one month – January)

Opens: 5,445 Open rate: 37.8% (*big, big number! – standard is 12-14%*)

Clicks: 221 Click-Through Rate: 4.1% (*more than 2 points higher than industry standard*)

ONLINE/PRINT ARTICLES

Oregonian/OregonLive – Jamie Hale writes: Boardwalk hike leads to a towering tree in Rockaway Beach

<https://www.oregonlive.com/travel/2023/02/boardwalk-hike-leads-to-a-towering-tree-in-rockaway-beach.html>

WAYFINDING

Nearly complete – **kiosk map** at Troxel’s being “flipped” – re-do underway

Twin Rocks logo will be applied to gateway signs (raised logo)

Public Works has requested an additional kiosk to hold brochures, posters, etc. (need to review budget)

UPCOMING for Spring Break into June

Portland Monthly e-newsletter – March – spring break, sponsored content, digital banners

Radio in Seattle/Tacoma area: Star 101.5 – 60 second ads throughout March and early April

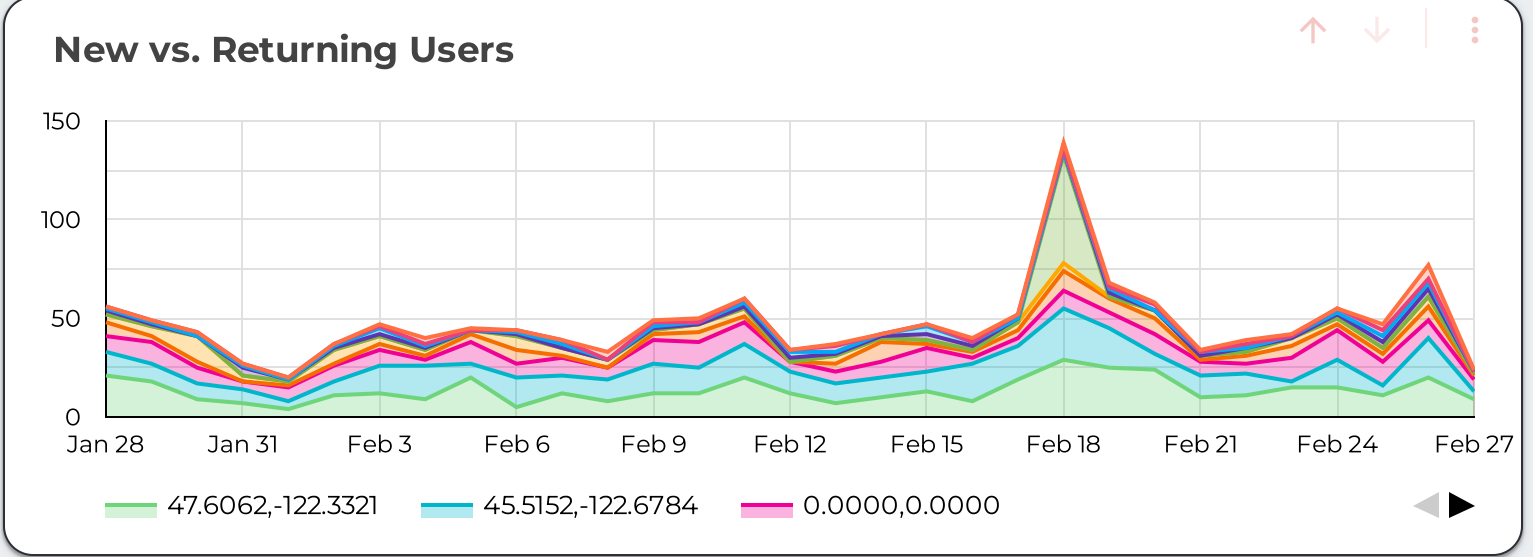
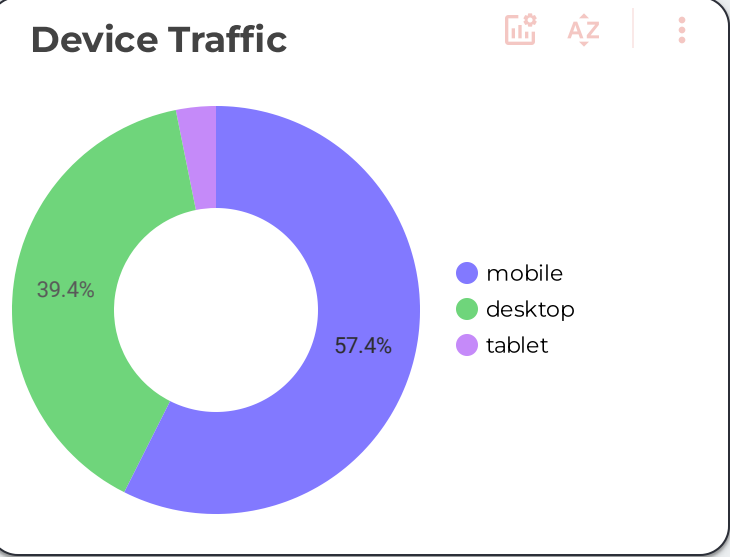
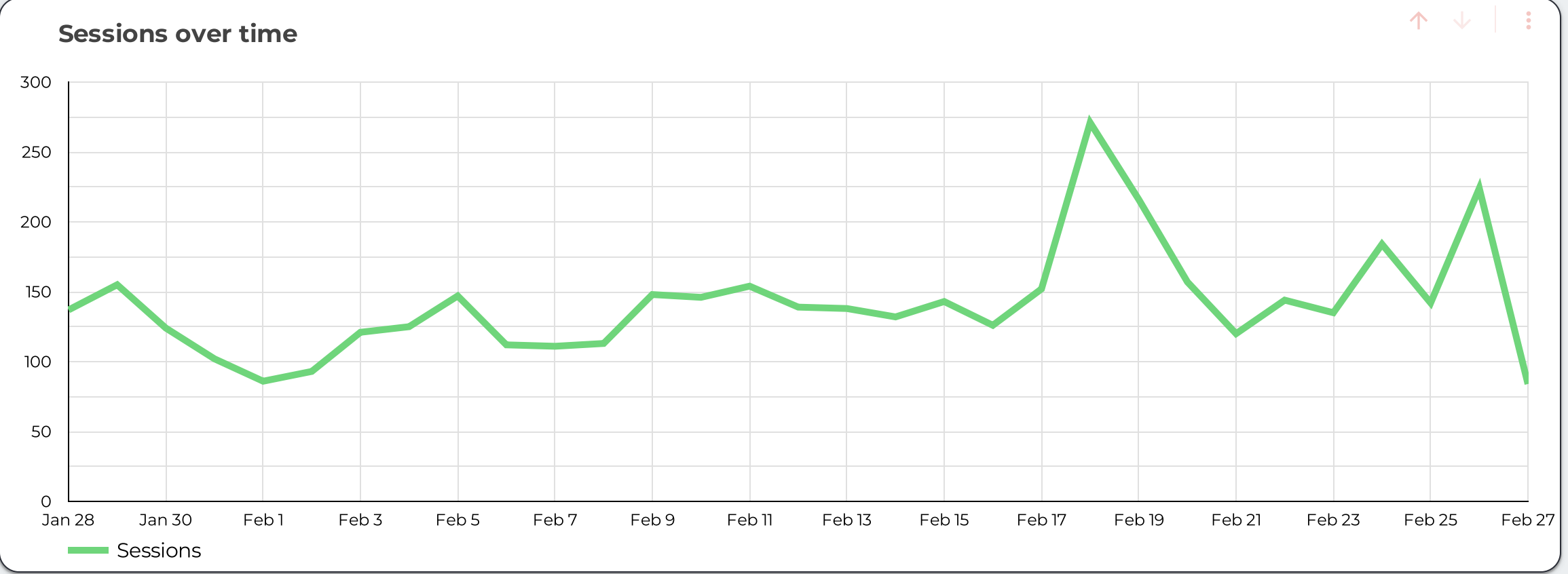
Seattle Met – extended campaign of sponsored content, website banners, email blasts

Willamette Week – e-newsletter blast with sponsored content for Things to Do in Rockaway Beach

Report compiled by Tillamook Coast Visitors Association.

User Behavior

Users 3,869 <small>↑ 9.2%</small>	New Users 3,824 <small>↑ 9.1%</small>	Sessions 4,381 <small>↑ 10.6%</small>	Bounce Rate 66.40% <small>↓ -2.0%</small>	Contact Form 3 <small>↑ 200.0%</small>	Get the Guide 156 <small>↑ 43.1%</small>	Click to Email No data <small>No data</small>
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How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	2,996	2,680	2,632	1.89	00:01:19
(direct)	627	550	547	1.59	00:00:52
bing	257	226	223	3.07	00:02:08
beachconnection.net	98	93	93	1.76	00:01:13
yahoo	80	69	67	2.98	00:03:26
duckduckgo	75	66	66	2.44	00:01:51
tillamookcoast.com	52	44	43	2.65	00:03:56
oregonlive.com	42	41	41	1.19	00:00:11
m.facebook.com	17	17	17	1	00:00:00
localadventurer.com	13	13	12	1.15	00:00:05
visittotheoregoncoast.com	12	12	9	2.83	00:02:21
lm.facebook.com	11	11	11	1.00	00:00:17
Grand total	4,381	3,869	3,824	1.93	00:01:20

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	10,602	349	3.29%	5.78	5.78
rockaway beach	9,746	57	0.58%	7.44	7.44
rockhounding	1,583	0	0%	5.84	5.84
rock hounding	1,312	0	0%	5.24	5.24
pronto pup	1,191	35	2.94%	7.73	7.73
sneaker waves	1,081	4	0.37%	11.9	11.9
rockaway beach resort	908	6	0.66%	7.77	7.77
twin rocks	818	3	0.37%	4.22	4.22
kelly's marina	805	0	0%	7.25	7.25
rockaway beach hotels	772	2	0.26%	9.01	9.01
old oregon smokehouse	603	4	0.66%	6.2	6.2
rockaway	534	5	0.94%	18.89	18.89
oregon coast vacation rent...	517	0	0%	76.09	76.09
kelly's brighton marina	496	0	0%	8.48	8.48
rockaway beach rentals	491	8	1.63%	7.82	7.82
rockaway beach restaurants	488	9	1.84%	5.59	5.59
rockaway roastery	467	6	1.28%	4.87	4.87
Grand total	163,646	2,556	1.56%	22.18	22.18

What Pages Did Users Visit?

Sessions
4,381
 ↑ 10.6%

Unique Pageviews
7,172
 ↑ 14.6%

% Exit
51.74%
 ↓ -4.5%

Avg. Time on Page
01:26
 ↓ -3.6%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.1K	1.2K	01:13	46.86%
/restaurants/grumpys-cafe/	341	369	01:23	64.83%
/how-to-spot-rocks-when-rockhounding/	238	273	04:27	87.46%
/restaurants/original-pronto-pup/	211	236	02:55	81.64%
/rockaway-beach-restaurants/	128	404	01:40	36.08%
/bonfires/	111	122	51	82.44%
/comes-trees-go-big-go-home/	104	105	56	85.96%
/lodging-guide-rv-parks-camping/	83	98	01:04	31.85%
/rockaway-beach-annual-events/	76	145	59	47.59%
/5-winter-time-activities-rockaway-beach/	74	75	05:29	89.02%
/emily-reed-shipwreck/	71	74	50	92.21%
/current-events/	69	209	01:19	43.88%
/twin-rocks/	67	70	01:30	80%
/the-story-behind-glass-floats/	64	66	04:03	92.75%
/lodging-guide-vacation-rentals/	56	92	43	26.92%
/old-growth-cedar-wetlands-preserve/	53	58	01:13	72.73%
/rockaway-beach-lodging-guide/	51	203	01:15	20.91%
/how-to-get-here/	48	83	01:45	67.78%
/things-to-do/	47	169	42	31.25%
/lodging-guide-hotels-motels/	46	96	01:23	39.2%
Grand total	4.4K	7.2K	01:26	51.74%

Visitor Demographics

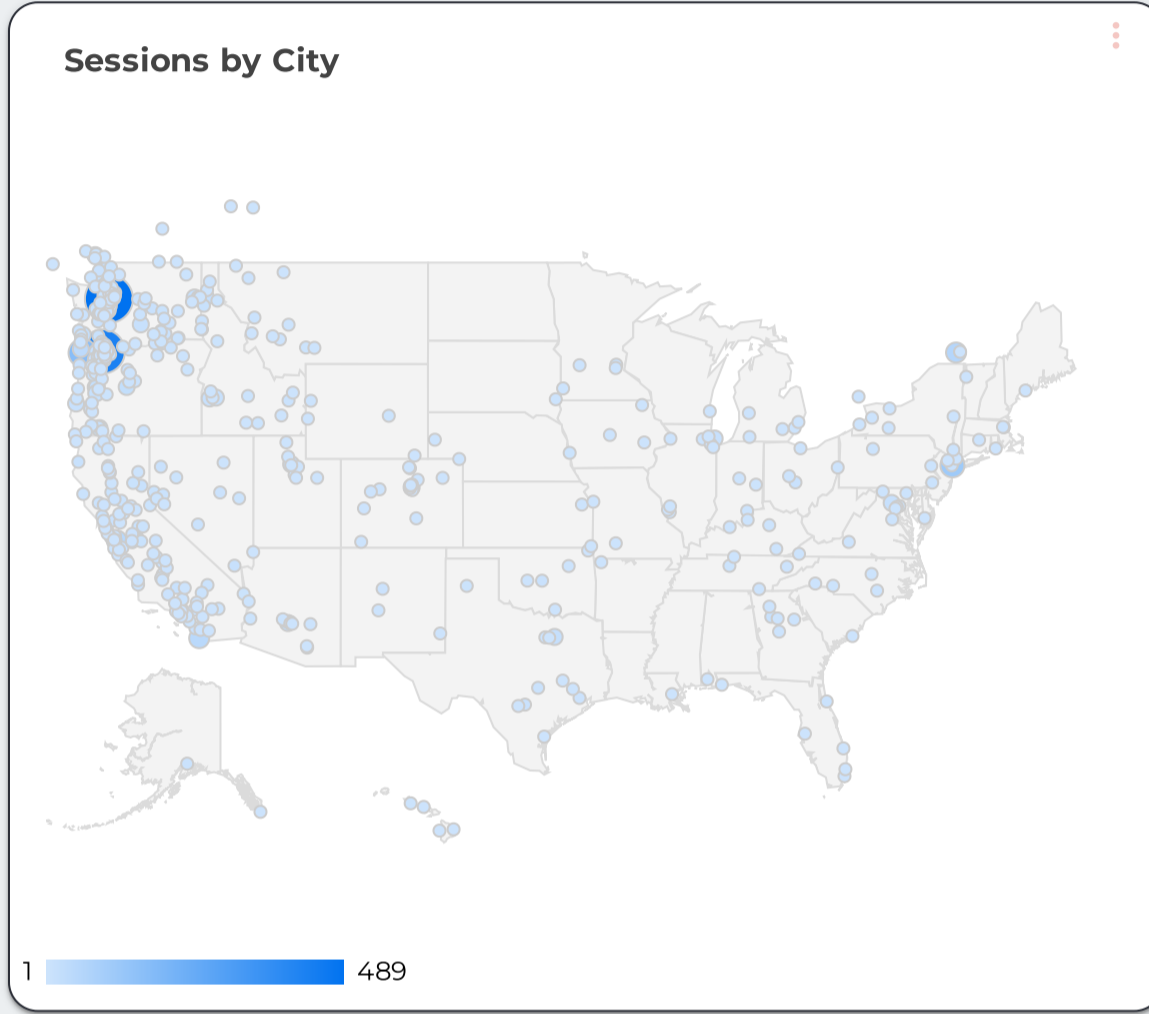
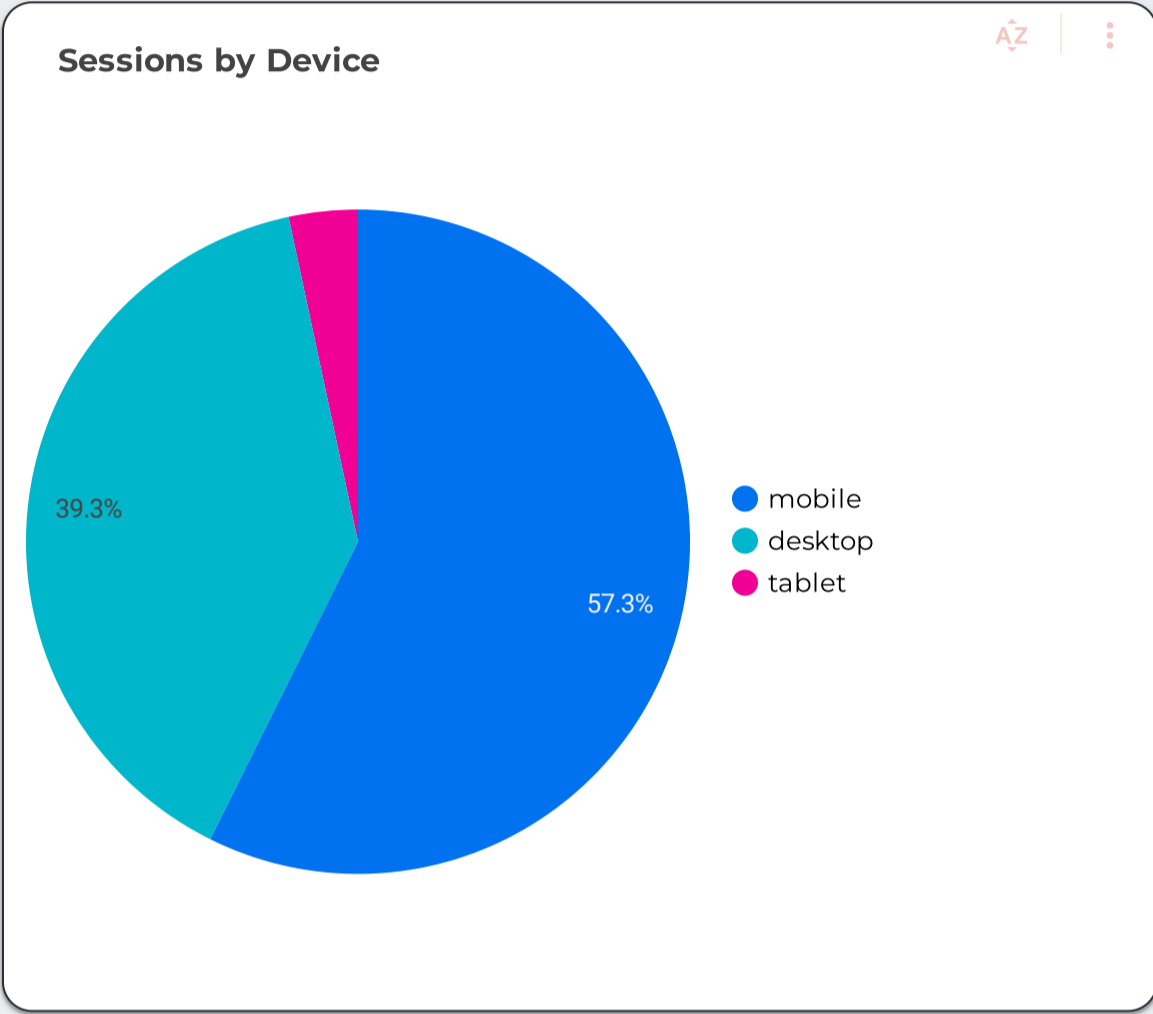
Users
3,869
↑ 9.2%

New Users
3,824
↑ 9.1%

Sessions
4,381
↑ 10.6%

Bounce Rate
66.40%
↓ -2.0%

Avg. Session Duration
00:01:20
↑ 6.4%



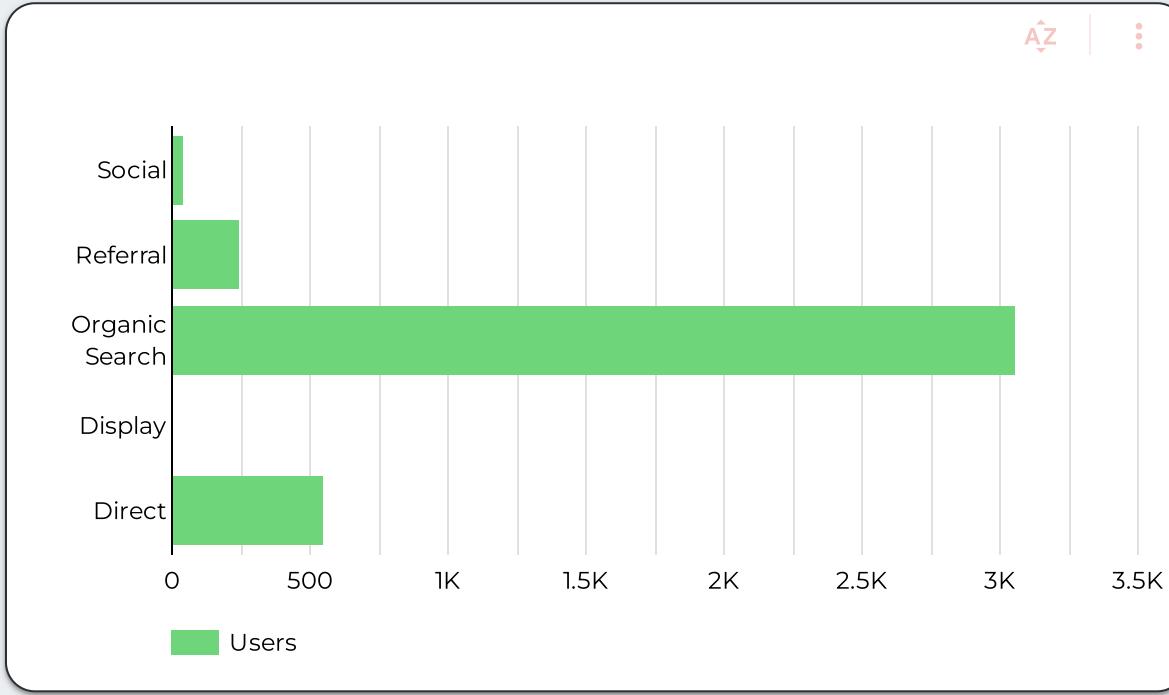
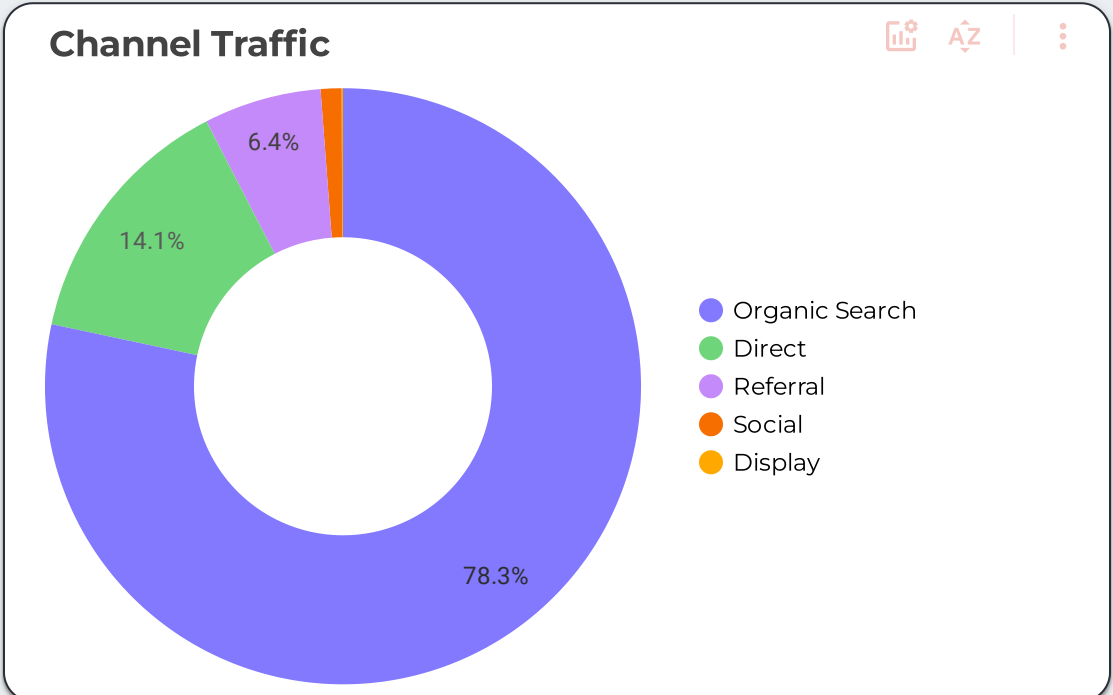
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	489	438	418	1.81	00:01:17
Portland	426	374	365	1.97	00:01:36
Tillamook	163	133	118	1.8	00:01:11
New York	110	110	110	1.23	00:00:34
Vancouver	65	60	58	2.17	00:01:22
Pointe-Claire	55	55	55	1	00:00:00
San Jose	50	37	35	1.38	00:01:02
Salem	44	40	39	1.66	00:00:37
San Diego	43	38	36	2	00:01:37
Beaverton	41	37	35	2.63	00:02:07
Los Angeles	38	37	37	1.53	00:00:46
Rockaway Beach	38	33	29	1.61	00:01:17
Hillsboro	30	28	28	2.3	00:01:14
Tigard	29	21	21	1.76	00:00:30
Eugene	28	27	27	1.96	00:01:54
Phoenix	27	25	24	2.22	00:04:18
Grand total	4,095	3,617	3,569	1.94	00:01:22

How Did Users Get To Our Website?

Users 3,869 <small>↑ 9.2%</small>	New Users 3,824 <small>↑ 9.1%</small>	Sessions 4,381 <small>↑ 10.6%</small>	Bounce Rate 66.40% <small>↓ -2.0%</small>	Contact Forms 3 <small>↑ 200.0%</small>	Get The Guide 150 <small>↑ 45.6%</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	2,996	2,680	2,632	1.89	00:01:19
(direct) / (none)	627	550	547	1.59	00:00:52
bing / organic	257	226	223	3.07	00:02:08
beachconnection.net / referral	98	93	93	1.76	00:01:13
yahoo / organic	80	69	67	2.98	00:03:26
duckduckgo / organic	75	66	66	2.44	00:01:51
tillamookcoast.com / referral	52	44	43	2.65	00:03:56
oregonlive.com / referral	42	41	41	1.19	00:00:11
m.facebook.com / referral	17	17	17	1	00:00:00
localadventurer.com / referral	13	13	12	1.15	00:00:05
visittheoregoncoast.com / referral	12	12	9	2.83	00:02:21
lm.facebook.com / referral	11	11	11	1.09	00:00:13
corb.us / referral	11	8	4	1.55	00:00:50
Grand total	4,381	3,869	3,824	1.93	00:01:20

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Event Category ▾

Event Action ▾

Event Label ▾

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

Total Events
209
 ↑ 36.6%

Unique Events
194
 ↑ 39.6%

Event Category ▾	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	23	16
forms	submit	Contact Form	3	3
button	social profile click	Twitter	1	1
button	click to call	tel:(503) 355-8220	7	6
button	click to call	tel:(503) 355-2291	5	5
button	click to call	tel:(503) 355-8300	1	1
button	social profile click	Instagram	2	2
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:503-355-2077	1	1
button	click to call	tel:(800) 243-7786	1	1
button	social profile click	Facebook	6	5
button	click to call	tel:(503) 355-0585	1	1
button	click	Get The Guide	156	150
button	click to call	tel:503-812-0582	1	1
Grand total			209	194



Rockaway Beach

Published by Dan Haag · February 8 at 6:14 AM · 🌐



"Hark, now hear the sailors cry,
Smell the sea, and feel the sky,
Let your soul & spirit fly, into the mystic.
- Into the Mystic"
— Van Kate Morrison
(Photo: Chris Williams)
[#visitrockawaybeach](#)



15,567
People reached

1,080
Engagements

↑ +5.2x higher
Distribution score

Boost post



You and 131 others

6 comments 50 shares



visitrockawaybeach

Following

Message



518 posts

1,450 followers

193 following

Visit Rockaway Beach

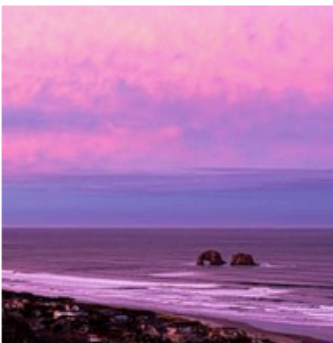
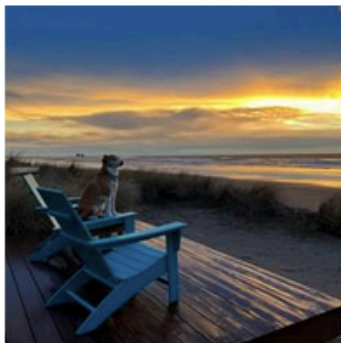
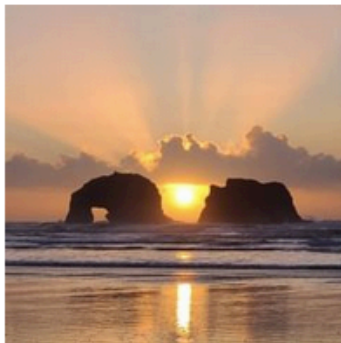
Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachoregon
visitrockawaybeach.org

Followed by [visitgaribaldi](#), [capefalconmr](#), [artaccelerated](#) + 37 more

POSTS

TAGGED



Boardwalk hike leads to a towering tree in Rockaway Beach

- Published: Feb. 26, 2023, 7:30 a.m.
- By Jamie Hale, outdoor writer, Oregonian



A massive western red cedar tree stands tall at the end of a hike in the Rockaway Beach Old Growth Cedar Preserve, found just off U.S. 101 on the north Oregon coast. Jamie Hale/The Oregonian

In some beach towns, boardwalks lead to fried food and carnival games. At Rockaway Beach, the boardwalk leads to [an enormous tree](#).

Colloquially known as the Rockaway Big Tree, the western red cedar is said to measure 154 feet tall and roughly 49 feet in circumference at its base. It's found inside the 46-acre Rockaway Beach Old Growth Cedar Preserve, a swampy patch of land where skunk cabbage grows prolifically, sporting chunky yellow flowers in spring.

The small natural area is located on the side U.S. 101 on the north Oregon coast near the main drag in Rockaway Beach. You can find it just south of [the giant corn dog](#) atop The Original Pronto Pup – Rockaway Beach's *other* big attraction.

The hike begins in the small parking lot off the highway, from which an ADA-accessible boardwalk runs 3,000 feet to the big tree. That makes it about a 1.1-mile round-trip walk, unless you choose to step off the boardwalk to follow a [more rugged hiking trail](#) that loops through the forest.



A boardwalk leads to a towering western red cedar tree in the Rockaway Beach Old Growth Cedar Preserve, found just off U.S. 101 on the north Oregon coast.



A sign points hikers off the boardwalk to a dirt side trail in the Rockaway Beach Old Growth Cedar Preserve, found just off U.S. 101 on the north Oregon coast.

There are no gaps, steps or steep hills along the way, making it accessible to hikers using wheelchairs or other mobility devices. Portions of the boardwalk are sometimes damaged by fallen trees, as happened this winter, but crews often repair it quickly, replacing damaged boards and reopening the hike to the public.

A viewing platform at the end of the boardwalk allows visitors to walk around the base of the tree without damaging its roots. From there, you can get an up-close look at its many bulbous growths and thick, branching segments. Aside from its size, the tree boasts plenty of character.

An initial section of the boardwalk [opened to the public in 2019](#), with the viewing platform opening a year later. The forest preserve itself was gifted to the city by conservation organization The Nature Conservancy in 2000.

Walking past all the freshly-fallen trees in the forest, you may wonder why the Rockaway Big Tree has been lucky enough to keep standing for so long – an estimated 500 to 900 years. That mystery may always belong to the trees, but one thing is for certain: someday it will fall.

Perhaps it will leave [a magnificent stump](#).

To see the Rockaway Big Tree, park at the trailhead parking area on U.S. 101 just north of E. Washington St. in Rockaway Beach. Follow the boardwalk to find the tree.