



July 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 8,862 users visited the website in July, with 8,665 new users. Total of 10,366 sessions, . Majority used keywords “Rockaway Beach Oregon,” “Rockaway Beach,” “pronto pup” and “rockhounding.”

User demographics: Portland, Seattle, Vancouver, Sacramento, San Jose, Beaverton, Los Angeles, Hillsboro, Chicago, Salem, Forest Grove, Eugene. **Pages most visited:** Annual events, Pronto Pup, Grumpy’s Café, bonfires, how to spot rocks when rockhounding, RV parks/camping, things to do.

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

Actions (events) taken: Get the Guide (260 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 18 followers, now at 9,479f followers.

Facebook posts reached 7,468 with 3,119 engagements.

Posts with the most reach and engagement: 2,096, 210 engagements, reach “Life is Good” (attached)

Instagram: added 23 new followers, now at 1,567 followers (see attached for most liked images)

Willamette Week sponsored content and newsletter/Twitter

Sponsored article “inlines”: Total impressions – 320,886, total clicks 227

Sponsored article on wweek.com: page views – 1873; Avg. time spent reading: 5 mins. 14 sec. (A LOT!)

Daily newsletter mention: 22,190 total opens; open rate: 57.2%; ad clicks 203 (3.4%) (HIGH NUMBERS)

Weekly newsletter mention: 27,109 opens; open rate, 45%; ad clicks 133 (5.4%) (HIGH NUMBERS)

Tweet 1: 2,683 impressions; 61 engagements, 46 link clicks

Tweet 2: 3,016 impressions; 50 engagements, 45 link clicks

EARNED MEDIA (print and online)

That Oregon Life

<https://thatoregonlife.com/2023/07/fireworks-oregon-2023/>

UPCOMING

- TriMet graphics on west-bound buses. Will run September 2023 through April 2024

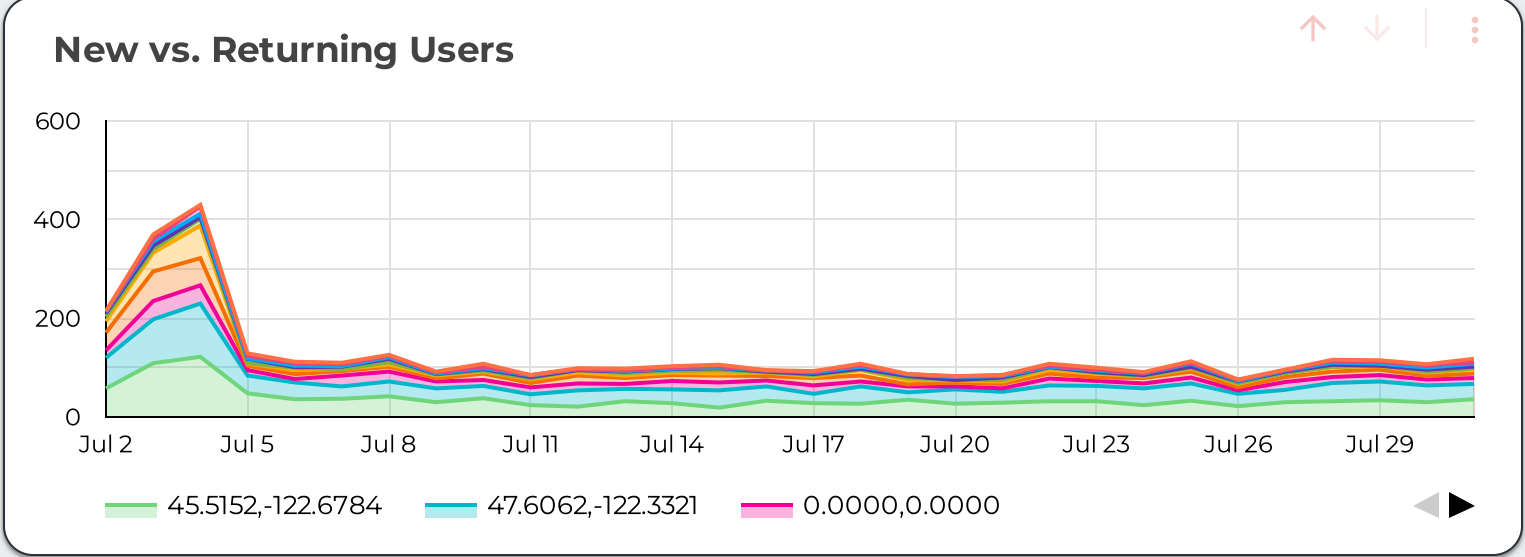
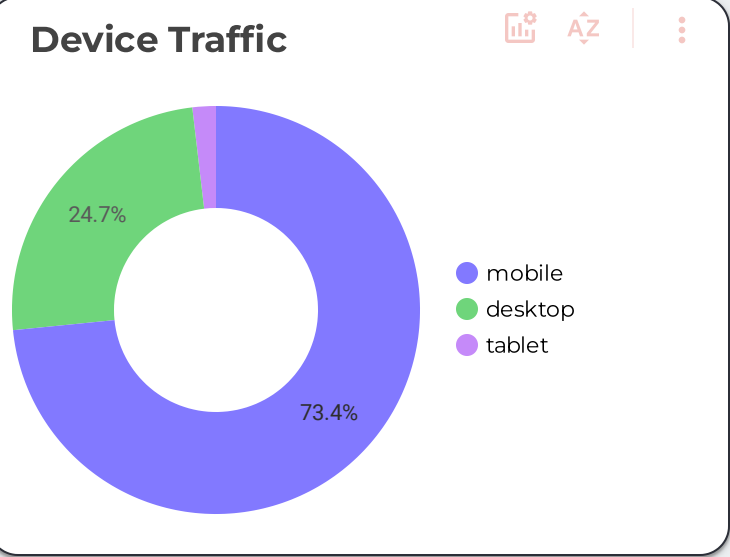
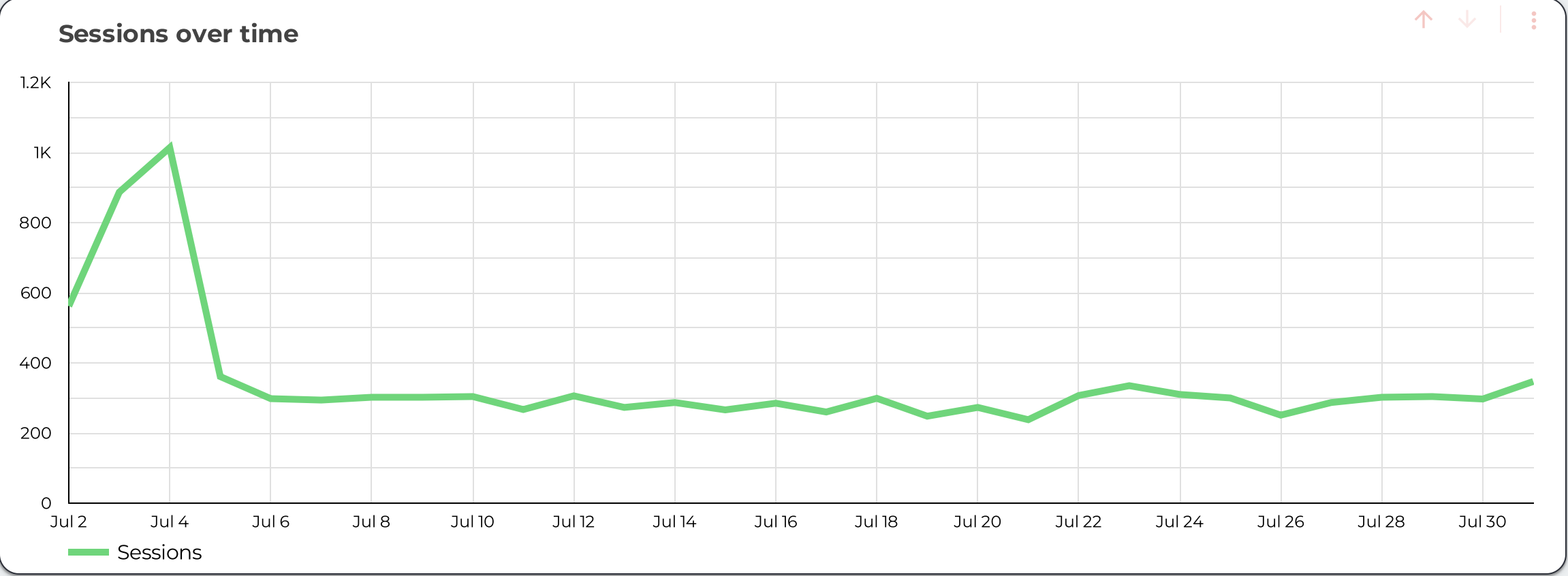


- Preparing for Portland Monthly fall promotion – email blasts and inline ads
- Preparing for spring break promotion on KATU-TV

Report prepared by Tillamook Coast Visitors Association, June 2023

User Behavior

Users 8,862 <small>↑ 14.2%</small>	New Users 8,665 <small>↑ 13.7%</small>	Sessions 10,366 <small>↑ 14.3%</small>	Bounce Rate 69.30% <small>↑ 1.8%</small>	Contact Form 4 <small>↓ -55.6%</small>	Get the Guide 260 <small>↑ 12.1%</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	8,011	6,866	6,691	1.64	00:01:06
(direct)	980	839	828	1.46	00:00:46
bing	395	365	357	2.92	00:02:48
beachconnection.net	254	236	209	2.23	00:01:20
duckduckgo	200	158	146	2.18	00:01:50
yahoo	177	151	145	2.36	00:01:42
tillamookcoast.com	109	98	96	2.3	00:02:00
visittotheoregoncoast.com	45	38	36	3.13	00:02:48
localadventurer.com	41	36	36	1.05	00:00:47
corb.us	37	33	27	3.3	00:02:47
l.facebook.com	11	10	7	2.27	00:01:34
m.facebook.com	10	10	9	2.3	00:01:09
Grand total	10,366	8,862	8,665	1.73	00:01:11

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	30,606	188	0.61%	9.44	9.44
rockaway beach oregon	19,670	444	2.26%	7.34	7.34
rockaway beach directions	4,177	5	0.12%	6.84	6.84
pronto pup	3,276	234	7.14%	4.81	4.81
rockhounding	2,408	1	0.04%	6.76	6.76
kelly's marina	1,696	2	0.12%	6.67	6.67
rockaway beach restaurants	1,594	25	1.57%	5.98	5.98
rock hounding	1,567	0	0%	6.65	6.65
rockaway beach hotels	1,519	15	0.99%	7.75	7.75
rockaway beach resort	1,505	18	1.2%	6.52	6.52
old oregon smokehouse	1,335	51	3.82%	4.61	4.61
twin rocks	1,324	2	0.15%	5.16	5.16
food near me	1,305	7	0.54%	4.58	4.58
things to do in rockaway be...	1,144	40	3.5%	6.93	6.93
jetty fishery	1,022	1	0.1%	7.73	7.73
restaurants near me	1,003	4	0.4%	4.96	4.96
rockaway beach weather	948	6	0.63%	13.46	13.46
Grand total	328,009	6,911	2.11%	15.06	15.06

What Pages Did Users Visit?

Sessions
10,366
↑ 14.3%

Unique Pageviews
15,464
↑ 13.0%

% Exit
57.72%
↑ 1.6%

Avg. Time on Page
01:37
↓ -2.0%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.9K	2K	01:14	48.5%
/rockaway-beach-annual-events/	1.5K	1.7K	02:40	82.58%
/restaurants/original-pronto-pup/	666	697	02:35	84.48%
/restaurants/grumpys-cafe/	557	615	01:26	64.52%
/bonfires/	527	559	02:32	83.14%
/rockaway-beach-restaurants/	351	743	01:30	39.11%
/how-to-spot-rocks-when-rockhounding/	325	373	06:33	86.26%
/lodging-guide-rv-parks-camping/	260	290	54	32.68%
/things-to-do/	206	487	58	37.8%
/shopping/flamingo-jims-gifts-clothing/	200	214	01:19	69.79%
/twin-rocks/	198	206	04:05	80.27%
/current-events/	173	491	01:38	52.61%
/restaurants/old-oregon-smoke-house/	166	214	03:09	77.59%
/lodging-guide-hotels-motels/	157	231	01:16	30.45%
/rockaway-beach-shopping/	151	340	01:54	49.52%
/how-to-get-here/	132	221	01:56	74.68%
/the-story-behind-glass-floats/	126	127	02:42	94.74%
/beach-access/	124	168	02:01	52.94%
/emily-reed-shipwreck/	119	122	06:00	88.64%
/lodging/sea-treasure-inn/	118	146	02:11	58.82%
Grand total	10.4K	15.5K	01:37	57.72%

Visitor Demographics

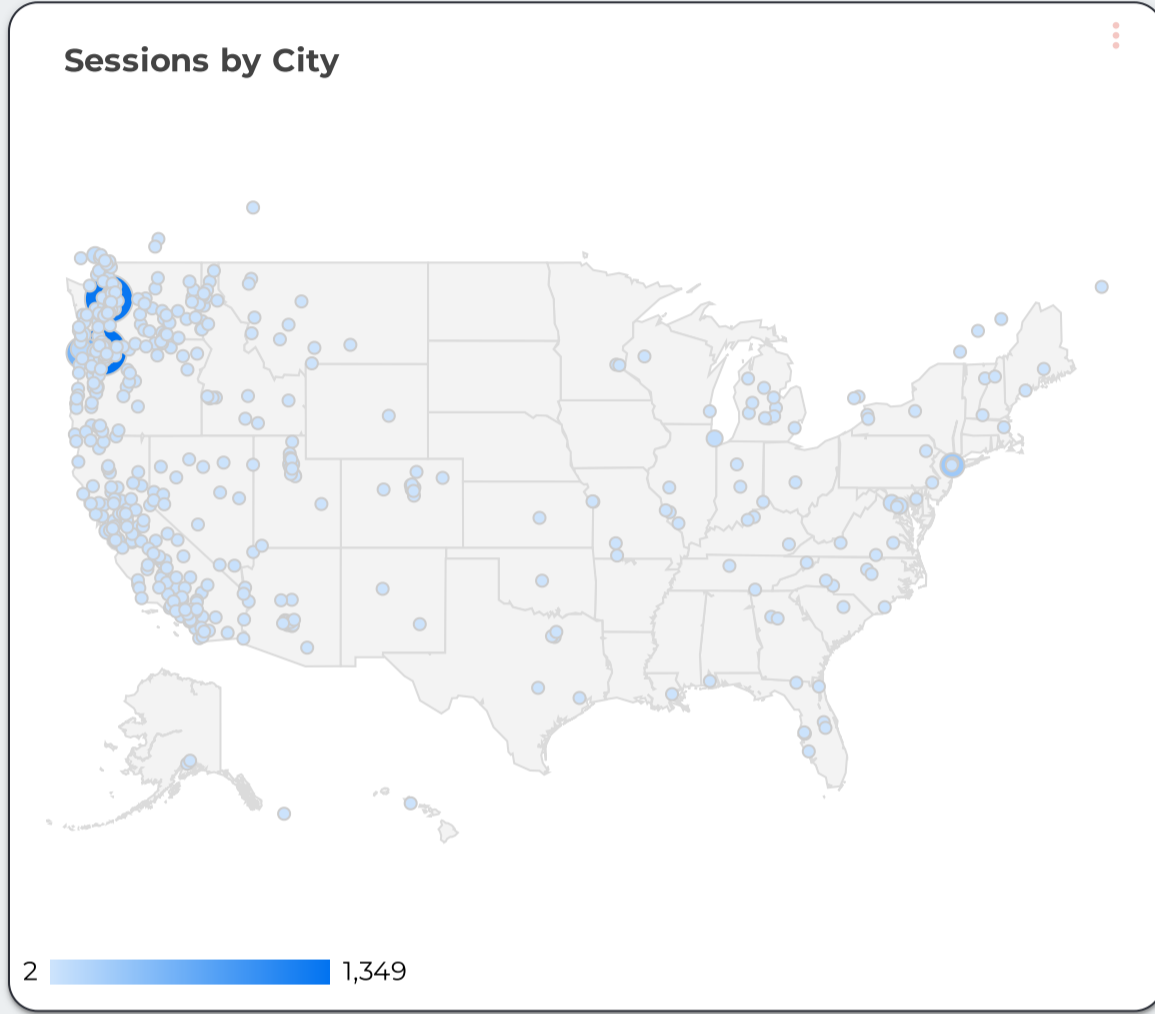
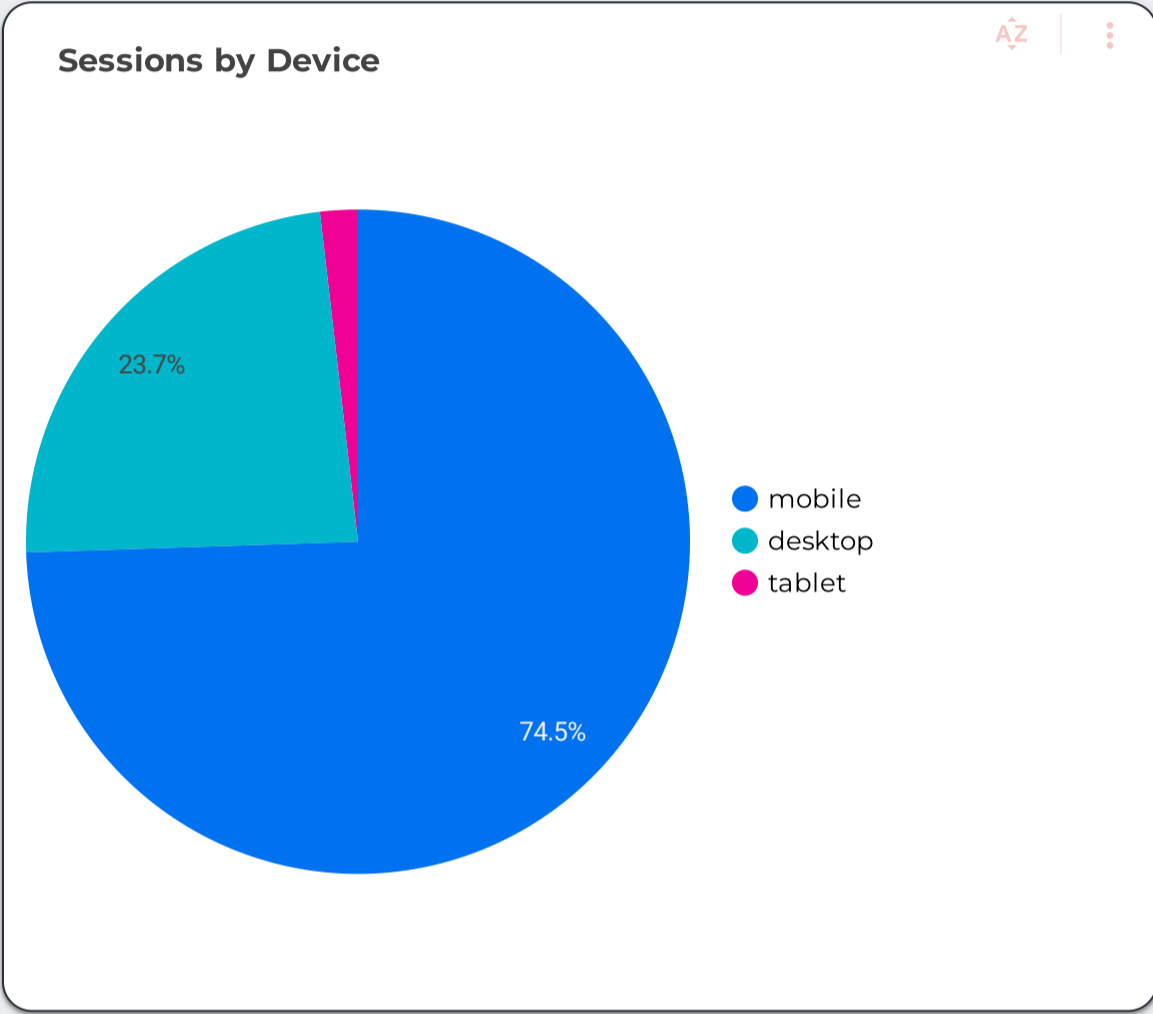
Users
8,862
↑ 14.2%

New Users
8,665
↑ 13.7%

Sessions
10,366
↑ 14.3%

Bounce Rate
69.30%
↑ 1.8%

Avg. Session Duration
00:01:11
↓ -5.5%



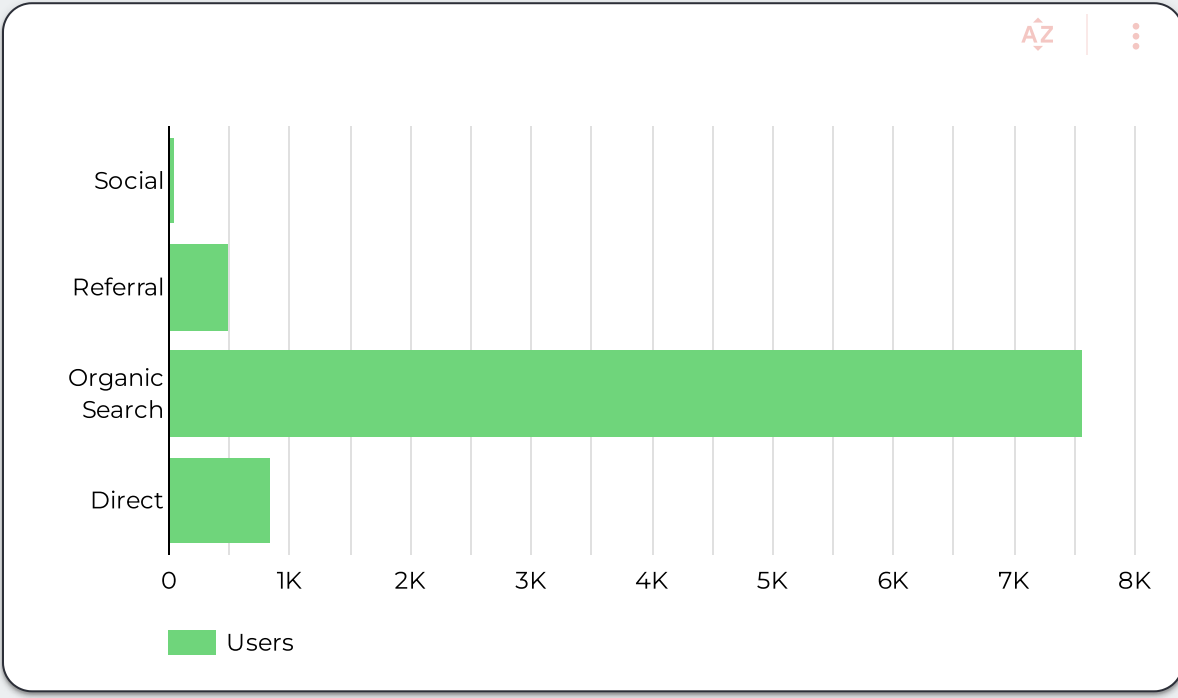
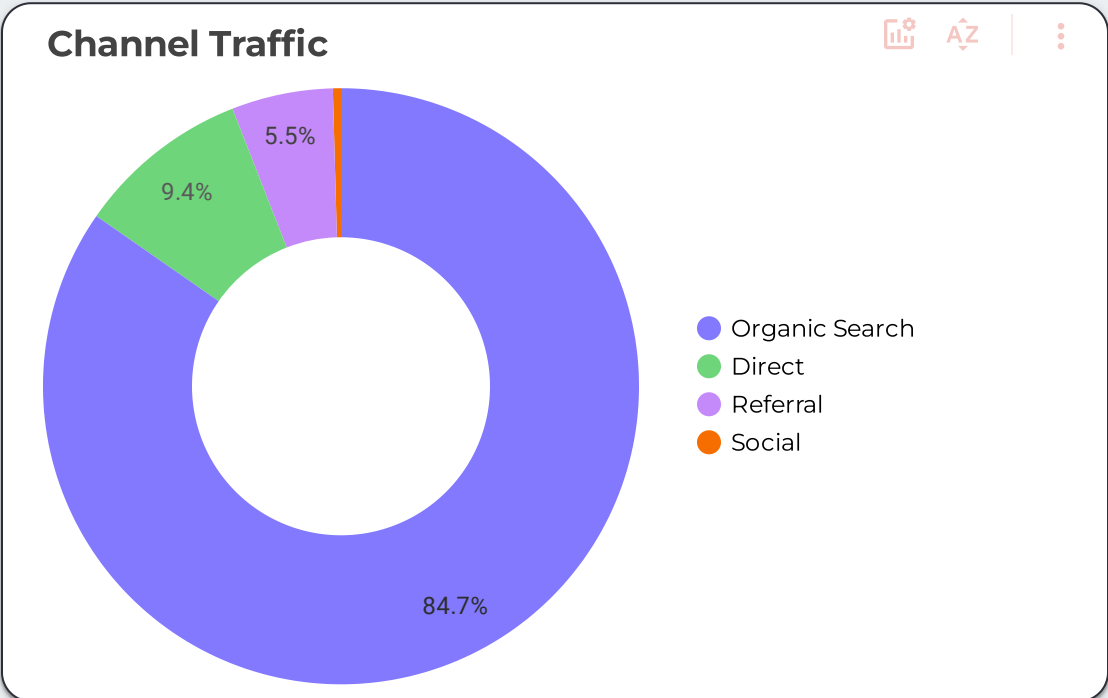
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	1,351	1,192	1,130	1.61	00:01:03
Seattle	1,291	1,158	1,051	1.66	00:01:12
Tillamook	565	489	422	1.43	00:00:42
New York	309	299	294	1.19	00:00:26
Vancouver	145	133	127	2.06	00:01:25
Rockaway Beach	121	104	93	1.79	00:00:49
Sacramento	120	111	99	1.53	00:00:39
San Jose	110	97	86	1.56	00:00:52
Beaverton	106	96	93	2.28	00:01:50
Los Angeles	89	84	74	1.62	00:00:44
Hillsboro	76	70	64	2.07	00:01:45
Chicago	69	64	59	1.43	00:00:46
Salem	58	54	51	2.81	00:02:07
Forest Grove	57	55	51	1.58	00:00:30
Phoenix	54	50	45	2.02	00:02:00
Eugene	54	51	47	1.93	00:01:10
Grand total	9,855	8,447	8,240	1.73	00:01:11

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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	8,011	6,866	6,691	1.64	00:01:06
(direct) / (none)	980	839	828	1.46	00:00:46
bing / organic	395	365	357	2.92	00:02:48
beachconnection.net / referral	254	236	209	2.23	00:01:20
duckduckgo / organic	200	158	146	2.18	00:01:50
yahoo / organic	177	151	145	2.36	00:01:42
tillamookcoast.com / referral	109	98	96	2.3	00:02:00
visittheoregoncoast.com / referral	45	38	36	3.13	00:02:48
localadventurer.com / referral	41	36	36	1.05	00:00:47
corb.us / referral	37	33	27	3.3	00:02:47
l.facebook.com / referral	11	10	7	2.27	00:01:34
m.facebook.com / referral	10	10	9	2.3	00:01:09
oregonlive.com / referral	9	8	8	1.11	00:00:01
Grand total	10,366	8,862	8,665	1.73	00:01:11

1 - 55 / 55



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

Total Events
325
 ↓ -5.0%

Unique Events
317
 ↓ -1.2%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	16	16
forms	submit	Contact Form	4	4
button	click to call	tel:(800) 243-7786	1	1
button	social profile click	Instagram	2	2
button	click to call	tel:(503) 355-3866	2	2
button	click to call	tel:(503) 355-2278	1	1
button	click to call	tel:(503) 368-5745	2	1
button	click to call	tel:(800) 824-1611	1	1
button	click to call	tel:503-355-3333	1	1
button	click	Get The Guide	260	255
button	click to call	tel:541-418-2842	1	1
button	click to call	tel:(503) 322-3522	5	5
button	click to call	tel:971-306-1043	1	1
button	social profile click	Facebook	3	3
button	click to call	tel:(503) 451-9250	1	1
button	click to call	tel:(503) 355-3115	1	1
button	click to call	tel:(503) 355-8300	1	1
button	click to call	tel:800-452-5687	1	1
button	click to call	tel:(503) 997-3318	1	1
button	click to call	tel:503-355-2327	1	1
Grand total			325	317



Rockaway Beach

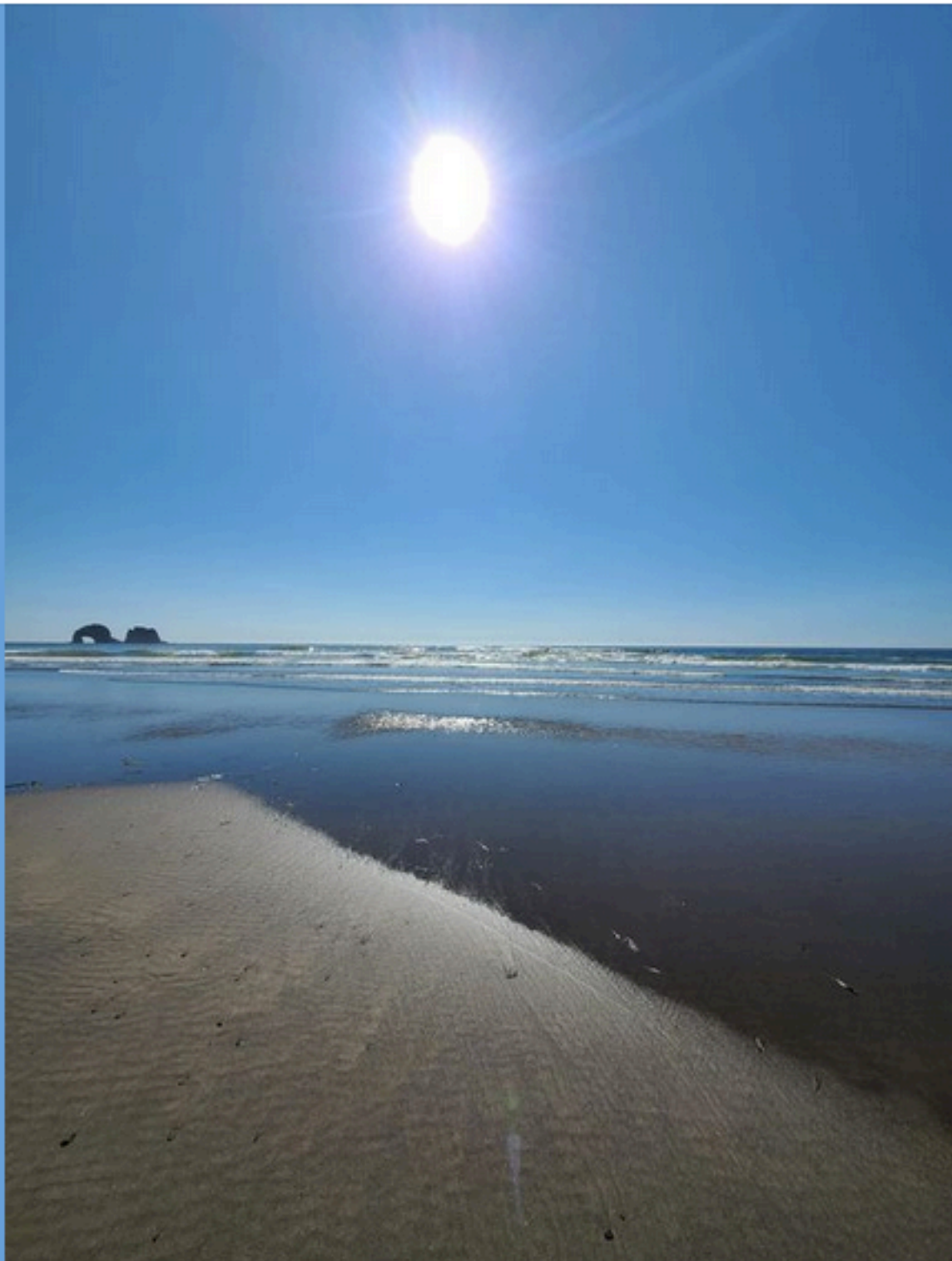
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Life is good. The weekend has arrived 😊

[#visitrockawaybeach](#)

Photo: Chris Williams





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Message

🔊 ...

533 posts 1,567 followers 192 following

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