



## May 2023 TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

**User Behavior:** 5,456 users visited the website in May, up from April. 5,383 of those users were new to the site. Total of 6,266 sessions. Majority used keywords "Rockaway Beach Oregon," "Rockaway Beach," "rockhounding" and "pronto pup."

**User demographics:** Portland, Seattle, San Jose, Vancouver, San Francisco, Salem, Beaverton, Hillsboro, Los Angeles, Phoenix. **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**, **PortlandMonthly.com**, direct (meaning the site was bookmarked or typed in), Bing, Yahoo, Facebook, beachconnection.net, DuckDuckgo

**Actions (events) taken:** Get the Guide (223 requests)

### SOCIAL MEDIA (see attached)

**Facebook:** Added 25 followers to the Facebook page in May now at 9,439 followers.

Facebook posts reached 12,669, up 15% from April.

**Posts with the most reach and engagement:** Close-up of Twin Rocks (attached)

**Instagram:** added 20 new followers, now at 1,529 followers (see attached for most liked images)

### ONLINE MEDIA

**KOIN TV: 'Ours is bigger': Oscar Mayer Wienermobile stops at Pronto Pup in Rockaway Beach (attached)**

<https://www.koin.com/local/oregon-coast/ours-is-bigger-oscar-mayer-wienermobile-stops-at-pronto-pup-in-rockaway-beach/>

(these numbers are very high for an e-blast and sponsored article)

**Seattle Met campaign** (eblast and newsletter sponsored article): e-blast: 10,000+ opens, 1,000+ click-throughs to visitrockawaybeach.org; 652 story views, average time spent, 2.54 minutes; 765 social media clicks

**Portland Monthly campaign** (newsletter sponsored article): 1, 139 story page views; average time spent, 3:16 minutes (a lot of time!); 1,081 click through on social media to visitrockawaybeach.org

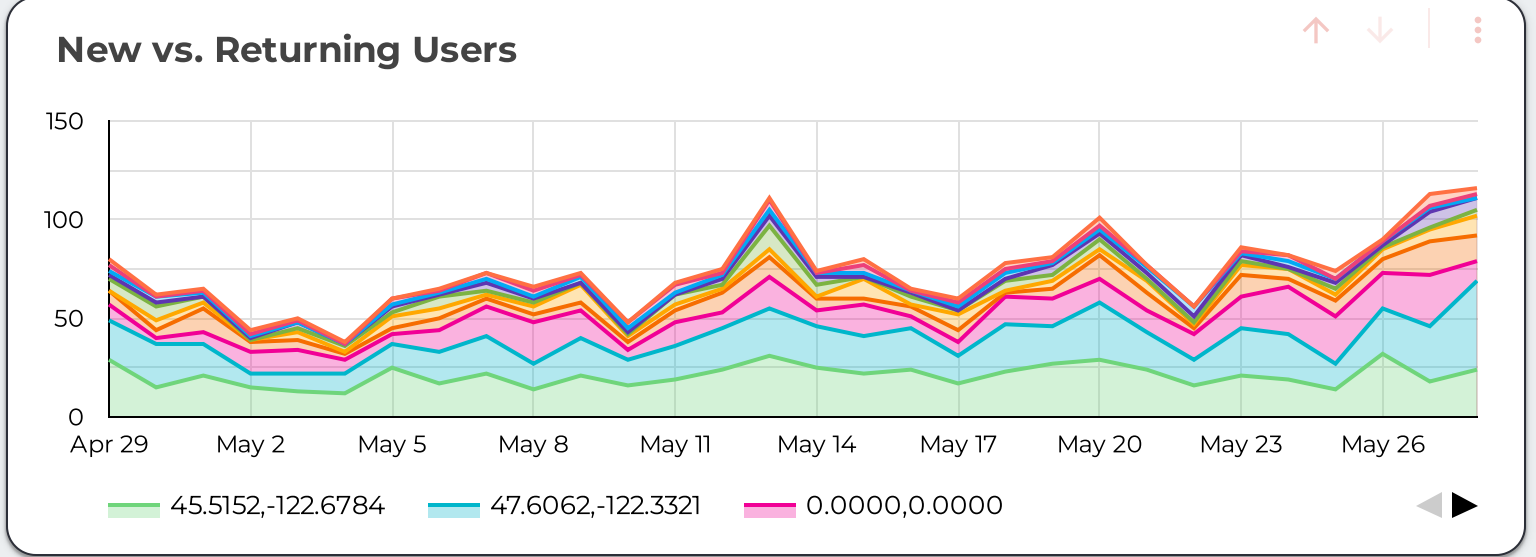
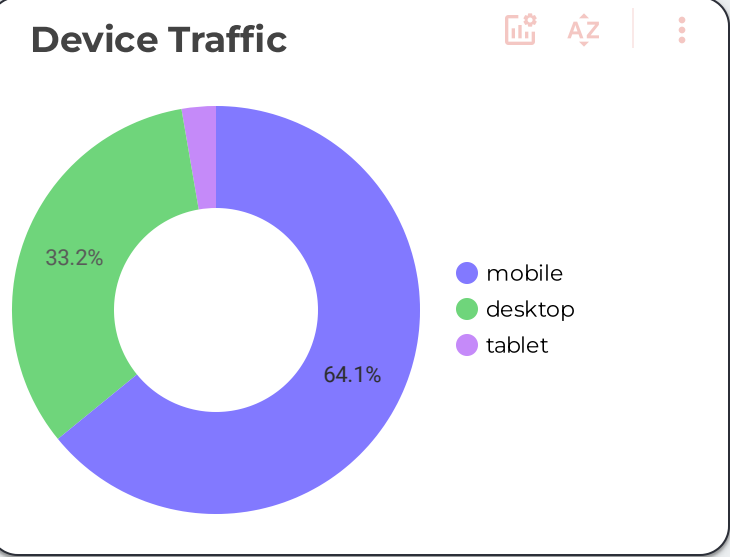
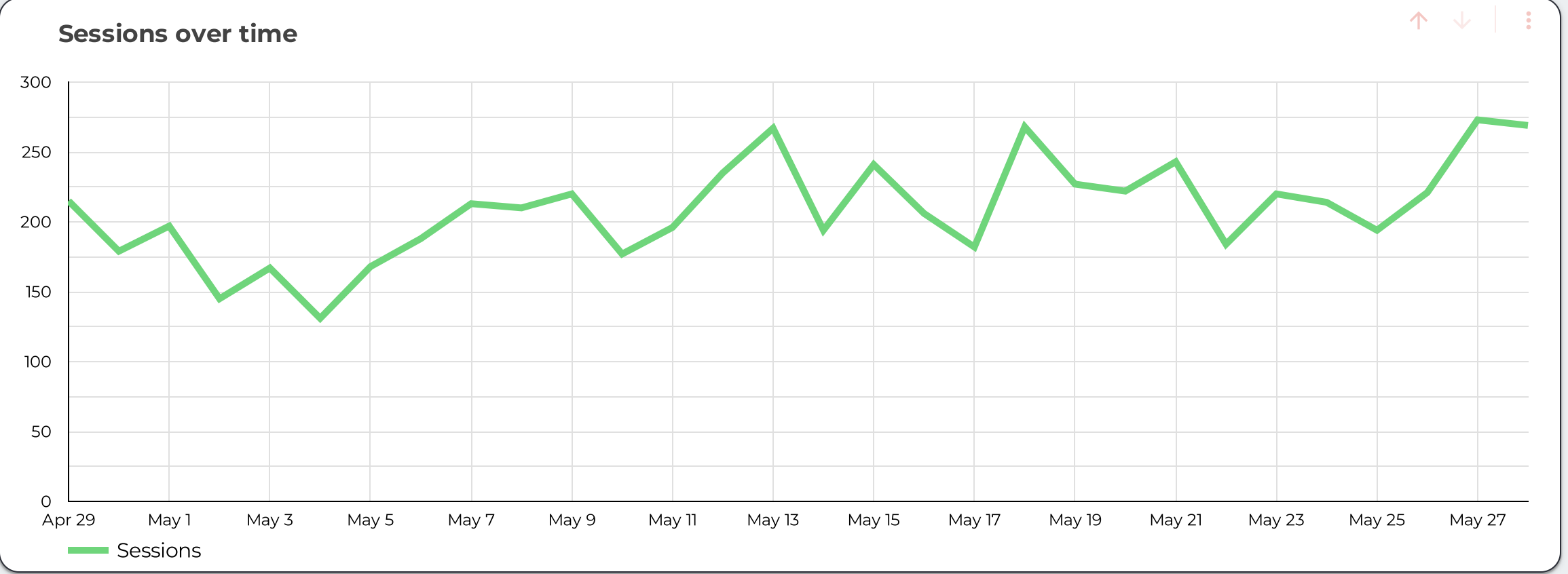
### PRINT MEDIA

Travel Oregon 2023-24 visitor guide (see attached)

*Report compiled by Nan Devlin, Tillamook Coast Visitors Association.*

## User Behavior

<b>Users</b> <b>5,456</b> <small>↑ 6.8%</small>	<b>New Users</b> <b>5,383</b> <small>↑ 7.4%</small>	<b>Sessions</b> <b>6,266</b> <small>↑ 7.1%</small>	<b>Bounce Rate</b> <b>68.21%</b> <small>↑ 4.8%</small>	<b>Contact Form</b> <b>2</b> <small>↓ -33.3%</small>	<b>Get the Guide</b> <b>159</b> <small>↓ -9.7%</small>	<b>Click to Email</b> <b>No data</b> <small>No data</small>
---	---	--	--	--	--	---



## How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	4,459	3,927	3,861	1.72	00:01:13
(direct)	836	715	702	1.56	00:01:01
bing	324	295	289	2.73	00:02:37
yahoo	133	109	105	2.41	00:02:55
duckduckgo	109	96	91	2.15	00:01:26
tillamookcoast.com	91	79	76	1.74	00:00:58
beachconnection.net	77	63	61	2.23	00:01:25
wweek.com	66	58	57	2.39	00:02:22
localadventurer.com	27	27	26	1.41	00:01:02
corb.us	24	21	17	2.71	00:02:15
visittoregoncoast.com	18	18	17	2.28	00:01:07
m.facebook.com	12	12	11	1	00:00:00
<b>Grand total</b>	<b>6,266</b>	<b>5,456</b>	<b>5,383</b>	<b>1.79</b>	<b>00:01:18</b>

## Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	19,430	118	0.61%	8.54	8.54
rockaway beach oregon	12,436	208	1.67%	8.31	8.31
pronto pup	3,312	123	3.71%	5.86	5.86
rock hounding	1,442	0	0%	6.46	6.46
rockhounding	1,354	0	0%	6.52	6.52
rockaway beach hotels	1,092	6	0.55%	8.9	8.9
twin rocks	1,086	2	0.18%	4.91	4.91
rockaway beach resort	1,073	12	1.12%	7.35	7.35
things to do in rockaway be...	1,039	18	1.73%	7.44	7.44
kelly's marina	1,026	2	0.19%	6.07	6.07
rockaway beach restaurants	923	19	2.06%	5.28	5.28
old oregon smokehouse	847	28	3.31%	4.92	4.92
rockaway	812	2	0.25%	15.24	15.24
food near me	803	4	0.5%	4.17	4.17
sneaker waves	693	1	0.14%	9.75	9.75
rockaway beach directions	668	4	0.6%	6.73	6.73
beach access near me	662	1	0.15%	16.19	16.19
<b>Grand total</b>	<b>224,041</b>	<b>3,739</b>	<b>1.67%</b>	<b>18.86</b>	<b>18.86</b>

## What Pages Did Users Visit?

Sessions  
**6,266**  
↑ 7.1%

Unique Pageviews  
**9,575**  
↑ 2.0%

% Exit  
**55.86%**  
↑ 6.4%

Avg. Time on Page  
**01:39**  
↓ -3.2%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.2K	1.3K	01:07	49.23%
/restaurants/grumpys-cafe/	486	535	01:10	61.67%
/restaurants/original-pronto-pup/	466	502	02:33	84.21%
/how-to-spot-rocks-when-rockhounding/	311	335	07:00	89.42%
/rockaway-beach-restaurants/	278	578	01:36	41.49%
/bonfires/	241	259	03:46	82.01%
/rockaway-beach-annual-events/	224	299	01:57	57.58%
/lodging/sea-treasure-inn/	164	170	02:15	74.24%
/current-events/	137	294	01:51	56.88%
/lodging-guide-rv-parks-camping/	126	146	01:10	33.99%
/restaurants/old-oregon-smoke-house/	113	149	02:24	67.82%
/twin-rocks/	99	105	04:22	81.25%
/how-to-get-here/	96	169	01:34	73.99%
/things-to-do/	91	256	01:03	34.92%
/the-story-behind-glass-floats/	91	91	02:58	95.74%
/shopping/flamingo-jims-gifts-clothing/	86	103	02:01	68.7%
/lodging-guide-hotels-motels/	84	138	01:41	30.27%
/rockaway-beach-lodging-guide/	77	241	01:06	32.31%
/beach-access/	74	93	02:14	50.93%
/emily-reed-shipwreck/	66	67	05:20	85.92%
<b>Grand total</b>	<b>6.3K</b>	<b>9.6K</b>	<b>01:39</b>	<b>55.86%</b>

### Visitor Demographics

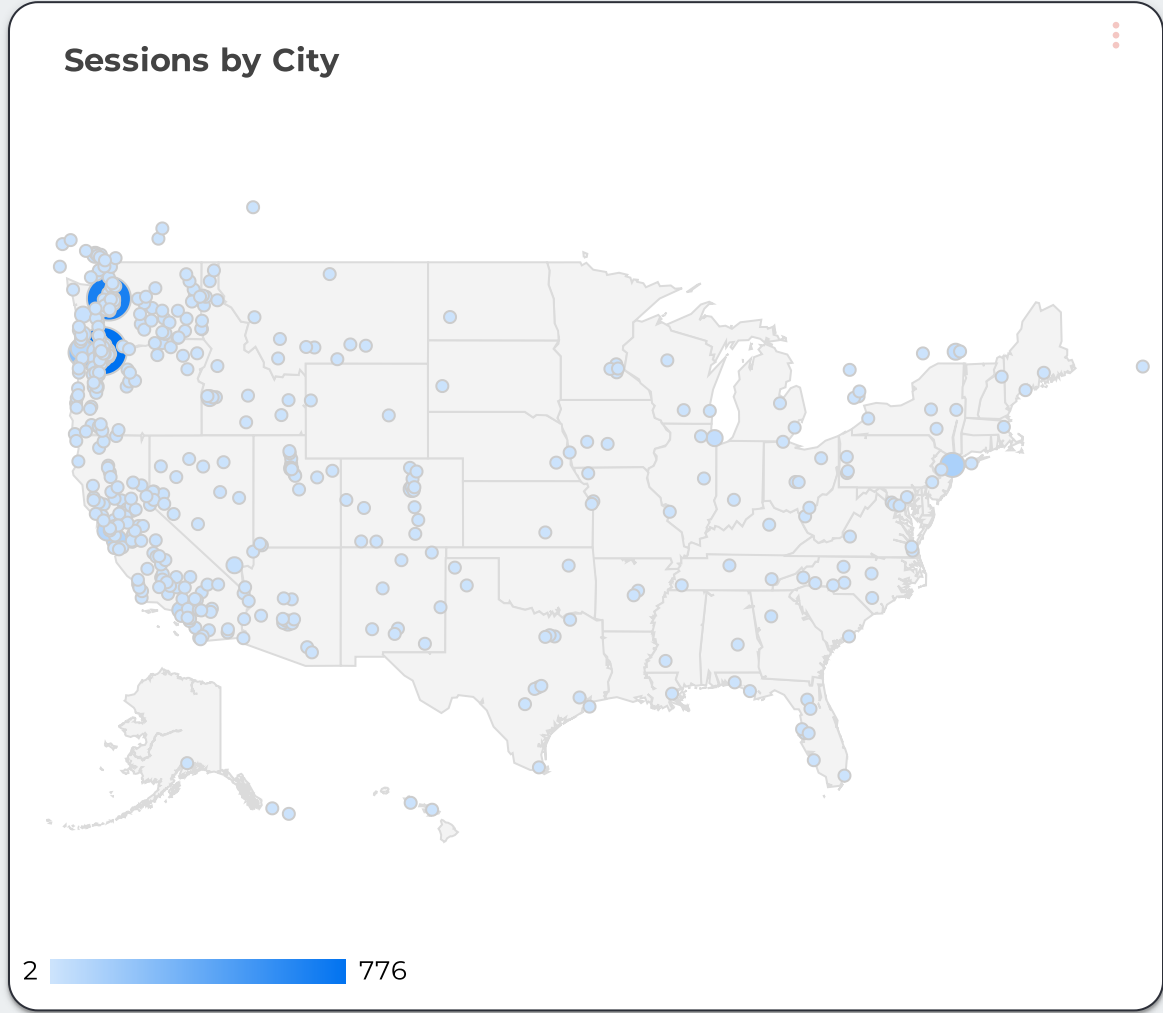
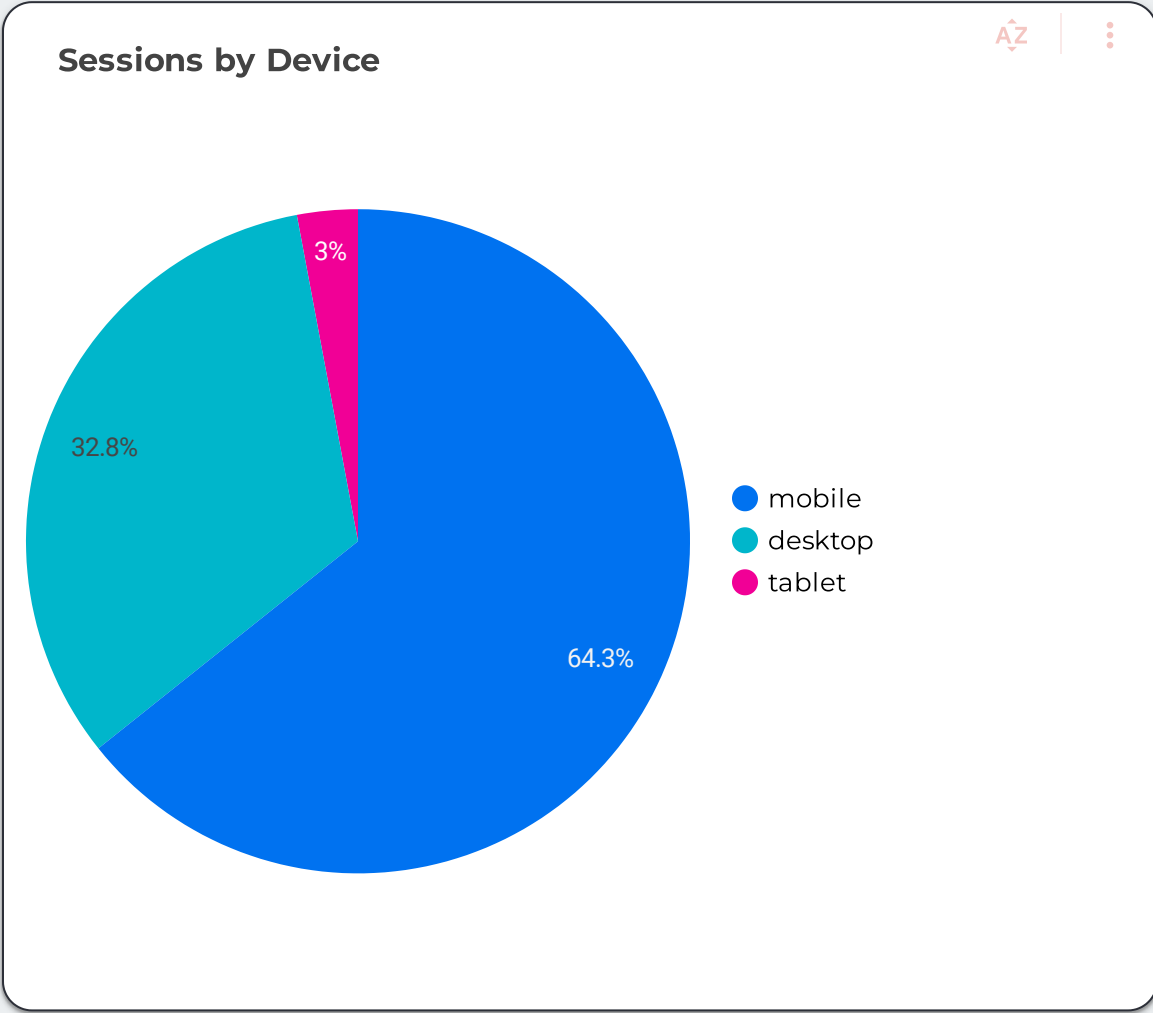
Users  
**5,456**  
↑ 6.8%

New Users  
**5,383**  
↑ 7.4%

Sessions  
**6,266**  
↑ 7.1%

Bounce Rate  
**68.21%**  
↑ 4.8%

Avg. Session Duration  
**00:01:18**  
↓ -15.4%



City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	776	664	629	1.82	00:01:21
Seattle	682	615	573	1.76	00:01:14
Tillamook	244	214	198	1.8	00:01:27
New York	126	122	122	1.3	00:00:09
San Jose	102	96	92	1.44	00:01:02
Vancouver	82	78	74	1.82	00:01:53
San Francisco	81	74	71	1.73	00:00:42
Rockaway Beach	69	60	49	1.81	00:01:39
Salem	61	51	49	2	00:02:02
Beaverton	59	55	49	2.02	00:00:58
Hillsboro	53	45	45	2.28	00:01:21
Los Angeles	52	50	48	2.04	00:01:22
Phoenix	43	38	34	1.56	00:01:29
Nampa	33	30	29	2.79	00:02:34
Chicago	33	29	27	1.3	00:00:31
Tigard	32	28	27	2.38	00:01:19
<b>Grand total</b>	<b>5,856</b>	<b>5,095</b>	<b>5,010</b>	<b>1.81</b>	<b>00:01:19</b>

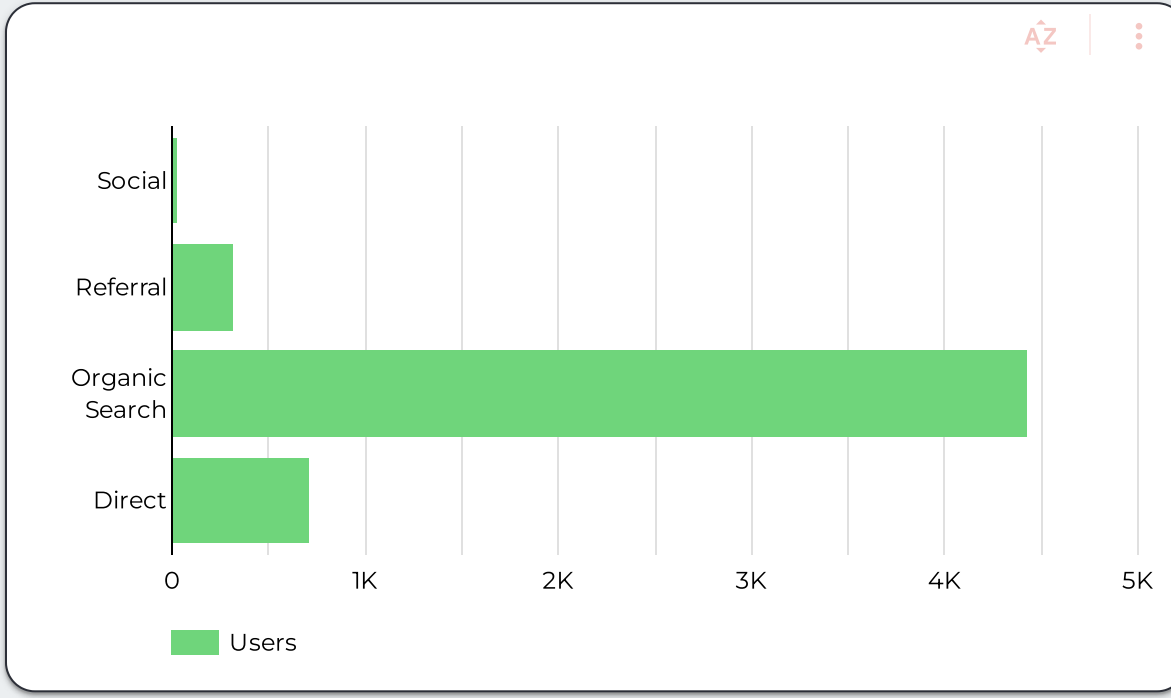
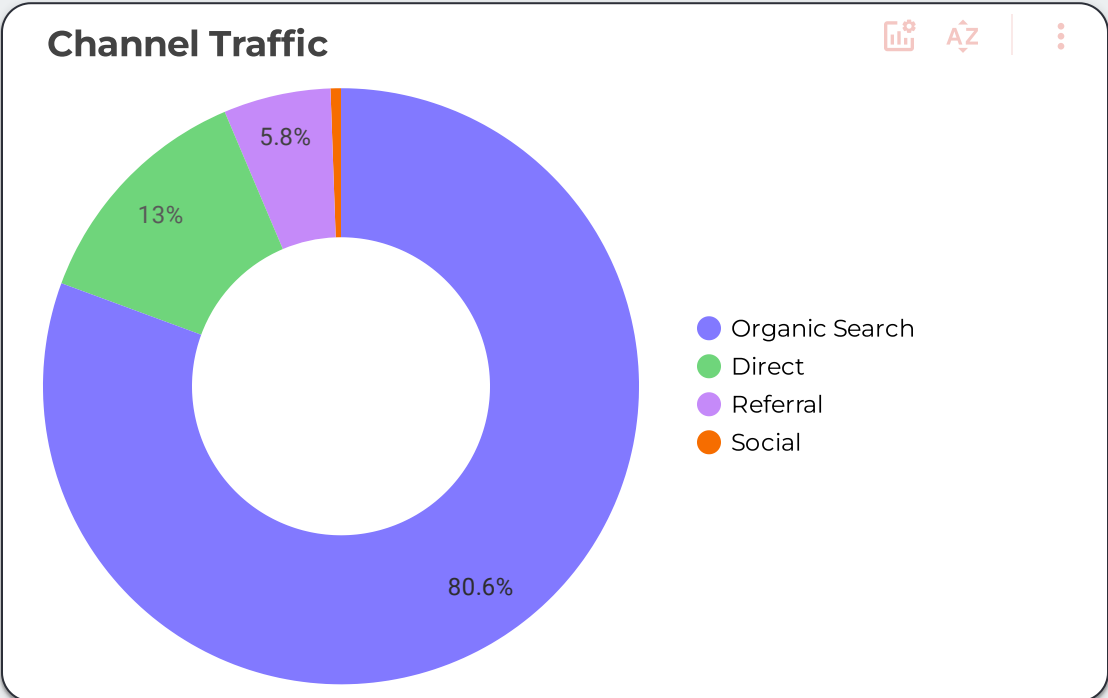


### How Did Users Get To Our Website?

<b>Users</b> <b>5,456</b> <small>↑ 6.8%</small>	<b>New Users</b> <b>5,383</b> <small>↑ 7.4%</small>	<b>Sessions</b> <b>6,266</b> <small>↑ 7.1%</small>	<b>Bounce Rate</b> <b>68.21%</b> <small>↑ 4.8%</small>	<b>Contact Forms</b> <b>2</b> <small>↓ -33.3%</small>	<b>Get The Guide</b> <b>155</b> <small>↓ -9.4%</small>	<b>Click to Email</b> <b>No data</b> <small>No data</small>
---	---	--	--	---	--	---

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	4,459	3,927	3,861	1.72	00:01:13
(direct) / (none)	836	715	702	1.56	00:01:01
bing / organic	324	295	289	2.73	00:02:37
yahoo / organic	133	109	105	2.41	00:02:55
duckduckgo / organic	109	96	91	2.15	00:01:26
tillamookcoast.com / referral	91	79	76	1.74	00:00:58
beachconnection.net / referral	77	63	61	2.23	00:01:25
wweek.com / referral	66	58	57	2.39	00:02:22
localadventurer.com / referral	27	27	26	1.41	00:01:02
corb.us / referral	24	21	17	2.71	00:02:15
visittheoregoncoast.com / referral	18	18	17	2.28	00:01:07
m.facebook.com / referral	12	12	11	1	00:00:00
ecosia.org / organic	9	8	8	2.78	00:02:04
<b>Grand total</b>	<b>6,266</b>	<b>5,456</b>	<b>5,383</b>	<b>1.79</b>	<b>00:01:18</b>

1 - 51 / 51



Event Category

Event Action

Event Label

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

Total Events  
**223**  
 ↓ -1.8%

Unique Events  
**215**  
 ↓ -0.9%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	2	2
forms	submit	Subscribe Form	17	16
button	click to call	tel:503-812-0582	1	1
button	click to call	tel:(503) 355-2093	1	1
button	click to call	tel:(503) 355-2291	9	9
button	click to call	tel:(503) 451-9250	1	1
button	click to call	tel:503-355-3333	1	1
button	click to call	tel:(503) 355-0585	2	2
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(503) 355-2200	1	1
button	click to call	tel:503-355-0580	1	1
button	click to call	tel:503-887-4276	1	1
button	click to call	tel:503-355-8443	3	2
button	click	Get The Guide	159	155
button	social profile click	Facebook	5	5
button	social profile click	Twitter	1	1
button	click to call	tel:503-355-2327	1	1
button	click to call	tel:971-306-1043	1	1
button	click to call	tel:(503) 355-8220	14	12
<b>Grand total</b>			<b>223</b>	<b>215</b>

Facebook (most engagement in May)

 **Rockaway Beach**  
Published by Dan Haag · May 16 at 5:55 AM · 🌐

Extreme closeup!  
(Photo: [Patti Barry Photography](#))  
[#visitrockawaybeach](#)




4,551 People reached      434 Engagements      - Distribution score      [Boost post](#)

You and 94 others      3 comments      17 shares

[Like](#)      [Comment](#)      [Share](#)

# Instagram: Most popular images in May



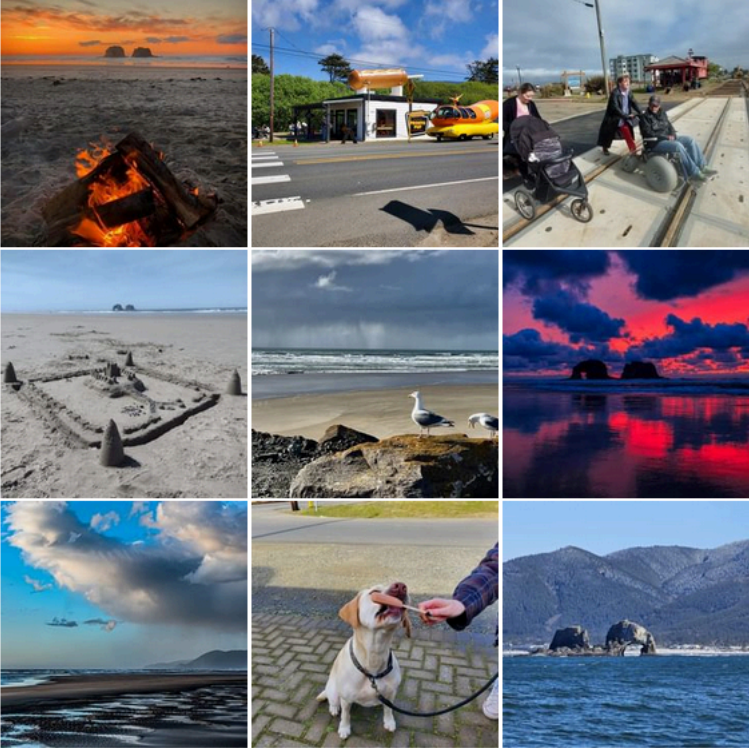
visitrockawaybeach   Following ▾   Message   +R   ...

527 posts   1,527 followers   193 following

**Visit Rockaway Beach**  
Local & travel website  
Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachoregon  
[visitrockawaybeach.org](http://visitrockawaybeach.org)

Followed by visitgaribaldi, capelfalconmr, artaccelerated + 37 more

POSTS   TAGGED



**CLOSINGS**

There are currently 2 active closings. Click for more details.



The Oscar Mayer Weinermobile poses in front of Pronto Pup in Rockaway Beach. (Photo provided by Pronto Pup)

by: [John Ross Ferrara](#)

Posted: May 13, 2023 / 10:01 AM PDT

Updated: May 13, 2023 / 10:01 AM PDT

SHARE    ...

PORTLAND, Ore. (KOIN) — The debate continues: Is it the size of the hot dog or how you serve it?



The Oscar Mayer Wienermobile stopped in Rockaway Beach on May 12 to pose with the [30-foot fiberglass dog](#) mounted atop the Original Pronto Pup restaurant. Although the replica dogs look comparable in pictures, [Motortrend reports](#) that the famed Wienermobile is 22 feet long, falling well short of Pronto Pup's iconic tourist attraction.

"We had a fun visitor today," Pronto Pup wrote on social media. "But don't let the perspective fool you... ours is bigger. We checked."

### **[VIDEOS: Beached whale, calf return to open ocean at Cape Meares](#) >**

Considered [one of several businesses](#) to have [popularized the corn dog](#) around the time of WWII, the Original Pronto Pup in Rockaway Beach is a place of pilgrimage for wiener enthusiasts. While the Wienermobile is currently [taking a planned tour through Oregon](#), Tesia Hummer, a family member of Pronto Pup owners Diane Langer and Doug Hummer, told KOIN 6 News that the Wienermobile showed up unexpectedly.

"It wasn't an expected visit," Hummer said. "It was a pleasant surprise."



*The Oscar Mayer Wienermobile parked in front of the Original Pronto Pup on Highway 101 in Rockaway Beach. (Photo provided by Pronto Pup.)*

The Hummers bought the restaurant from the previous owners in the fall of 2021. However, the Hummers say that they still use the same batter recipe developed by the original owners in the 1930s.

---

ADVERTISEMENT



---

“The Original Pronto Pup uses the same batter recipe that was invented right here in Rockaway Beach by George and Versa Boyington in the late 1930s,” Hummer said. “Pronto Pup batter is made with pancake batter, whereas non-descript corn dogs use variations of cornbread batter. While both include cornmeal, the difference is in the sweetness: corn dogs have it; Pronto Pups don’t.”

While the company shares details about its prized batter, Hummer said that the brand of hot dog used at the center of its crisp, fluffy pups is a trade secret.

Copyright 2023 Nexstar Media Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

## AROUND THE WEB



**Here's What New Gutter Guards Should Cost You in**



**Are Walk-in Tubs Covered if You're over 65?**

## SEVEN MILES OF BEACH.

### ENDLESS FUN.



With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

Plan your trip at [VisitRockawayBeach.org](http://VisitRockawayBeach.org)



## COLUMBIA RIVER MARITIME MUSEUM



Open Daily 9:30 a.m. to 5:00 p.m. • 1792 Marine Drive, Astoria, OR  
 503-325-2323 • [www.crmn.org](http://www.crmn.org)  
 Admission: Adult \$16, Seniors \$15, Children 6-17 \$5,  
 Children 5 and under Free, Active Duty Military Free, 3D Movie \$5  
 3D Theater • Model Boat Pond • Lightship Tour • Museum Store

#### Arts and Culture

The dramatic and rugged beauty of Oregon's coastline has attracted filmmakers for decades. The **Oregon Film Trail** includes stops in Astoria, Cannon Beach and more. Much of this natural beauty is also reflected in the rich collection of diverse artwork by local artists — murals, sculptures and public art installations displayed in coastal communities. The **Oregon Coast Public Art Trail** is a self-guided trail identifying more than 800 artworks that are outdoors and always on public display. The new Southworth Park statue in Waldport honors Louis Southworth, a Black homesteader. Make sure to see "Poppy," a new 24-foot/7.3-meter stainless-steel interactive creature in Lincoln City; the elegant depiction of Scaevolas at Lewis and Clark National Historical Park near Warrenton; and the whimsical dancing sea-lion sculptures around Florence. Murals abound, from the octopus landscape that greets visitors to Reedsport to the colorful tile mosaics in Port Orford and Garibaldi. Totem poles, fountains and artistic benches are part of the celebration of art on the Coast. Don't miss the creative work of Bandon-based Washed Ashore, which creates fabulous sculptures out of marine debris to educate the public about plastic pollution. The **Oregon Coast Council for the Arts** puts on various plays and events.



Lincoln City