



January 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached)

User Behavior: 3,485 users came to the website, and 3,446 were new users! Total of 3,886 sessions with 6,177 unique page views. There were 154,072 searches for Rockaway Beach. **Top keywords:** "Rockaway Beach Oregon," "Rockaway Beach," "Pronto Pup," "Twin Rocks," "Rockaway Beach Resort," "Rockaway Beach hotels," and "Sneaker Waves."

Pages most visited: Grumpy's Café, Pronto Pup, "how to spot rocks when rockhounding," restaurants, annual events, lodging, winter-time activities, Twin Rocks

User demographics: Seattle (#1), Portland, Vancouver, Salem, Hillsboro, San Jose, Beaverton, Los Angeles, Eugene, Dallas TX, Phoenix AZ. *There was also quite a bit of activity from New York and Dollard-des-Ormeaux, near Quebec, probably from a story about Rockaway Beach NY, and the visitrockawaybeach.org link was included*

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

Actions (events) taken: Get the Guide (116 requests)

SOCIAL MEDIA (see attached)

Facebook: Now at 9,329 followers - added 13 new followers in January.

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

Facebook posts reached 8,450 people, down from December but usual for January. Posted 30 times in January.

Post with the most reach:

"2023 is off to a beautiful start" photo by Marilyn Elkins– 5.145 reach – 362 engagements (see attached)

Instagram: added 32 new followers, now at **1,429 followers** (see attached for most liked images)

PRINT

Oregon Coast Today – Portland Tribune inserts:

"Rockaway Beach: a year-round coastal adventure" (attached)

"Sharing the story of a trail – Old Growth Cedar Trail shows stewardship in action" (attached)

RADIO

Mix 95.7 Radio (history of the Pronto Pup, and a PP stand in West Michigan)

<https://mix957gr.com/heres-when-you-can-enjoy-pronto-pups-only-winter-weekend/>

WAYFINDING

Underway!

GRANT ANNOUNCEMENT

Deadline: Feb. 28 - \$3000 grants, with a fund of \$35,000

Report compiled by Tillamook Coast Visitors Association.



small town. big beach.

2022-2023

OFF-SEASON TOURISM MARKETING GRANT ANNOUNCEMENT

Application Deadline

Tuesday, February 28, 2023 11:59pm

The City of Rockaway Beach announces \$35,000 of available grant funding for businesses engaged in tourism-related activities in the Rockaway Beach area.

Eligible applicants must operate in the Rockaway Beach area or serve visitors in the Rockaway Beach area *and* be a business or non-profit engaged in tourism activities.

Maximum grant amount: \$3,000.

No match required.

NEW THIS YEAR!

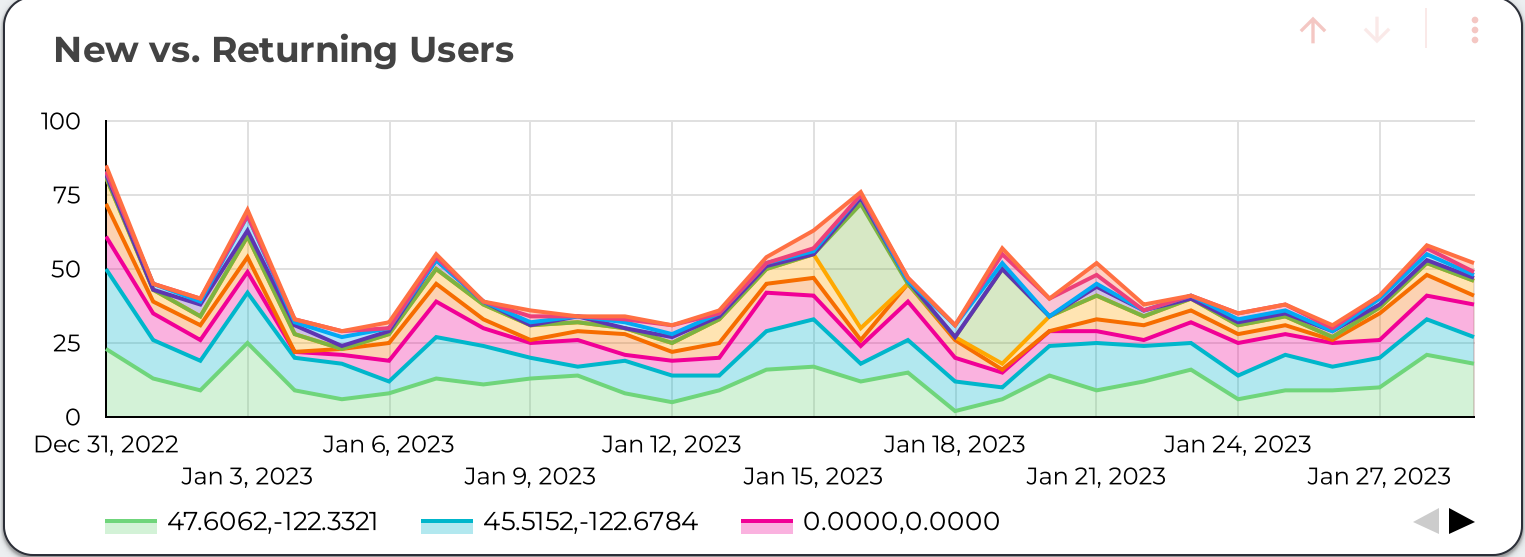
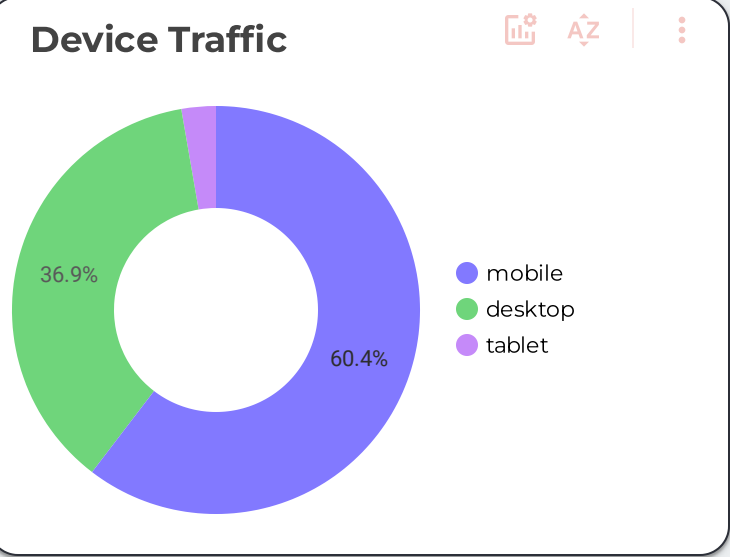
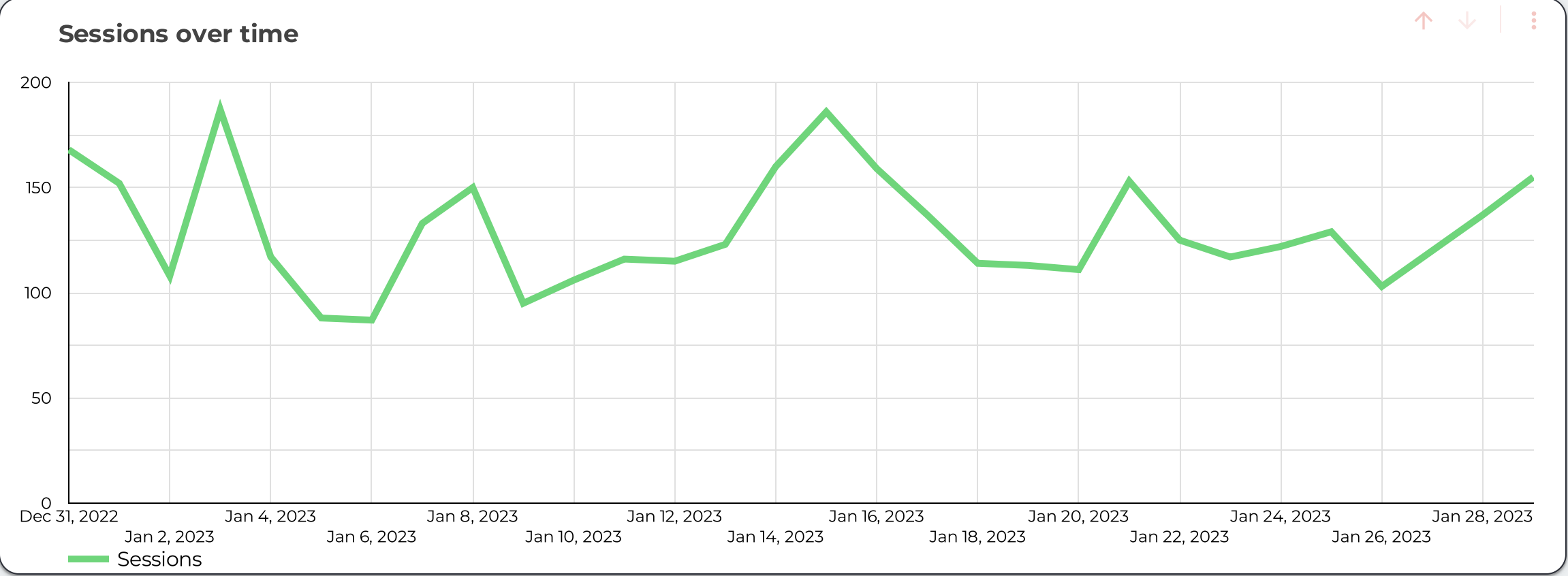
Up to \$13,000 Available for Funding Business Signage between Tillamook Coast Signage Grant and City of Rockaway Beach Cash Match! See website for details.

MORE INFORMATION

WWW.VISITROCKAWAYBEACH.ORG/GRANTS

User Behavior

Users 3,485 <small>↑ 64.2%</small>	New Users 3,446 <small>↑ 64.5%</small>	Sessions 3,886 <small>↑ 66.2%</small>	Bounce Rate 67.58% <small>↓ -3.4%</small>	Contact Form 2 <small>No data</small>	Get the Guide 116 <small>↑ 75.8%</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	2,609	2,361	2,315	1.78	00:01:19
(direct)	676	611	606	1.72	00:01:01
bing	216	198	193	2.59	00:01:57
yahoo	97	89	86	2.35	00:01:30
duckduckgo	67	54	54	1.93	00:00:59
beachconnection.net	62	56	55	2.37	00:01:12
tillamookcoast.com	39	35	34	1.82	00:01:12
visittotheoregoncoast.com	19	16	14	2.95	00:01:32
corb.us	19	19	15	3.47	00:03:11
m.facebook.com	13	13	13	1.08	00:00:02
traveloregon.com	11	11	11	1.09	00:00:01
ecocia.org	9	7	7	2.11	00:01:25
Grand total	3,886	3,485	3,446	1.86	00:01:18

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	9,306	247	2.65%	6.89	6.89
rockaway beach	8,691	43	0.49%	8.22	8.22
pronto pup	879	21	2.39%	8.86	8.86
twin rocks	845	1	0.12%	5.12	5.12
rockaway beach resort	772	5	0.65%	8.95	8.95
rockaway beach hotels	697	2	0.29%	8.96	8.96
sneaker waves	684	3	0.44%	11.07	11.07
kelly's marina	619	0	0%	8.84	8.84
old oregon smokehouse	582	5	0.86%	6.08	6.08
rock hounding	536	0	0%	6.12	6.12
rockaway beach rentals	506	5	0.99%	7.85	7.85
rockaway	492	4	0.81%	20.57	20.57
rockaway beach restaurants	478	11	2.3%	5.15	5.15
oregon coast vacation rent...	458	0	0%	70.19	70.19
kelly's brighton marina	437	2	0.46%	9.72	9.72
twin rocks motel	422	9	2.13%	5.44	5.44
rockaway roastery	419	7	1.67%	6.4	6.4
Grand total	154,072	2,255	1.46%	23.5	23.5

What Pages Did Users Visit?

Sessions
3,886
 ↑ 66.2%

Unique Pageviews
6,177
 ↑ 79.1%

% Exit
53.87%
 ↓ -9.8%

Avg. Time on Page
01:31
 ↓ -8.7%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	827	897	59	45.07%
/restaurants/grumpys-cafe/	285	309	01:16	68.61%
/restaurants/original-pronto-pup/	193	207	02:18	81.65%
/how-to-spot-rocks-when-rockhounding/	181	196	03:26	92.08%
/rockaway-beach-restaurants/	177	378	01:44	42.66%
/rockaway-beach-annual-events/	114	157	01:13	57.22%
/rockaway-beach-lodging-guide/	109	229	01:07	28.57%
/5-winter-time-activities-rockaway-beach/	98	101	02:06	85.32%
/twin-rocks/	76	79	06:17	91.57%
/bonfires/	68	79	02:37	73.26%
/the-story-behind-glass-floats/	67	68	01:41	92.96%
/health-benefits-of-flying-a-kite/	66	66	13:00	88%
/lodging-guide-vacation-rentals/	65	103	01:03	34.75%
/current-events/	59	182	01:33	53.37%
/lodging-guide-rv-parks-camping/	55	70	01:24	34.07%
/lodging/ocean-side-cottages/	48	51	01:49	60.71%
/rockaway-beach-shopping/	43	128	02:01	49.06%
/how-to-get-here/	42	77	01:25	69.88%
/lodging-guide-hotels-motels/	40	93	01:27	23.39%
/be-safe/	38	42	01:50	84.78%
Grand total	3.9K	6.2K	01:31	53.87%

Visitor Demographics

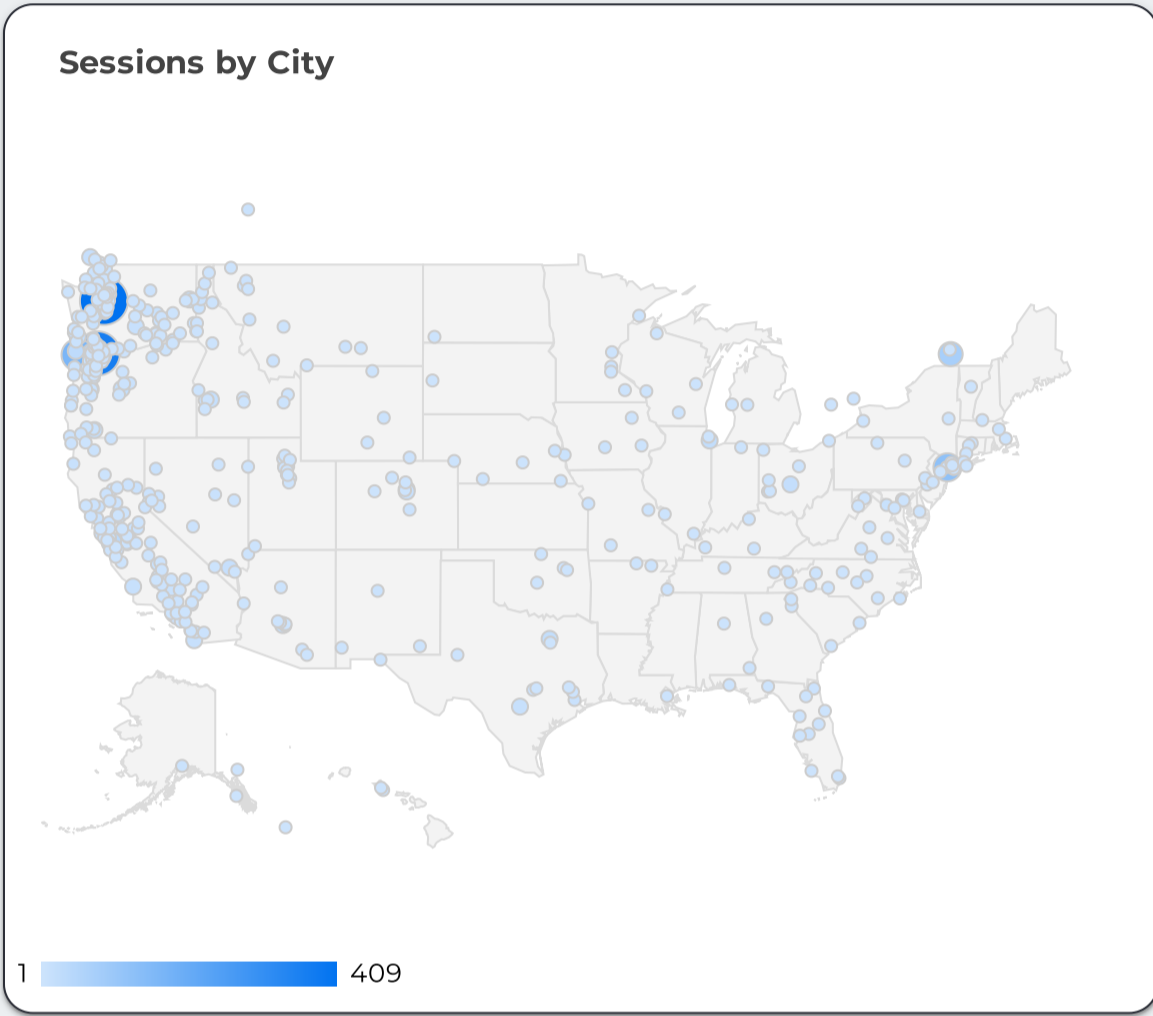
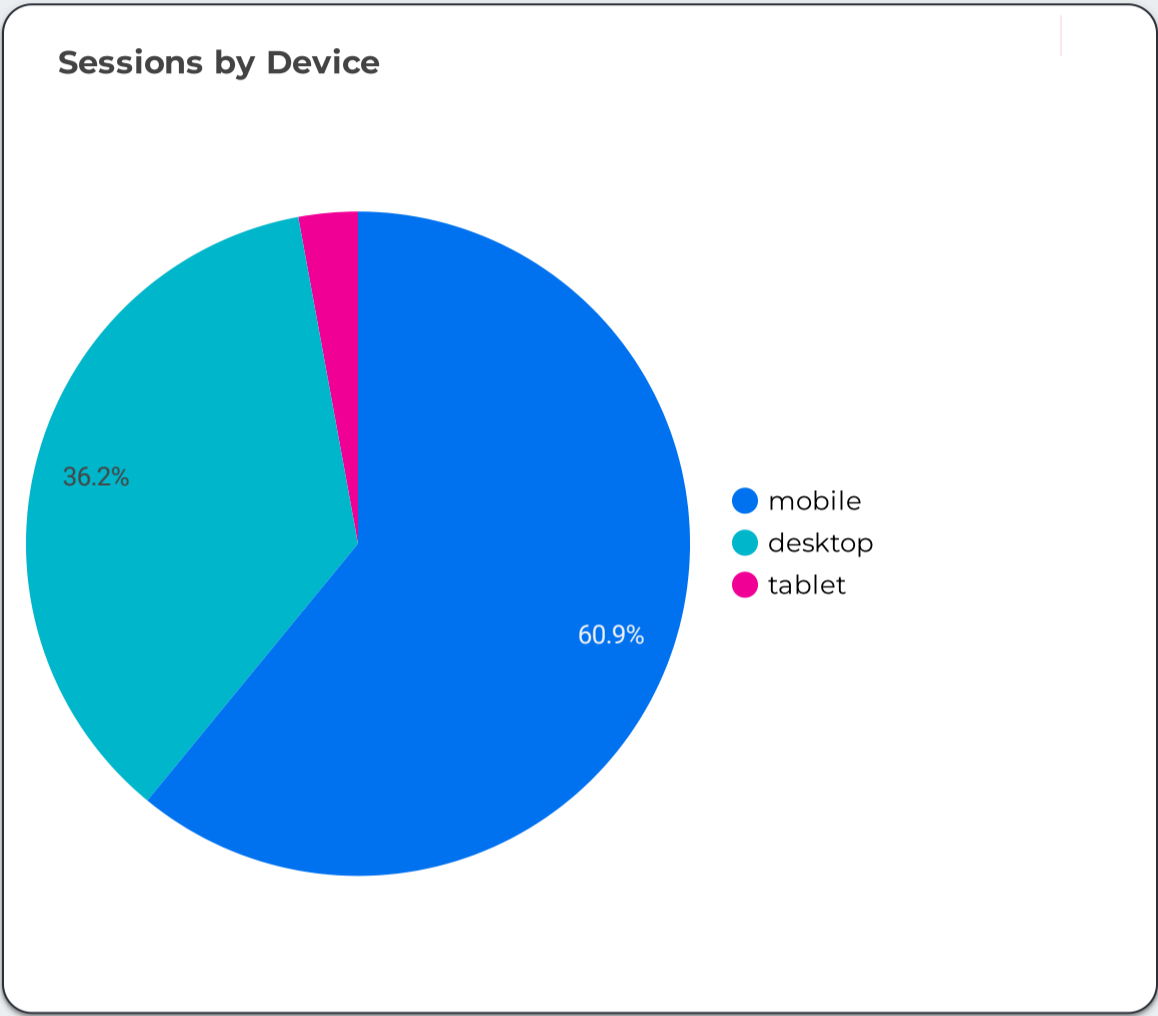
Users
3,485
↑ 64.2%

New Users
3,446
↑ 64.5%

Sessions
3,886
↑ 66.2%

Bounce Rate
67.58%
↓ -3.4%

Avg. Session Duration
00:01:18
↑ 15.8%



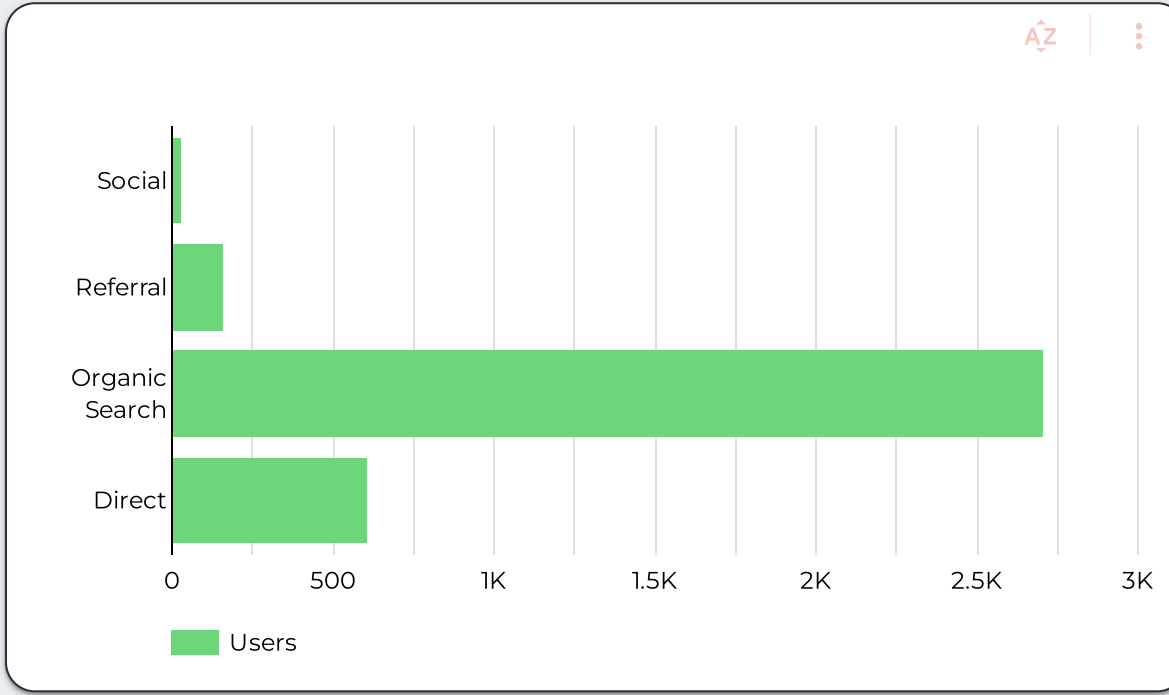
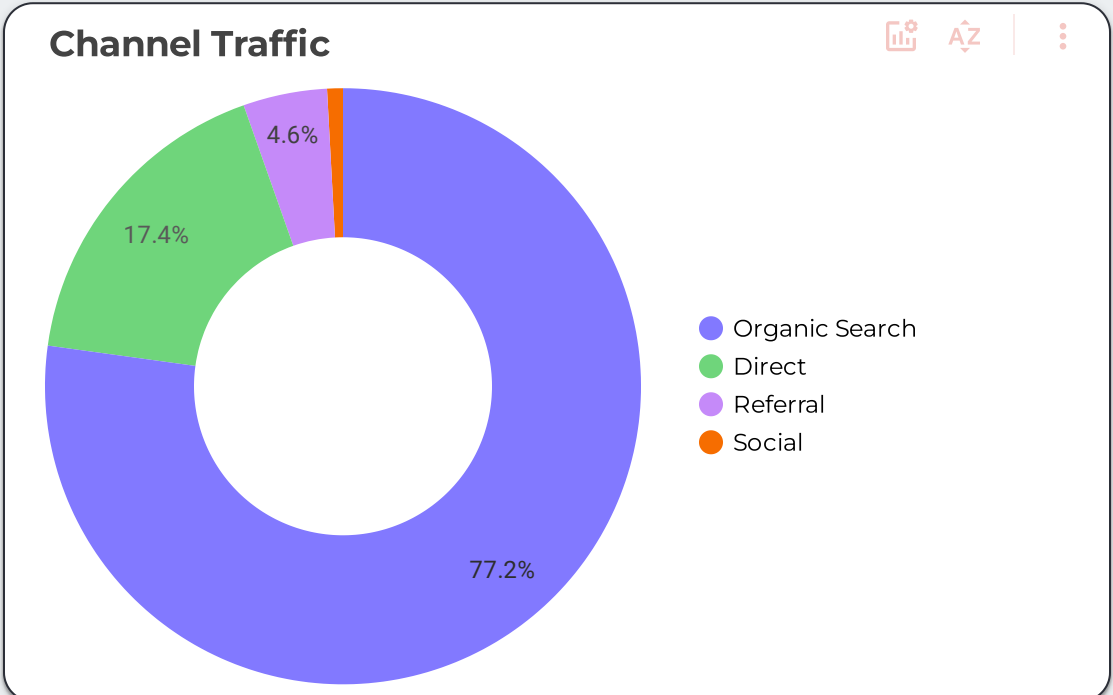
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Seattle	409	379	358	1.84	00:01:20
Portland	365	341	323	1.92	00:01:30
Tillamook	163	137	124	1.71	00:01:34
New York	123	121	121	1.2	00:00:21
Dollard-Des Ormeaux	74	74	74	1	00:00:00
Vancouver	57	51	48	2.63	00:02:44
Salem	44	39	39	2.09	00:02:50
Hillsboro	40	36	34	2.43	00:00:42
Los Angeles	37	34	33	1.46	00:00:32
Beaverton	37	33	30	1.68	00:01:08
San Jose	37	36	33	1.57	00:00:30
Rockaway Beach	30	22	21	1.63	00:00:56
Eugene	28	27	27	2.32	00:01:26
Dallas	26	23	23	2.54	00:01:43
Phoenix	21	21	18	1.71	00:01:37
Chicago	21	20	20	1.81	00:00:40
Grand total	3,651	3,278	3,233	1.85	00:01:17

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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	2,609	2,361	2,315	1.78	00:01:19
(direct) / (none)	676	611	606	1.72	00:01:01
bing / organic	216	198	193	2.59	00:01:57
yahoo / organic	97	89	86	2.35	00:01:30
duckduckgo / organic	67	54	54	1.93	00:00:59
beachconnection.net / referral	62	56	55	2.37	00:01:12
tillamookcoast.com / referral	39	35	34	1.82	00:01:12
corb.us / referral	19	19	15	3.47	00:03:11
visittheoregoncoast.com / referral	19	16	14	2.95	00:01:32
m.facebook.com / referral	13	13	13	1.08	00:00:02
traveloregon.com / referral	11	11	11	1.09	00:00:01
ecosia.org / organic	9	7	7	2.11	00:04:25
lm.facebook.com / referral	6	6	6	1.17	00:00:02
Grand total	3,886	3,485	3,446	1.86	00:01:18

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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
161
 ↑ 98.8%

Unique Events
146
 ↑ 97.3%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	21	13
forms	submit	Contact Form	2	2
button	social profile click	Facebook	5	5
button	click to call	tel:(503) 355-3115	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:503-355-2077	1	1
button	click to call	tel:(971) 306-1410	1	1
button	click to call	tel:(503) 355-3840	1	1
button	click to call	tel:1-833-HI-AVANT	1	1
button	click to call	tel:(503) 355-0585	3	3
button	click	Get The Guide	116	109
button	click to call	tel:503-330-9549	1	1
button	click to call	tel:(800) 243-7786	1	1
button	click to call	tel:(503) 887-1900	1	1
button	click to call	tel:(503) 355-2291	3	3
button	click to call	tel:(503) 397-4418	1	1
button	click to call	tel:(503) 355-8300	1	1
Grand total			161	146



Rockaway Beach

Published by Dan Haag · January 3 at 6:18 AM · 🌐



2023 is off to a beautiful start.

(Photo: Marilyn Elkins)

[#visitrockawaybeach](#)



5,145

People reached

362

Engagements

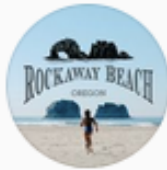
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Distribution score

[Boost post](#)

114

3 comments 25 shares



visitrockawaybeach

Following

Message

...

513 posts 1,429 followers 193 following

Visit Rockaway Beach

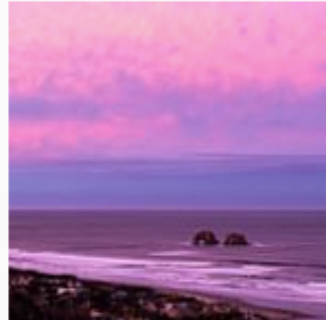
Local & travel website

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

Followed by visitgaribaldi, capelaconmr, artaccelerated + 37 more

POSTS

TAGGED



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

published by
**OCT Media Company
PO Box 962
Lincoln City, OR 97367
541-921-0413**

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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

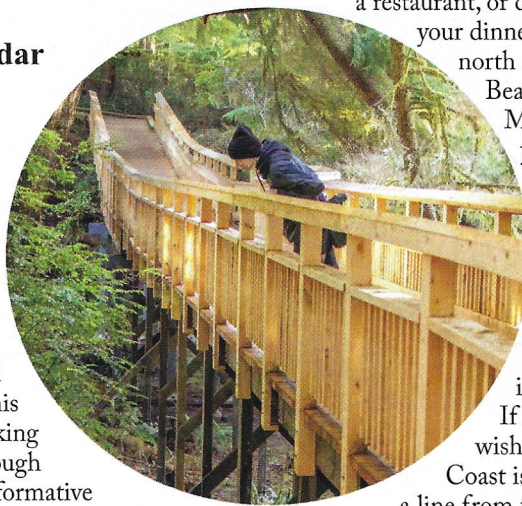
See all the people on the beach with their eyes locked on the sand as they walk? Chances are they are hunting for agates and shells, which Rockaway Beach has a bounty. Fall and winter surf brings treasures ashore — you'll find them at low tides. If you're a novice rockhound, here's a guide to get you 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



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

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 ★

Oregon Coast **TODAY**

WINTER 2022-23

Each winter, King Tides hit the Oregon Coast, filling bays to the brim, flooding wetlands and sending magnificent waves crashing against rocky headlands. From a safe vantage point, this makes for a tremendous show. The next set of King Tides will hit the coast on January 22 and 23, so start planning your viewing spot now.

But beyond massive amounts of water, the Oregon Coast's main winter attraction is wine, which will flow freely once more when the Newport Seafood & Wine Festival returns in February after a two-year hiatus. For the full story on this coastal classic, check out Barbara Covell's feature on page 20.

There are many more reasons beyond the festival

to choose Newport for your winter break. To get the scoop on this vibrant Central Coast hub, turn to page 4, where Eliot Sekuler has the lowdown on everything from longtime favorites to hidden gems.

Meanwhile, further north, Rockaway Beach has the perfect solution for those seeking fresh air, quiet contemplation and really, really big trees. The Old Growth Cedar Trail makes connecting with nature a walk in the park. Turn to page 12 for the full story.

Wherever your coastal break takes you, be welcome and stay safe.

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on the cover

TOP: Revelers dress for rain at the Newport Seafood & Wine Festival

BELOW: A raised boardwalk on the Old Growth Cedar Trail in Rockaway Beach

published by
OCT Media Company
PO Box 962
Lincoln City, OR 97367
541-921-0413

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Sharing the s

Rockaway Beach's Old Growth Cedar Trail sho

Walking through the Old Growth Cedar Trail in Rockaway Beach, a wetlands forest just off Highway 101, you can feel as if you're entering an ancient world. And you'd be right — it has never been developed. This land has survived tsunamis, earthquakes, floods, fires and the hand of man. It's a special place.

Once owned but left alone by a homesteader in the late 1800s, it eventually came under the care of the Nature Conservancy in the late 20th Century. About 10 years ago, the conservancy transferred care and ownership to the City of Rockaway Beach. In the past two years, the city created access to this remarkable area with a yellow cedar raised boardwalk that culminates with a turn-around where hikers can view the "mother tree," a cedar that is estimated from 900 to 1,200 years old.

The new boardwalk created an opportunity to tell this trail's story.

Working with Tillamook Coast Visitors Association, the city and volunteer caretakers, interpretive signs have been installed along the boardwalk's railings.

"Interpretive signage is one of the most effective ways to ensure stewardship of special places like the Old Growth Cedar Trail," said Nan Devlin, executive director of Tillamook Coast Visitors Association. "The stories reflect what matters, what we value, and what we want to preserve."

What grows here?

One of the first things a hiker will notice is the dense thicket of native plants. Western red cedar, and Sitka Spruce prefer the wetlands shady, cool and moist habitat. Western red cedar holds spiritual significance to native peoples, who used it for clothing, shelter, food gathering, medicines and canoes. Sitka Spruce also loves the fog, a frequent visitor in the Rockaway Beach area. If blown to the ground in a storm, they become nurse logs for other plants. You'll also see hemlocks that have sprouted high above the old cedar trees.

Deer Fern, named for the deer and elk that eat it in winter, grows on the forest floor. Skunk Cabbage, also known as swamp lantern, emerges in the spring, showing off its bright yellow petals from wetland bottoms. Salmonberry, with its orange-pink berries, was for native peoples a favorite delicacy, and remains so today, especially for jams.

Who Lives Here?

Wildlife Along the Preserve Boardwalk



Red-breasted Nuthatch
(*Sitta canadensis*)

Look for this little nuthatch as it hunts for insects on the bark of trees, sometimes zigzagging down the trunk head first. Nuthatches nest and store food in tree cavities, both of their own making and ones hollowed out by woodpeckers.

Raccoon

With its
raccoon
where t
This bo



History of a trail

Shows stewardship in action on the Tillamook Coast

Who lives here?

The wetlands are brimming with wildlife. Deer and elk wander through, as do coyote, all of which find tasty foraged year-round. Raccoons like the wetlands where they can find food, water and shelter. You'll definitely see and hear the birds; among them, the migratory Osprey, Red Breasted Nuthatch, and the Pileated Woodpecker, which loves the downed and older trees.

Keep an eye out for eagles and blue heron, too.

When to visit

The Old Growth Cedar Trail offers something special each season. Winter is one of the most beautiful times to visit, as the leaves sparkle with moisture. The thick canopy above will help keep you dry as you wander through this magical place.

As you go deeper into the wetlands, the hustle and bustle of Highway 101 disappears, and the quiet of the forest becomes a comforting walking companion. Stop and read the interpretive signs; you'll learn why this place is so special.

For more information about the trail and a video, go to visitrockawaybeach.org. ★

This and more interpretive panels will be installed along the Old Growth Cedar Trail in January 2023



Osprey
(*Pandion haliaetus*)

Osprey are migratory birds, who come to Oregon in April and remain until September. Look for their large stick nest nearby in tall trees or snags, dead standing trees.

The 50 boggy acres of the Cedar Wetlands Preserve provide rich habitat to a diverse range of wildlife.

(*Procyon lotor*)
k "mask" around its eyes,
happy in woods and wetlands
can find cover, food and water.
preserve offers a natural habitat.

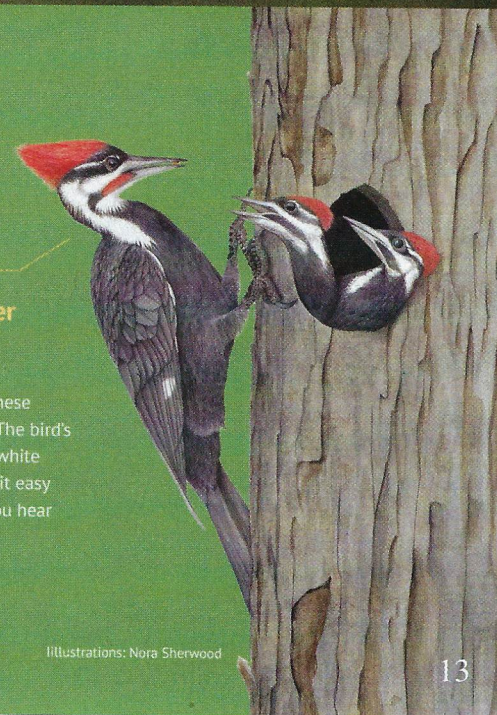


Coyote (*Canis latrans*)

Intelligent and resourceful, coyotes are widely adapted to a variety of habitats and will readily take advantage of this wild pocket to forage for food. Coyotes have long been prominent in indigenous people's stories here in Oregon and throughout the West.

Pileated Woodpecker
(*Dryocopus pileatus*)

Pileated woodpeckers love stands of mature trees like these with plenty of downed logs. The bird's large red-crested head with white stripes across the face make it easy to identify, especially once you hear its rhythmic, whinnying call.



Illustrations: Nora Sherwood