



June 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 8,533 users visited the website in June, 3,000 more than May.. 8,432 of those users were new to the site. Total of 10,052 sessions, up more than 4,000 from May. Majority used key words “Rockaway Beach Oregon,” “Rockaway Beach,” “pronto pup” and “rockhounding.”

User demographics: Portland, Seattle, Vancouver, San Jose, San Francisco, Los Angeles, Hillsboro, Phoenix, Salem, Eugene. **Pages most visited:** Annual events, Pronto Pup, Grumpy’s Café, bonfires, how to spot rocks when rockhounding, Rockaway Beach restaurants and RV parks/camping.

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

Actions (events) taken: Get the Guide (250 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 22 followers to the Facebook page in May now at 9,461 followers.

Facebook posts reached 9,193, down 22% from May.

Posts with the most reach and engagement: 4,635 reach “Good Morning” Twin Rocks (attached)

Instagram: added 27 new followers, now at 1,546 followers (see attached for most liked images)

E-NEWSLETTER

Sent June 14 to 7,378 subscribers: Summer sizzles with events in Rockaway Beach (see attached)

Open rate: 36.7% - this is 3X more than industry average. Woohoo!

EARNED MEDIA (print and online)

Boing Boing

<https://boingboing.net/2023/05/31/at-pronto-pup-in-oregon-you-can-fulfill-your-dream-of-riding-a-giant-corn-dog.html>

Redfin: 14 Popular Coastal Towns in Oregon to Live in 2023

<https://www.redfin.com/blog/coastal-towns-in-oregon/>

Oregon Coast Today: Wiener takes all (see attached cover shot)

<https://www.oregoncoasttoday.com/home/wiener-takes-all>

OPB Superabundant: Corn is on the Menu (Pronto Pup) – video, online, news (attached)

<https://www.opb.org/article/2023/06/23/corn-farming-oregon-nixtamalization-three-sisters-xicha-brewing-pronto-pup-superabundant/>

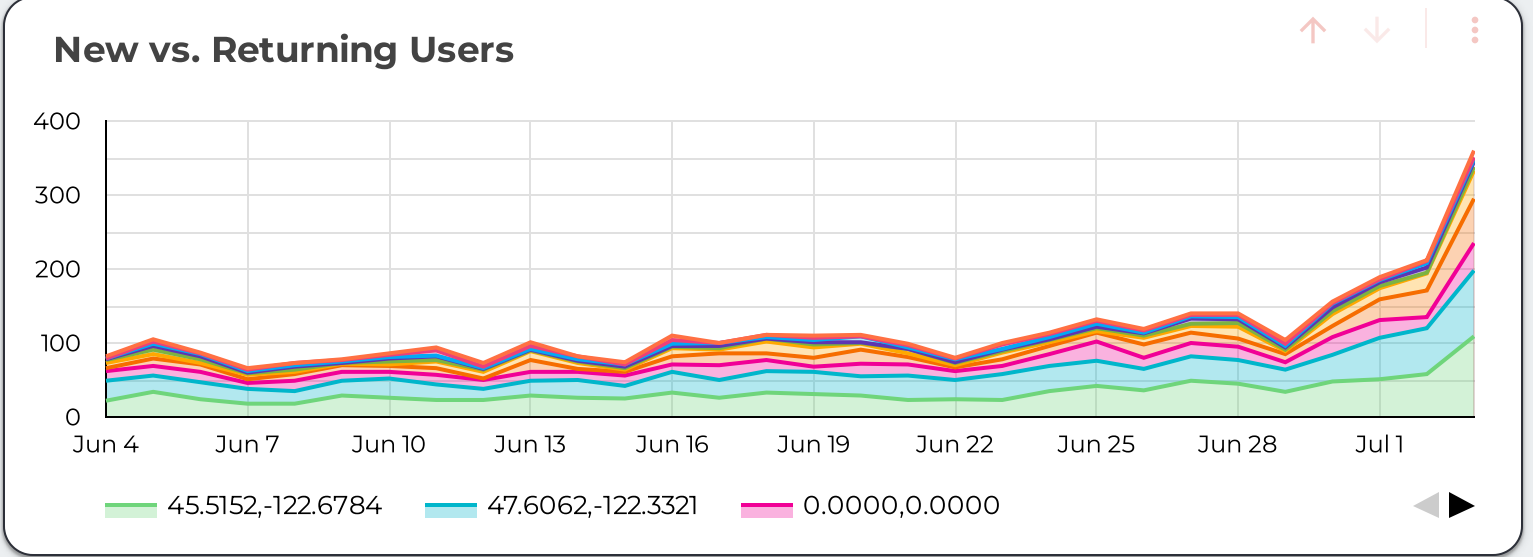
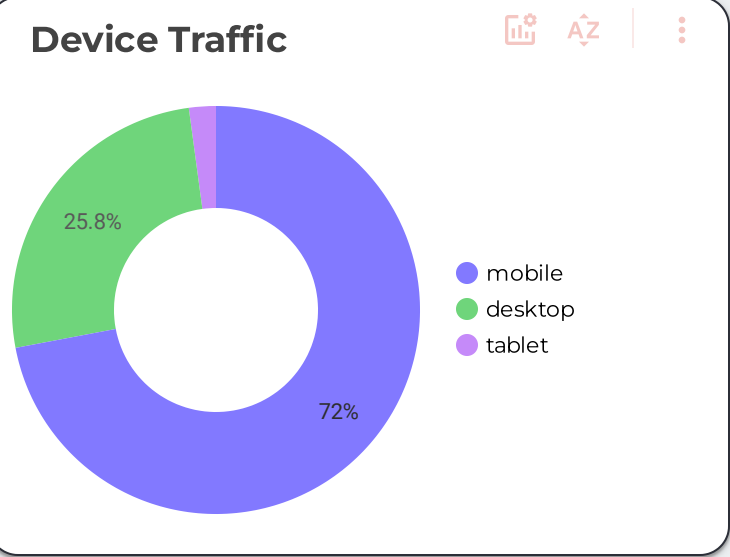
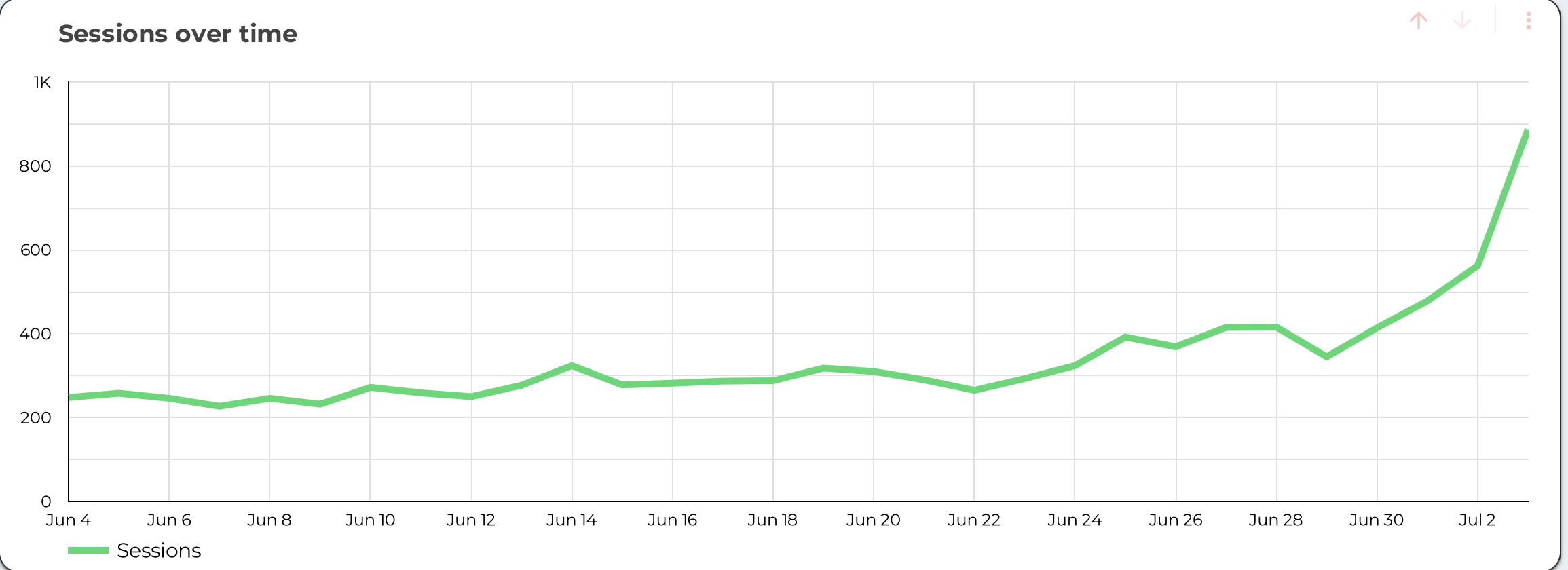
UPCOMING

- Signed contract with TriMet agency for “king” ads on west metro Portland buses (Sept through April)
- Ads placed in Travel Oregon, OCVA and Adventure Coastward visitor guides.
- Working with Canvus on purchasing benches made of wind tower blades
- Working with KATU on spring 2024 promotion (special pricing by Travel Oregon)

Report prepared by Tillamook Coast Visitors Association, June 2023

User Behavior

Users 8,533 <small>↑ 49.0%</small>	New Users 8,432 <small>↑ 49.6%</small>	Sessions 10,052 <small>↑ 52.8%</small>	Bounce Rate 69.09% <small>± 0.6%</small>	Contact Form 9 <small>± 800.0%</small>	Get the Guide 250 <small>± 58.2%</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	7,691	6,604	6,481	1.63	00:01:09
(direct)	915	769	763	1.5	00:00:53
bing	358	320	309	2.93	00:02:22
beachconnection.net	356	327	282	2.56	00:01:25
yahoo	189	151	147	2.53	00:01:58
duckduckgo	170	142	137	2.25	00:02:08
tillamookcoast.com	110	96	94	1.71	00:01:03
corb.us	45	37	28	3.27	00:02:11
localadventurer.com	42	38	38	1.07	00:00:02
visittotheoregoncoast.com	35	31	27	2.8	00:02:12
m.facebook.com	30	30	29	1.2	00:00:17
thediscoverer.com	11	11	11	1.00	00:00:03
Grand total	10,052	8,533	8,432	1.74	00:01:12

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	30,776	144	0.47%	9.17	9.17
rockaway beach oregon	17,318	354	2.04%	7.47	7.47
pronto pup	2,622	173	6.6%	5.19	5.19
rockhounding	1,666	0	0%	6.47	6.47
rockaway beach directions	1,663	4	0.24%	6.78	6.78
rockaway beach resort	1,464	14	0.96%	7.5	7.5
rockaway beach hotels	1,432	10	0.7%	8.26	8.26
things to do in rockaway be...	1,342	28	2.09%	6.97	6.97
kelly's marina	1,301	3	0.23%	6.01	6.01
rockaway beach restaurants	1,268	15	1.18%	6.09	6.09
rockaway beach weather	1,139	8	0.7%	12.88	12.88
rock hounding	1,132	1	0.09%	7.27	7.27
old oregon smokehouse	1,077	64	5.94%	4.58	4.58
twin rocks	993	1	0.1%	5.43	5.43
food near me	896	7	0.78%	5.1	5.1
oregon coast fireworks 2023	852	22	2.58%	9.65	9.65
sea treasures inn	841	62	7.37%	3.87	3.87
Grand total	289,602	6,208	2.14%	16.31	16.31

What Pages Did Users Visit?

Sessions
10,052
 ↑ 52.8%

Unique Pageviews
14,967
 ↑ 51.5%

% Exit
57.61%
 ↑ 0.9%

Avg. Time on Page
01:39
 ↓ -1.6%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/rockaway-beach-annual-events/	2K	2.2K	03:19	79.83%
/	1.8K	2K	01:00	44.92%
/restaurants/original-pronto-pup/	593	639	03:15	80.74%
/restaurants/grumpys-cafe/	469	519	01:55	60.88%
/bonfires/	374	399	01:57	82.94%
/how-to-spot-rocks-when-rockhounding/	345	380	05:24	88.37%
/rockaway-beach-restaurants/	298	651	01:28	38.83%
/lodging-guide-rv-parks-camping/	228	253	01:03	29.38%
/lodging/sea-treasure-inn/	205	228	02:14	80%
/twin-rocks/	193	200	01:44	78.08%
/restaurants/old-oregon-smoke-house/	173	224	02:02	77.08%
/current-events/	168	590	01:25	49.03%
/things-to-do/	145	463	52	40.08%
/lodging-guide-hotels-motels/	138	215	01:10	35.36%
/how-to-get-here/	135	214	03:08	71.91%
/shopping/flamingo-jims-gifts-clothing/	129	138	01:01	70.25%
/the-story-behind-glass-floats/	124	124	07:55	97.64%
/rockaway-beach-shopping/	116	281	01:30	44.6%
/beach-access/	115	153	01:54	48.28%
/emily-reed-shipwreck/	109	109	06:22	92.11%
Grand total	10.1K	15K	01:39	57.61%

Visitor Demographics

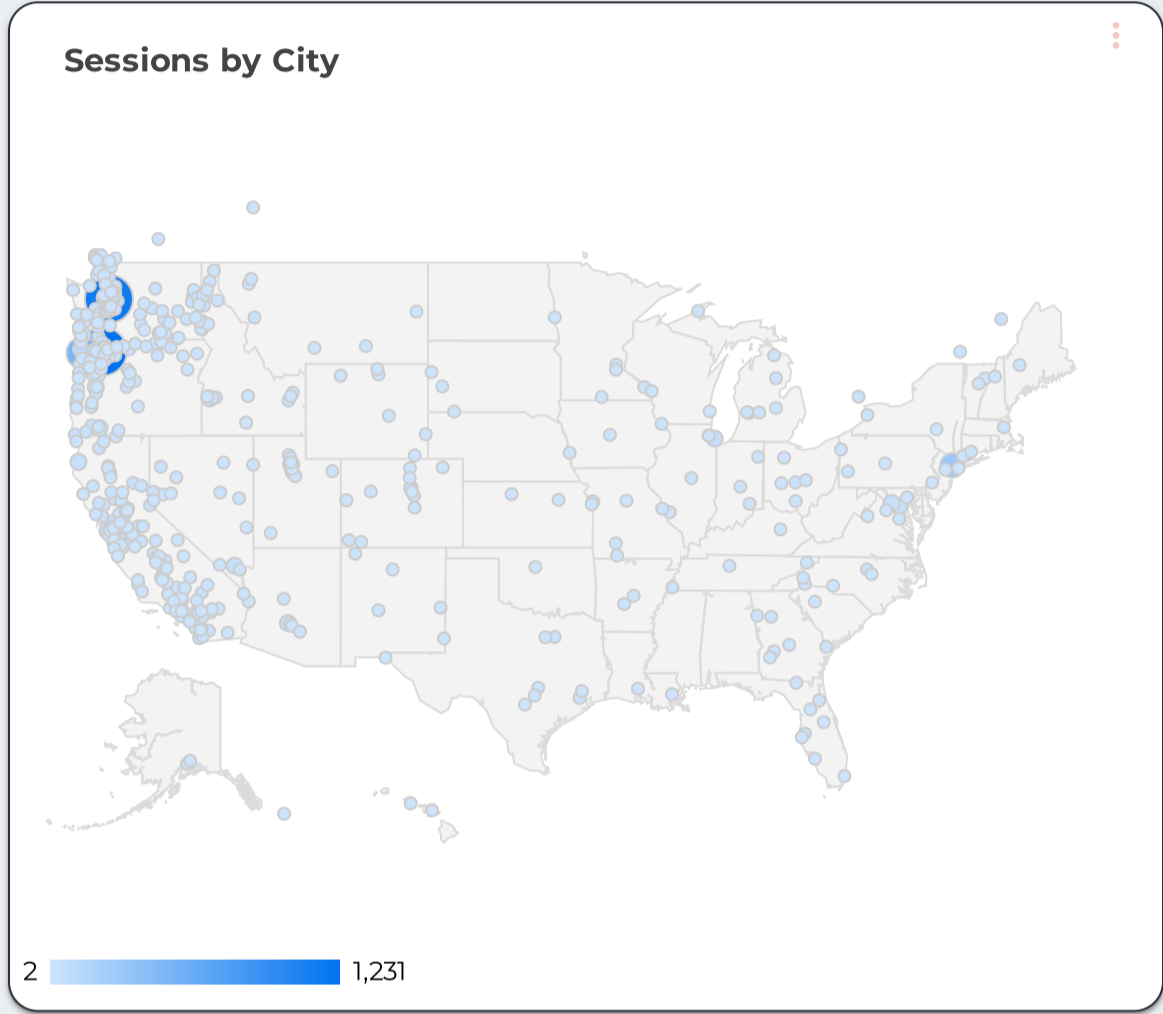
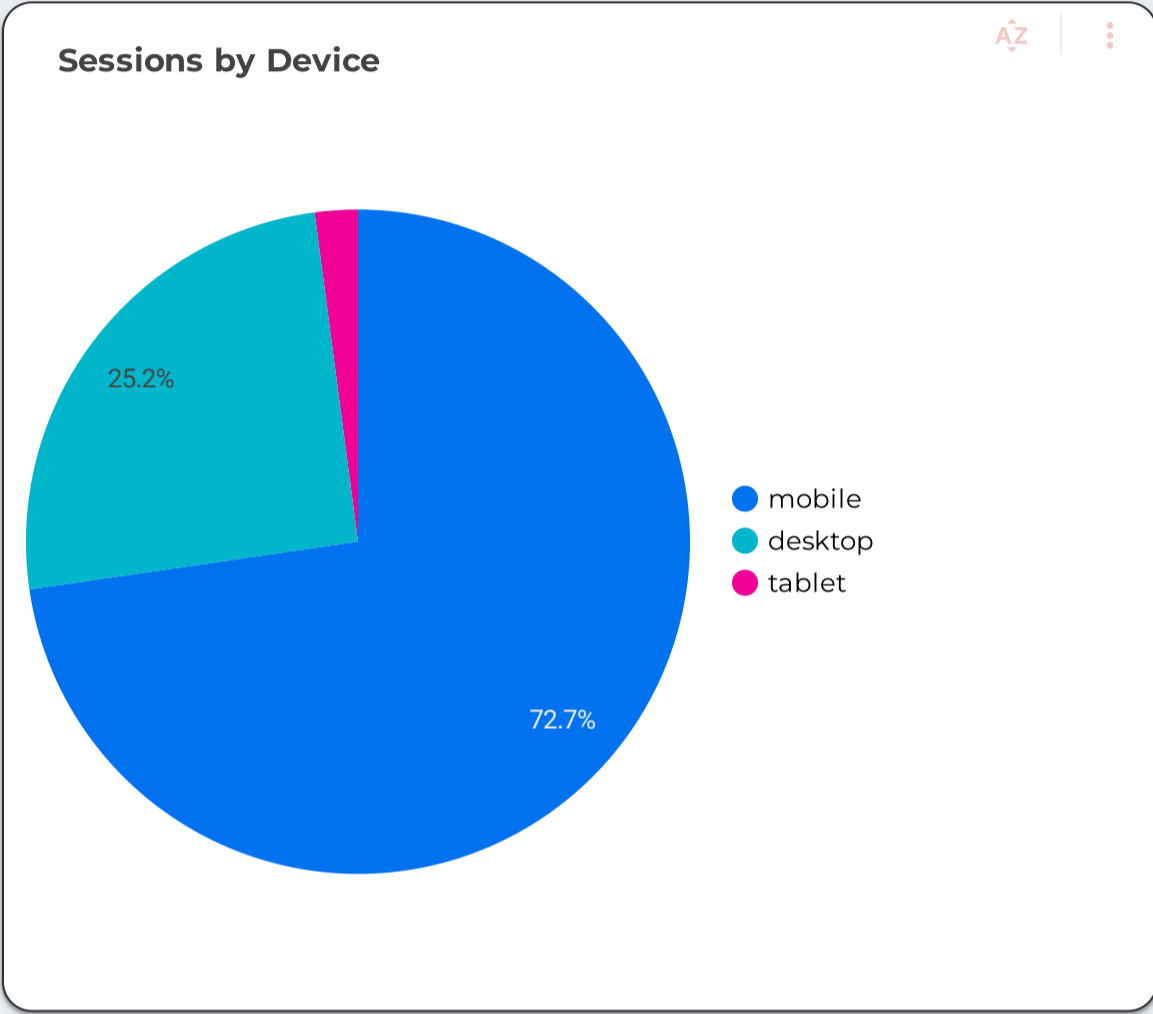
Users
8,533
↑ 49.0%

New Users
8,432
↑ 49.6%

Sessions
10,052
↑ 52.8%

Bounce Rate
69.09%
± 0.6%

Avg. Session Duration
00:01:12
↓ -3.8%



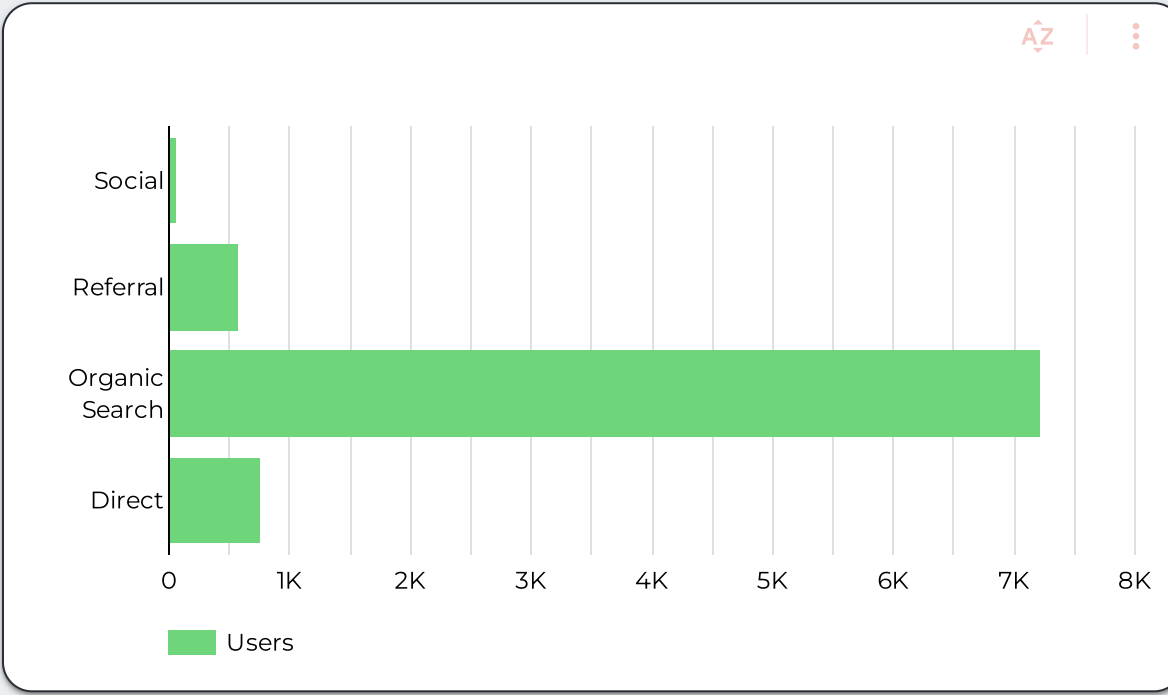
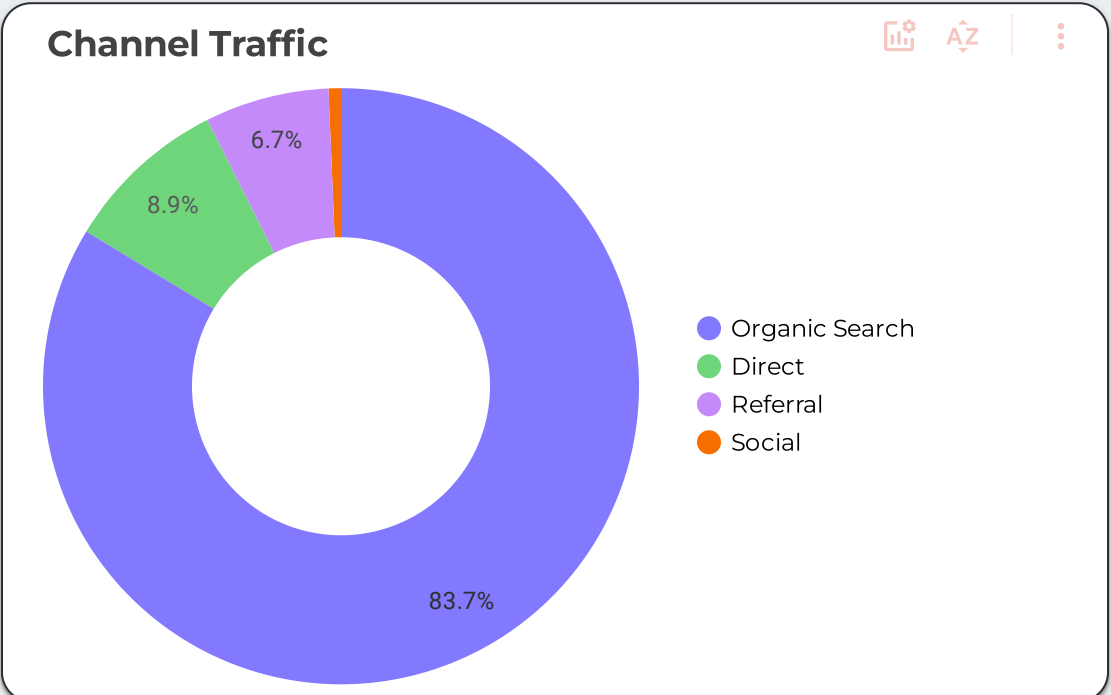
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	1,231	1,083	1,026	1.76	00:01:22
Seattle	1,137	1,001	918	1.7	00:01:18
Tillamook	505	434	398	1.51	00:00:44
New York	295	280	277	1.17	00:00:19
Vancouver	124	108	100	2.19	00:01:40
San Jose	116	104	92	1.62	00:00:32
Beaverton	99	90	85	1.86	00:01:31
San Francisco	97	88	83	1.44	00:00:46
Los Angeles	95	91	79	1.72	00:01:07
Rockaway Beach	90	81	70	1.69	00:01:29
Hillsboro	80	73	71	1.9	00:01:27
Salem	61	56	52	2.05	00:01:38
Phoenix	61	52	47	1.97	00:01:35
Eugene	59	50	48	2.2	00:02:24
Chicago	57	53	48	1.63	00:01:14
Sacramento	57	54	46	1.51	00:00:49
Grand total	9,530	8,092	7,981	1.74	00:01:12

How Did Users Get To Our Website?

<p>Users</p> <p>8,533</p> <p>↑ 49.0%</p>	<p>New Users</p> <p>8,432</p> <p>↑ 49.6%</p>	<p>Sessions</p> <p>10,052</p> <p>↑ 52.8%</p>	<p>Bounce Rate</p> <p>69.09%</p> <p>↑ 0.6%</p>	<p>Contact Forms</p> <p>9</p> <p>↑ 800.0%</p>	<p>Get The Guide</p> <p>242</p> <p>↑ 58.2%</p>	<p>Click to Email</p> <p>No data</p> <p>No data</p>
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corb.us / referral	45	37	28	3.27	00:02:11
localadventurer.com / referral	42	38	38	1.07	00:00:02
visittheoregoncoast.com / referral	35	31	27	2.8	00:02:12
m.facebook.com / referral	30	30	29	1.2	00:00:17
thediscoverer.com / referral	11	11	11	1.09	00:00:03
ecosia.org / organic	9	9	9	1.56	00:00:47
Grand total	10,052	8,533	8,432	1.74	00:01:12

1 - 58 / 58



Event Category

Event Action

Event Label

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

Total Events
364
 ↑ 67.7%

Unique Events
343
 ↑ 64.1%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Contact Form	9	9
forms	submit	Subscribe Form	27	24
button	click	Get The Guide	250	242
button	click to call	tel:(503) 355-8220	29	23
button	click to call	tel:509-948-1834	1	1
button	click to call	tel:(503) 355-2278	1	1
button	click to call	tel:(503) 355-2206	1	1
button	click to call	tel:503-545-4684	1	1
button	social profile click	Facebook	12	10
button	click to call	tel:(503) 812-5534	1	1
button	click to call	tel:(503) 355-2291	11	10
button	click to call	tel:503-355-2365	2	2
button	click to call	tel:(503) 355-3315	1	1
button	click to call	tel:(503) 368 5746	1	1
button	click to call	tel:(503) 355-2200	1	1
button	social profile click	Instagram	1	1
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:503-355-2327	2	1
button	click to call	tel:503-705-8402	1	1
button	click to call	tel:(503) 997-3318	1	1
Grand total			364	343



In Oregon, corn is on the menu more — thanks in part to culture and climate change



By [Meagan Cuthill](#) (OPB)

June 23, 2023 6 a.m.

<https://www.opb.org/article/2023/06/23/corn-farming-oregon-nixtamalization-three-sisters-xicha-brewing-pronto-pup-superabundant/>

In the U.S., corn is ubiquitous. It's the most-grown crop in the country. Corn products line several grocery aisles: on the cob or kernels in a can, popcorn, chips, cereals, bread mixes for baking — the list could go on and on.

When Americans think of states that grow corn, Oregon very likely isn't the first to come to mind. Iowa is bar none the country's corn leader.

Crops usually more associated with Oregon are [crab](#), [wine](#) and [truffles](#) — but corn is a top food product grown in Oregon, bringing more money to the state than crab. On the Oregon Department of Agriculture's list of the [top 20 most valuable agricultural commodities](#) in the state as of April, corn grain is 15th at \$80.5 million. (Meanwhile, Dungeness crab is 18th at \$67.1 million).

In 2023, Oregon farmers are [expected to plant 85,000 acres of corn](#) — 13% more than last year. In comparison, [wheat farming in Oregon trumps corn by a landslide](#), with nearly nine times the acreage. But land for wheat in the state is only expected to grow 3% this year.

As Oregon changes, both in population and from warming temperatures, corn is becoming a more important food.

A fried feat

It's what Oregonians do with corn that makes it special here. The state lays claim to one of the most iconic corn products of modern times: The corn dog [was invented](#) on the Oregon Coast.

It was Labor Day 1939 when a Rockaway Beach hot dog vendor named George Boyington had an idea: What if instead of buns, batter could be cooked on demand?

He developed a delicious “pronto” solution, and the snack on a stick became a national hit.



The Original Pronto Pup, as seen from Highway 101 in Rockaway Beach, Ore., on April 15, 2022.

Arya Surowidjojo / OPB

[The Original Pronto Pup](#) first opened in 2016, as an homage to the culinary creation invented in town roughly eight decades earlier.

“It’s actually pretty amazing when you realize how big of a following Pronto Pups have,” said Diane Langer, who bought The Original Pronto Pup with her husband in late 2021. “And when people come in and they say, “We drove three hours to come and have a Pronto Pup.” Or, “We came from Idaho.” Or, “We came from Michigan.”



Diane Langer inserts a hotdog onto a wooden stick, which will be dipped and batter and fried when an order comes in at The Original Pronto Pup, April 15, 2022.

Arya Surowidjojo / OPB

Related: [A classic American concession was first fried in Oregon: the corn dog](#)

The corn dog has company in Oregon’s contributions to fried food: The state is also [the birthplace of tater tots](#). As iconic as it is, the corn dog plays only a small role in the story of corn in Oregon.



Rockaway Beach

Published by Dan Haag · June 9 at 6:18 AM · 🌐



Good morning and happy Friday 😊

(Photo: Chris Williams)

[#visitrockawaybeach](#)



4,635

People reached

201

Engagements

—

Distribution score

[Boost post](#)



visitrockawaybeach

Following

Message

100

111

530 posts 1,546 followers 192 following

Visit Rockaway Beach

Local & loved seaside

Enjoy views, 100% of beach and endless stores @rockawaybeach @rockawaybeachnyc @rockawaybeachnyc

Followed by @dogpark, @seaside, @unitedstates + 17 more

9 posts

10000



Oregon coast
TODAY

FREE
June 30, 2022



Wiener takes all

Light up your
with the Fire
Wiener Natio
Rockaway



THE
**RIGHTEOUS
BROTHERS**
BILL MEDLEY & BUCKY HEARD

ONE NIGHT ONLY!
JULY 15 • 8PM
1-888-MAIN ACT • CHINOOKWINDS.COM

Chi

[View this email in your browser](#)

ROCKAWAY BEACH

OREGON

small town. big beach.



July 4th in Rockaway: Parade and Fireworks

It's an all-American celebration at the beach on the 4th of July. Days starts with a fun parade along Highway 101 and ends with the best fireworks show on the Oregon Coast. There's lots to do in-between too. Scroll down for more fun.



The Oregon Coast Scenic Railroad takes you on a 90-minute round-trip railride to Garibaldi and back. You get a close-up view of the streams, trees and ocean from an open air car (or covered if you wish). Make reservations at oregoncoastscenic.org



development. At the end of the AD-friendly trail is the mother of all cedar trees - she's at least 900 years old! At the south end of Rockaway Beach.



Aaargh Maties. It's the much loved Pirate Festival, hosted by the Rockaway Beach Chamber of Commerce. Contact the chamber at (503) 355-8108 for more information.



What's summer without a Pronto Pup? It's not possible. This tasty hot dog on a stick was invented in Rockaway Beach. And while you're waiting for your lunch, ride the mechanical Pronto Pup. It's an Instagram moment waiting to happen.





Of course, you can just play and chill on the beach - and there's 7 big miles of it. Play with your dogs, do some boogie boarding, look for agates, have a picnic or stare out into the ocean and wonder about those famous Twin Rocks. Be safe - don't turn your back on the water.



Finally - enjoy the sunsets. There is no better way to end a fun-filled day.

