



April 2023 TOURISM MARKETING REPORT

WAYFINDING UPDATE

Ramsay Signs has completed installation of signage, including the Twin Rocks logo placed on the gateway signs. Two more projects are underway: an additional kiosk with a glass-front cabinet for community notices, which will be placed in the parking lot behind city hall; and the map at the kiosk at Troxel's will be flipped for re-orientation.

WEBSITE ANALYTICS (see attached reports)

User Behavior: 5,208 users visited the website in April, down slightly from March. **5,112 of those users were new to the site. Total of 5,972 sessions.** Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," "rockhounding" and "pronto pup."

User demographics: Portland, Seattle, San Jose, Vancouver, San Francisco, Los Angeles, Bellevue. **Pages most visited:** Grumpy's Café, Pronto Pup, how to spot rocks when rockhounding, Rockaway Beach restaurants

How did they find the site: Google, Seattlemet.com, direct (meaning the site was bookmarked or typed in), Bing, Yahoo, Facebook, beachconnection.net, DuckDuckgo

Actions (events) taken: Get the Guide (177 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 25 followers to the Facebook page in March; now at 9,414 followers.

Facebook posts reached 10,899, up 30% from March.

Posts with the most reach and engagement: Troxel's beach wheelchair additions (attached)

Instagram: added 25 new followers, now at 1,509 followers (see attached for most liked images)

PRINT/ONLINE MEDIA

Willamette Week summer guide, "No Oregon Summer is Complete Without A Pronto Pup"
(Attached, will be online this month)

Fox News Business: "10 Most Profitable Markets to Purchase a Beach House" (Attached)

This Oregon Life: "The Line Out the Door of This Small Oregon Coast Eatery is Always There For a Reason" **Beach**

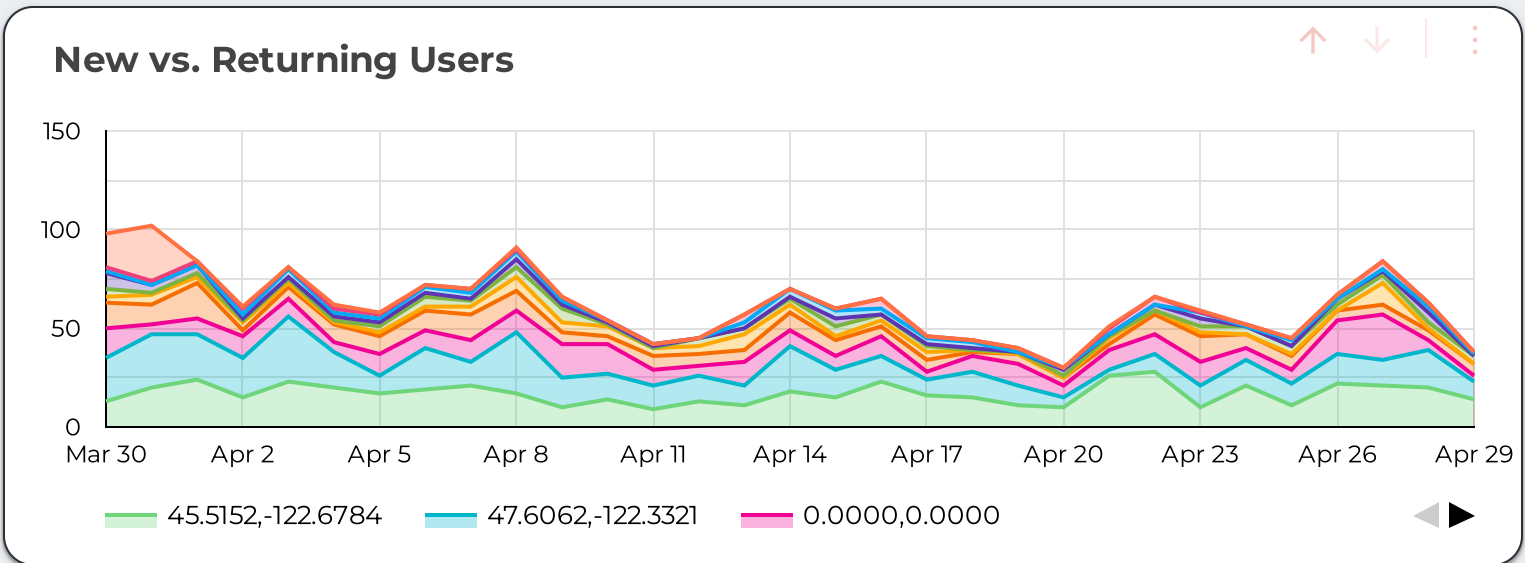
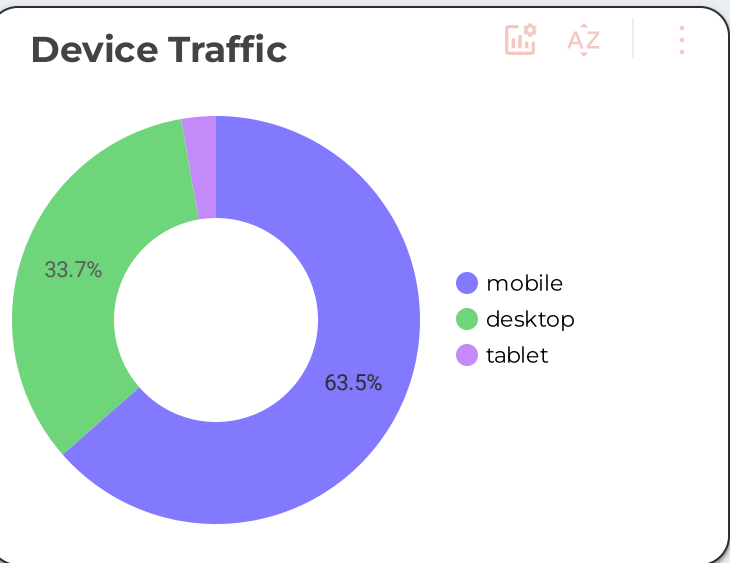
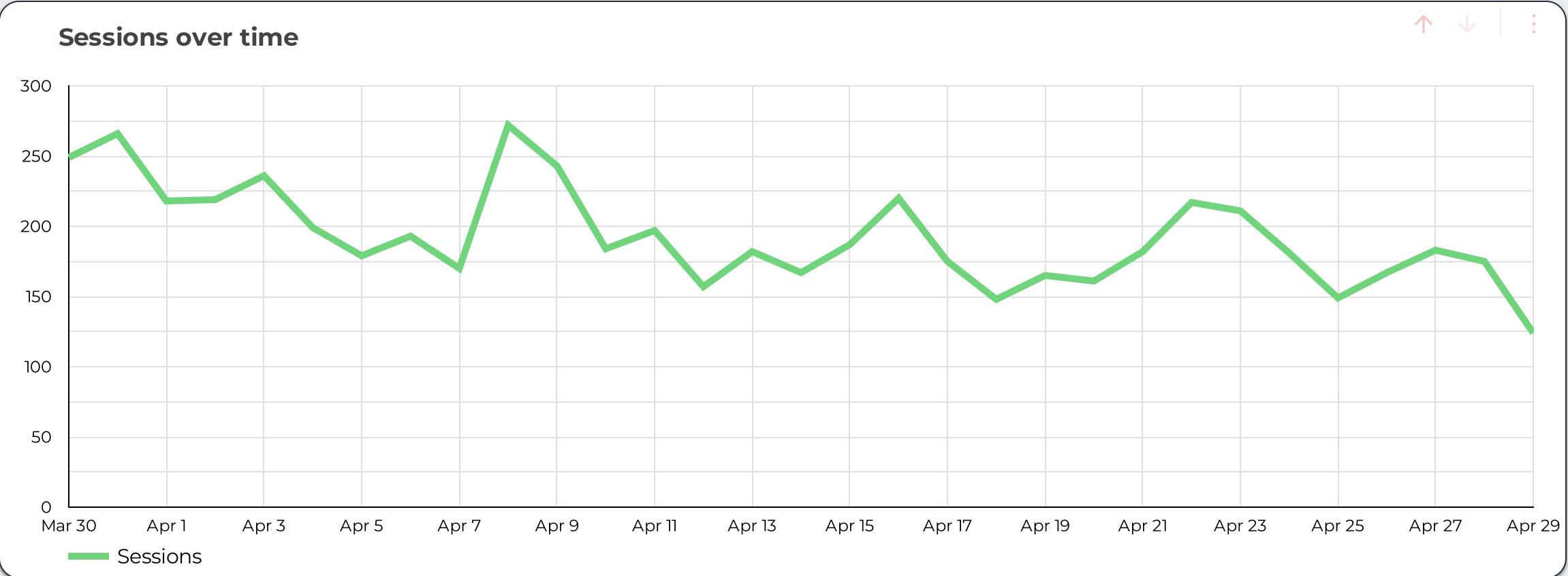
Connection.net: "Manzanita Gets New All-Terrain Beach Wheelchair" – Mentions Rockaway's chair

This Oregon Life: "The Rockhounding and Miniature Golf Oasis in Oregon You Didn't Know Existed"

Report compiled by Nan Devlin, Tillamook Coast Visitors Association.

User Behavior

Users 5,212 <small>↓ -13.0%</small>	New Users 5,116 <small>↓ -13.6%</small>	Sessions 5,976 <small>↓ -11.8%</small>	Bounce Rate 65.33% <small>↑ 6.2%</small>	Contact Form 3 <small>↓ -25.0%</small>	Get the Guide 177 <small>↓ -10.2%</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	4,130	3,667	3,591	1.8	00:01:16
(direct)	783	653	642	1.61	00:01:07
bing	340	302	290	2.8	00:02:43
yahoo	153	129	121	2.22	00:02:01
seattle_met	139	123	122	2.38	00:05:59
duckduckgo	129	109	108	2.22	00:02:51
tillamookcoast.com	65	54	53	2.71	00:02:14
beachconnection.net	49	41	40	1.98	00:01:20
corb.us	32	28	24	3.81	00:04:42
localadventurer.com	28	28	28	1.11	00:00:24
visittheoregoncoast.com	21	17	12	2.67	00:02:02
thatoregonlife.com	12	10	8	1.08	00:00:02
Grand total	5,976	5,212	5,116	1.9	00:01:31

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	16,717	141	0.84%	7.2	7.2
rockaway beach oregon	12,697	342	2.69%	5.84	5.84
rockhounding near me	2,263	20	0.88%	10.67	10.67
rockhounding	1,842	1	0.05%	4.79	4.79
pronto pup	1,411	73	5.17%	6.63	6.63
rock hounding	1,308	0	0%	5.4	5.4
surfside resort	1,162	2	0.17%	9.98	9.98
rockaway beach resort	1,027	15	1.46%	6.93	6.93
twin rocks	985	1	0.1%	4.44	4.44
kelly's marina	921	1	0.11%	5.89	5.89
rockaway beach hotels	867	1	0.12%	8.79	8.79
rockaway beach restaurants	758	14	1.85%	4.82	4.82
old oregon smokehouse	723	27	3.73%	5.64	5.64
rockaway beach, oregon	650	9	1.38%	5.16	5.16
food near me	641	6	0.94%	3.78	3.78
rockaway	635	3	0.47%	15.9	15.9
pronto pup rockaway	592	52	8.78%	1.95	1.95
Grand total	204,137	3,460	1.69%	18.97	18.97

What Pages Did Users Visit?

Sessions
5,976
 ↓ -11.8%

Unique Pageviews
9,558
 ↓ -6.6%

% Exit
52.75%
 ↑ 7.3%

Avg. Time on Page
01:42
 ↓ -19.6%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.5K	1.6K	01:54	48.73%
/restaurants/grumpys-cafe/	436	467	01:05	61.15%
/restaurants/original-pronto-pup/	369	408	02:14	76.35%
/how-to-spot-rocks-when-rockhounding/	301	326	02:54	89.71%
/rockaway-beach-restaurants/	211	540	01:36	40.84%
/bonfires/	149	167	01:28	78.21%
/rockaway-beach-annual-events/	121	194	02:14	50%
/current-events/	114	294	01:53	46.99%
/twin-rocks/	111	115	02:53	81.4%
/lodging-guide-rv-parks-camping/	102	127	01:20	36.26%
/things-to-do/	96	279	57	30.21%
/rockaway-beach-lodging-guide/	94	292	01:22	33.88%
/restaurants/old-oregon-smoke-house/	89	117	01:52	74.8%
/lodging/sea-treasure-inn/	83	98	02:39	65.18%
/shopping/flamingo-jims-gifts-clothing/	80	93	01:25	68.63%
/how-to-get-here/	79	161	02:03	75.15%
/the-story-behind-glass-floats/	75	78	04:51	91.46%
/tide-pooling-spring-rockaway-beach/	72	78	02:19	84.34%
/lodging-guide-hotels-motels/	69	126	01:46	26.59%
/emily-reed-shipwreck/	68	68	04:31	86.49%
Grand total	6K	9.6K	01:42	52.75%

Region

City

Metro

Visitor Demographics

Users

5,212

↓ -13.0%

New Users

5,116

↓ -13.6%

Sessions

5,976

↓ -11.8%

Bounce Rate

65.33%

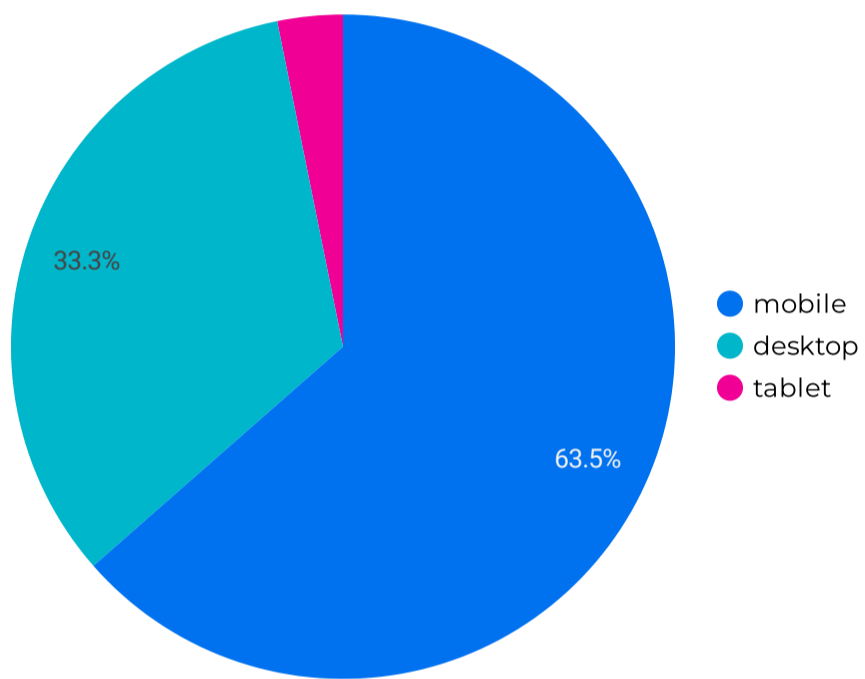
↑ 6.2%

Avg. Session Duration

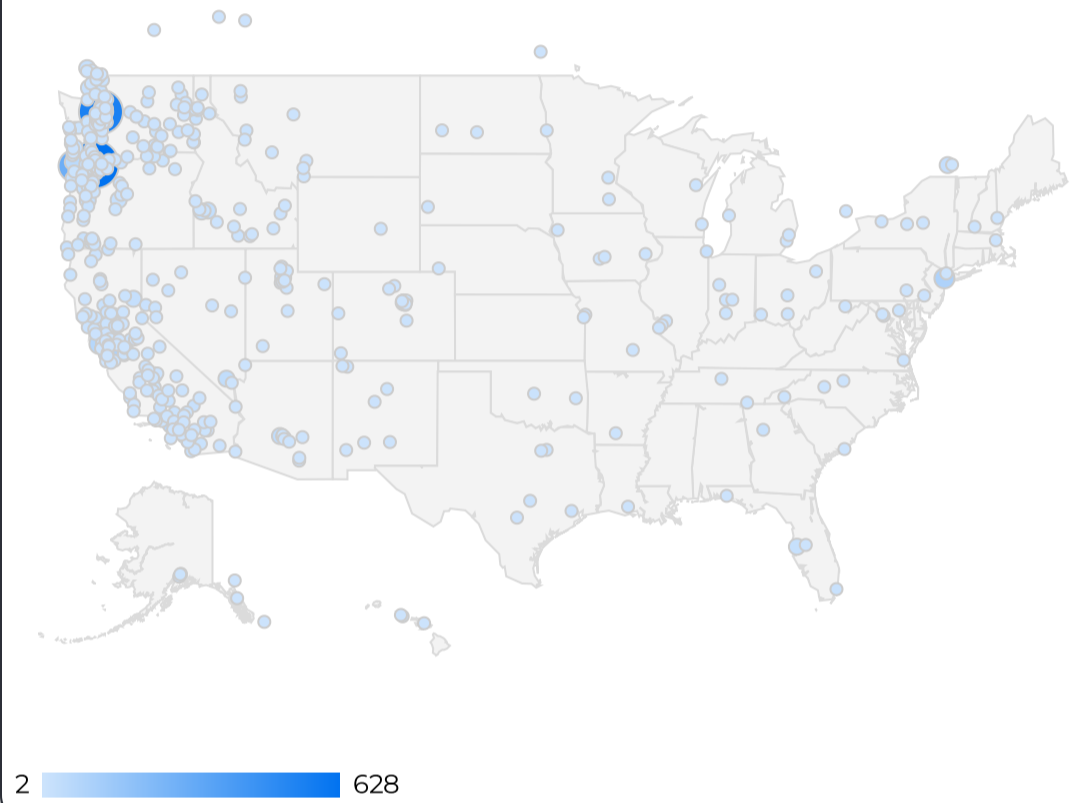
00:01:31

↓ -30.4%

Sessions by Device



Sessions by City



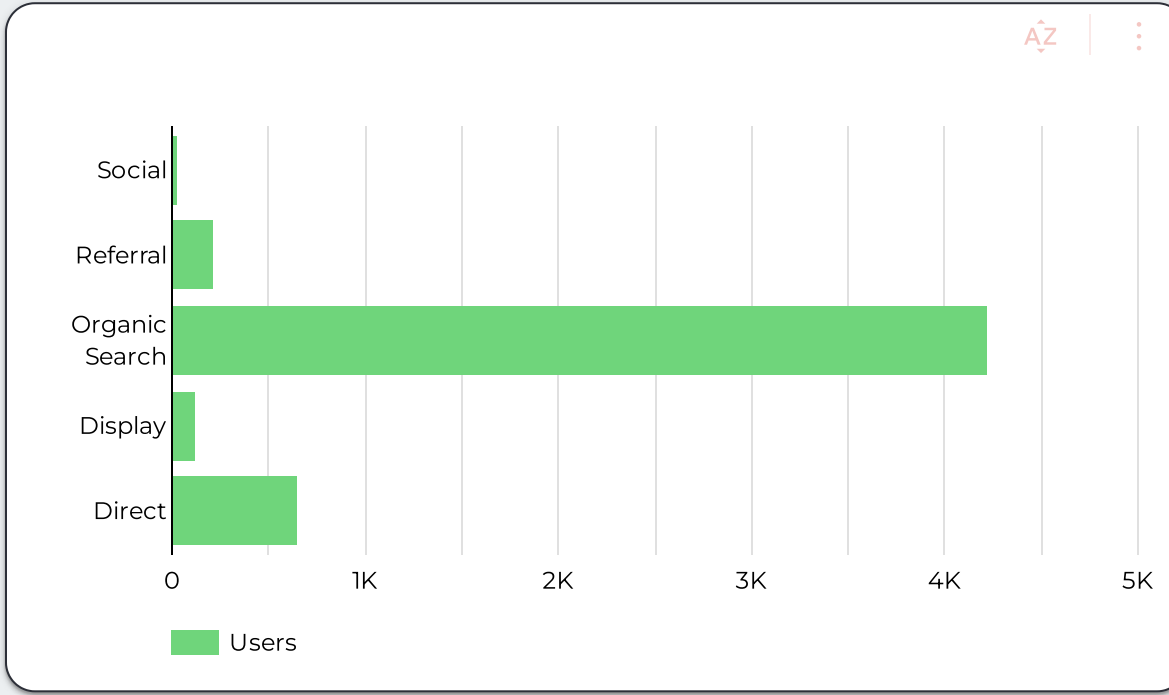
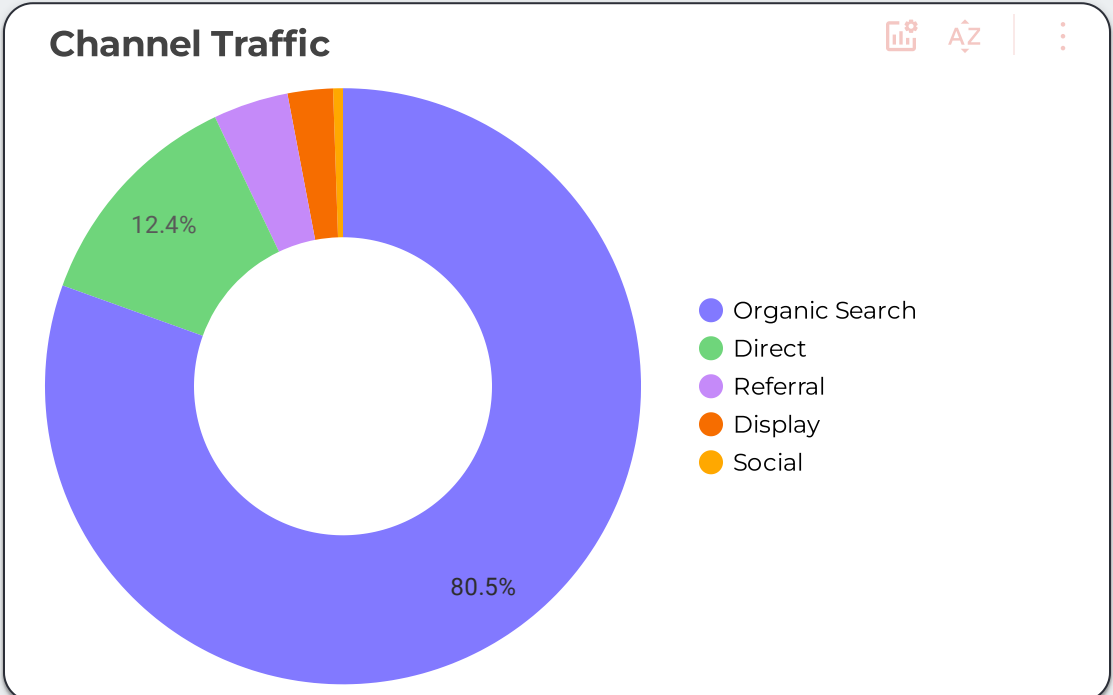
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	628	563	527	1.82	00:01:19
Seattle	545	496	468	1.85	00:01:18
Tillamook	294	258	230	1.67	00:01:06
New York	95	93	93	1.25	00:00:31
San Jose	95	90	84	1.55	00:01:27
Vancouver	78	70	67	2.58	00:02:48
San Francisco	69	64	61	1.33	00:01:04
Los Angeles	66	64	57	1.8	00:01:22
Bellevue	62	54	52	2.66	00:06:28
Rockaway Beach	53	47	43	2.06	00:01:31
Beaverton	46	45	44	2.02	00:01:54
Sacramento	46	42	38	1.74	00:01:09
Salem	44	41	40	2	00:01:07
Hillsboro	43	38	35	4.23	00:02:48
Phoenix	40	33	30	2.48	00:01:26
Las Vegas	35	33	32	1.57	00:00:32
Grand total	5,645	4,927	4,820	1.9	00:01:32

How Did Users Get To Our Website?

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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	4,130	3,667	3,591	1.8	00:01:16
(direct) / (none)	783	653	642	1.61	00:01:07
bing / organic	340	302	290	2.8	00:02:43
yahoo / organic	153	129	121	2.22	00:02:01
seattle_met / display	139	123	122	2.38	00:05:59
duckduckgo / organic	129	109	108	2.22	00:02:51
tillamookcoast.com / referral	65	54	53	2.71	00:02:14
beachconnection.net / referral	49	41	40	1.98	00:01:20
corb.us / referral	32	28	24	3.81	00:04:42
localadventurer.com / referral	28	28	28	1.11	00:00:24
visittheoregoncoast.com / referral	21	17	12	2.67	00:02:02
thatoregonlife.com / referral	12	10	8	1.08	00:00:02
ecosia.org / organic	8	8	8	3.63	00:02:39
Grand total	5,976	5,212	5,116	1.9	00:01:31

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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
228
 ↓ -32.9%

Unique Events
218
 ↓ -16.5%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	3	3
forms	submit	Subscribe Form	17	14
button	click to call	tel:(800) 457-8972	1	1
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:(503) 355-8220	2	2
button	click to call	tel:(877) 355-2391	1	1
button	click to call	tel:503-355-8330	1	1
button	click to call	tel:(503) 355-2291	5	5
button	social profile click	Instagram	1	1
button	social profile click	Facebook	5	5
button	click to call	tel:(503) 355-2052	1	1
button	click to call	tel:(503) 812-7559	1	1
button	click to call	tel:(971) 306-1410	4	3
button	click to call	tel:503-355-2599	2	1
button	click to call	tel:503-355-3335	1	1
button	click to call	tel:503-355-2365	1	1
button	click to call	tel:(503) 355-0585	1	1
button	click to call	tel:(503) 887-1900	1	1
button	click	Get The Guide	177	172
button	click to call	tel:503-355-3333	2	2
Grand total			228	218

Rockaway Beach

Published by Dan Haag · April 20 at 1:16 PM · 🌐

Now available at [Troxe's Gem and Jewelry Co.](#) - a child-sized beach wheelchair and a modified beach walker. Donated by the [Manzanita Visitors Center](#), these two items are now on hand and free to use. Visit [Victor Troxel](#) to check out one of these today!
[#visitrockawaybeach](#)



8,273 People reached 938 Engagements - Distribution score [Boost post](#)

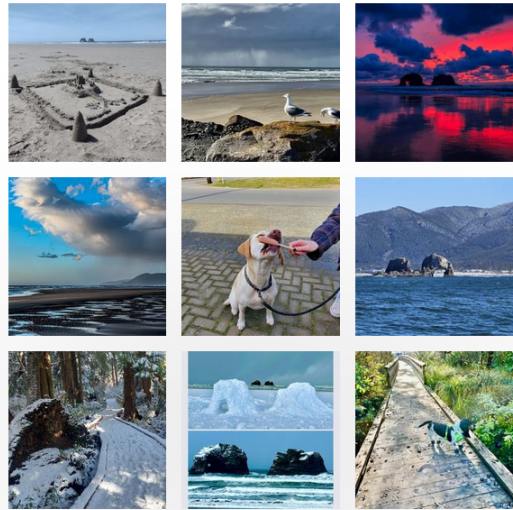
👍❤️ You and 118 others 41 shares

👍 Like 💬 Comment ➦ Share 📷

🗨️ Comment as Rockaway Beach 🗨️ 📧 📧 📧

visitrockawaybeach.org

📁 POSTS 🏷️ TAGGED



<https://www.foxbusiness.com/real-estate/best-places-buy-beach-house-u-s-ranked>

Here are the 10 most profitable markets to purchase a beach home in 2023:

9. Rockaway Beach, Oregon



A backpacker carrying a red sun umbrella makes his way down to Rockaway Beach in Nehalem Bay State Park, Ore. (iStock / iStock)

Vacasa notes that the Oregon coast may not be known as a [sunny destination](#), but travelers looking for a cooler climate are still drawn to its beaches.

Rockaway Beach buyers will shell out around \$400,000 for a home there and still enjoy roughly \$39,000 in annual revenue at a 4.66% cap rate.

Notice the photo caption? Long walk ahead for that guy.

https://www.beachconnection.net/news/manz_all_terrain_wheelchair042723.php

N. Oregon Coast's Manzanita Gets New All-Terrain Beach Wheelchair

Published 04/27/23 at 5:22 AM

By Oregon Coast Beach Connection staff





No Oregon Summer is Complete Without A Pronto Pup. Get Your Rockaway Beach Plans Ready Now.

Sponsored Content Presented by Tillamook Coast

Few towns on the Oregon Coast have earned the loyalty of multiple generations of Oregonians like Rockaway Beach has. In the early 20th century, this seaside resort boasted a “daddy train”: fathers and husbands would flock from Portland on weekends to spend their summers on the coast with their families. Today, the town has kept its friendly beach vibe, with much more to explore and experience.

What is there to do at Rockaway Beach? Well, we’re here with the best this beach has to offer.

Explore Seven Miles of Sandy Beach

Let’s start with the obvious, the beach Rockaway Beach boasts seven sandy miles of long and very wide shoreline (except during winter’s King Tides spectacle). Here, you can surf, boogie board, watch for whales, look for the Emily G. Reed shipwreck at low tide, fly kites, enjoy fireworks on the 4th of July, hunt for rocks and shells, use a metal detector to find hidden gems or simply enjoy a long stroll. The ocean is here for you, but it can be temperamental, so don’t turn your back on it.

Hike Rockaway Beach’s [Old Growth Cedar Trail](#)

On the corner of Highway 101 and Washington Street at the south end of Rockaway Beach, you’ll find the parking lot and trailhead to a 50-acre wetlands preserve. It has remained untouched for eternity, managing to survive a handful of natural disasters, including earthquakes, tsunamis, floods, fires and human development. Once under the care of the Nature Conservancy, it was deeded to the city of Rockaway Beach, which has made it

environmentally friendly and accessible with a specially designed yellow cedar boardwalk to accommodate wheelchairs and strollers.

Interpretive signage along the 1.1 mile boardwalk shares stories and photographs of the stewardship of the preserve, as well as information about local flora and fauna. At the far end of the trail is the grande dame of mother trees: a magnificent cedar, 154 feet high, 50 feet in circumference, and approximately 900 years old. She's a marvel to behold. You'll walk away wondering what she has seen and survived in all her years.

Fill Up on a Pronto Pup

Picture this: Rockaway Beach, Labor Day weekend, 1939. It was raining, raining, raining. George and Versa Boyington were running their hot dog stand on the beach. There was only one problem: the rain ruined all the hot dog buns. George decided to come up with a solution for this soggy predicament. How could he make a hot dog that you could eat in the rain? The answer was simple: cook the bun right on the dog! He invented the deep fried flour batter to cover the hot dog, and stuck a stick down the middle. It was portable, delicious, and could be made in a matter of minutes – thus the name ["Pronto Pup."](#)

The "weiner dun in a bun" continues to thrive today in Rockaway Beach with a home dedicated to serving these delicious dogs. Atop the building is a giant Pronto Pup complete with a squiggly trail of painted "mustard," and a mechanical Pup you can ride while you wait for your delicious order to be served. *Located at the south end of Rockaway Beach on Highway 101.*

Ride the Rails on a Vintage Train

Oregon Coast Scenic Railroad takes you back to the pleasure of a leisurely, clackity-clack steam-engine driven train ride that gets closer to the beach and nearby lakes than any car.. The locomotive is famous. It's the McCloud 25 that was a star of the movie, *Stand By Me* in the scene where the boys had to outrun it on the trestle. It has both indoor and outdoor cars, and, on the 4th of July, hosts a front-row seat to the fireworks. In summer, it has a dinner train featuring locally sourced meals. The train travels round-trip from Garibaldi to Rockaway Beach. You can catch it at the train station at the wayside in the center of town.

Get Crabby

If you love seafood (and who doesn't?), you'll find dining options in town, including Old Oregon Smokehouse and the oceanfront Sand Dollar Restaurant and Lounge (grab an outdoor beachfront table). But hey, you're at the coast where catching your own seafood is almost as easy as buying it. Six minutes north of downtown Rockaway is Kelly's Brighton Marina; here, you can learn to fish and crab from the dock or a boat. The friendly staff will even help you cook your catch so you can enjoy your hand-caught meal with other crab-happy visitors at the picnic tables near their big cooker. *Kelly's Brighton Marina and Campground is at 29200 N. Highway 101.*

No matter what your ideal Oregon Coast getaway looks like, one thing is for sure—you won't be disappointed visiting Rockaway Beach. Plan your trip at visitrockawaybeach.org

The Line Out the Door of This Small Oregon Coast Eatery is Always There For a Reason

By [Tyler James](#) April 22, 2023

<https://thatoregonlife.com/2023/04/old-oregon-smokehouse/?fbclid=IwAR1nx2-1Yj9uhh1ilNCjpv6Lbuk8zzdTZskPwQj78pw31UWvsq4HvIG7-6M>



It would be a sin to pass through the picturesque Oregon coast without indulging in some delectable fish and chips. With an abundance of seafood shacks and high-end eateries serving up fresh fish atop crispy french fries, there's no excuse to miss out. Whether you're treating yourself to succulent halibut or sticking to classic cod, the fish is always locally or regionally sourced for optimal flavor.

From the northernmost town of [Astoria](#) to the southern coastal community of [Brookings](#), there's no shortage of options to sate your fish and chips cravings. Having explored the length and breadth of the Pacific shoreline, we've come to appreciate a handful of establishments in particular. One of those places is The Old Oregon Smokehouse.



Delicious crab cakes (John South / [Google Local](#))

As you make your way down the stunning coastal highway of Oregon, keep your eyes peeled for these two culinary gems that have been captivating visitors from all over. The Old Oregon Smokehouses are tucked away in the delightful towns of [Rockaway Beach](#) and Tillamook.

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The Rockhounding and Miniature Golf Oasis in Oregon You Didn't Know Existed

That Oregon Life: <https://thatoregonlife.com/2023/04/troxles-rock-garden/>
By [Tyler James](#) April 16, 2023



[Bryan G](#)

Don't miss this! [Rockaway Beach in Oregon](#) is like a hidden treasure, and right smack dab in the middle of town, you'll find Troxel's Rock Garden, shining like a diamond in the rough. It's right next to their super cool Rock Garden, too!

Meet the dynamic duo, Jen and Victor Troxel. Jen's a fab jewelry designer, while Victor's the rock star (pun intended) who cuts and polishes stones. They started their shop in 2009 and finally landed in their dream spot.



Troxel's Rock Garden / [Facebook](#)

Now, this isn't just any jewelry shop. They've got gems and jewelry, but they're also into custom creations made from stones you find yourself! How cool is that? You might wanna look into rockhounding—hunting for gems and minerals—since it's getting pretty popular these days. The Tillamook Coast is the perfect spot to find gorgeous agates, jasper, and more for your custom bling.

[RELATED: Oregon is a Rockhounding Paradise: All the Best Public Sites Are Right Here](#)



Troxel's Rock Garden / [Facebook](#)

Guests at the rock garden have the opportunity to explore the diverse rock collection dispersed throughout the area. Keen observers might come across stones originating from Australia, Africa, Mexico, China, Russia, Canada, Madagascar, or India.

A sign at the garden's entrance informs visitors that these rocks are purchased from various suppliers, with the aim of crafting jewelry for the adjacent store.

Just a heads up, though—finding these gems can be a bit tricky. Keep an eye on the beach as the tide rolls out, and with a little patience, you might just score big!

But wait, there's more! Troxel's has a rockin' garden next door with winding pathways, perfect for chilling out. You can even pick rough stones and pay what you think they're worth. Plus, they've got a 24-hour mini-golf course with a Wizard of Oz theme. Kids (and kids at heart) will love it!



Kolby Collins / [Google Local](#)

So, why not make a day of it? Hunt for rocks in the morning, then swing by Troxel's to show off your finds and shop for some sparkly stuff. Cap it all off with a round of mini-golf. It's more than just a shop, it's an experience!



Troxel's Rock Garden / [Facebook](#)

Check out Troxel's Gem and Jewelry Company at 146 Highway 101 South in Rockaway Beach or give them a call at 541-418-2842. Get ready to rock on, friends!