



August 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 7,241 users visited the website in July, with 7,109 new users and a total of 8,459 sessions (down a bit from July, but that means people are here after planning their trip).

Top keywords: "Rockaway Beach Oregon," "Rockaway Beach," "pronto pup," "Rockaway Beach directions."

User demographics: Portland, Seattle, Vancouver, Sacramento, Beaverton, San Jose, Hillsboro, Los Angeles, Salem, Chicago, San Francisco, Phoenix.

Pages most visited: Grumpy's Café, Pronto Pup, bonfires, restaurants, how to spot rocks when rockhounding

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 47 followers, now at 9,529 followers.

Facebook posts reached 13,191 with 1,963 engagements.

Posts with the most reach and engagement: 7,305 impressions, 7,005 reach, 306 engagements, "Pull up a chair at Rockaway Roastery" (attached) *(Let's hope they open for business soon!)*

Instagram: added 28 new followers, now at 1,595 followers (see attached for most liked images)

Portland Monthly sponsored content, e-blast and e-newsletter (launched August 28, 2023)

Sponsored article: <https://www.pdxmonthly.com/sponsored/2023/08/rockaway-beach-adventures-await-you-this-fall-activities-the-whole-family-will-enjoy>

EARNED MEDIA (print and online)

Travel Awaits: the 15 Best Beaches in Oregon (of course Rockaway is listed!)

<https://www.travelawaits.com/2908783/best-beaches-in-oregon/>

UPCOMING

September 15 – launches Tri-Met ads, focused on west side bus routes.

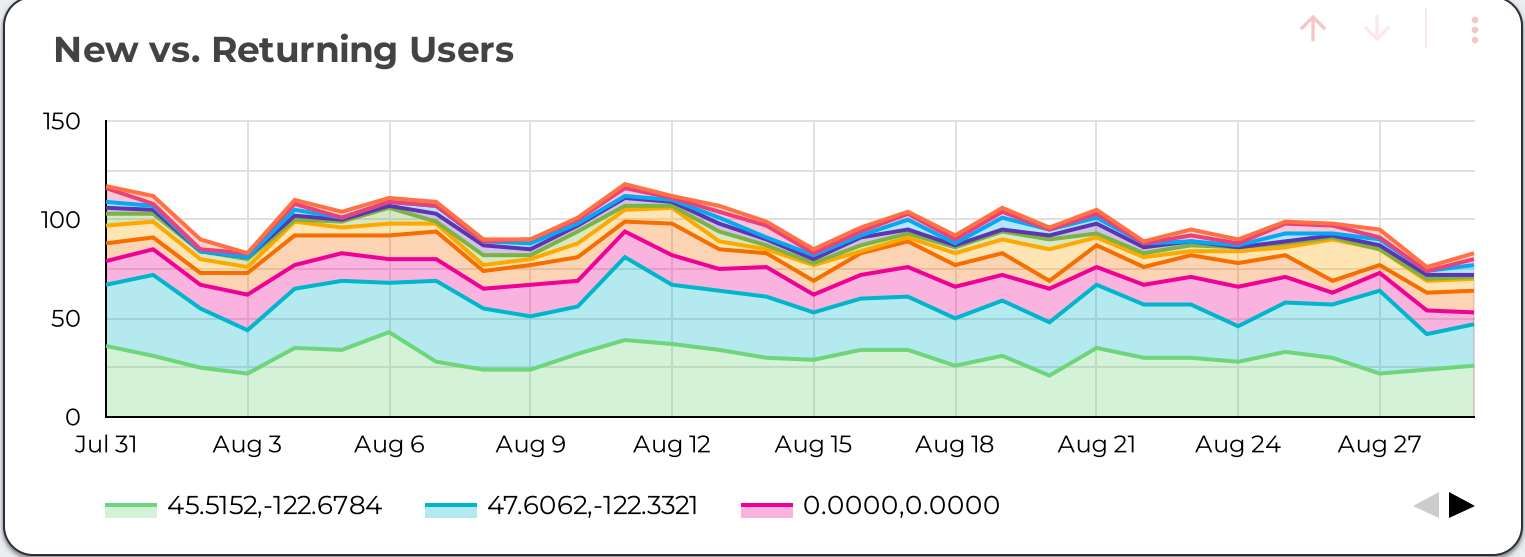
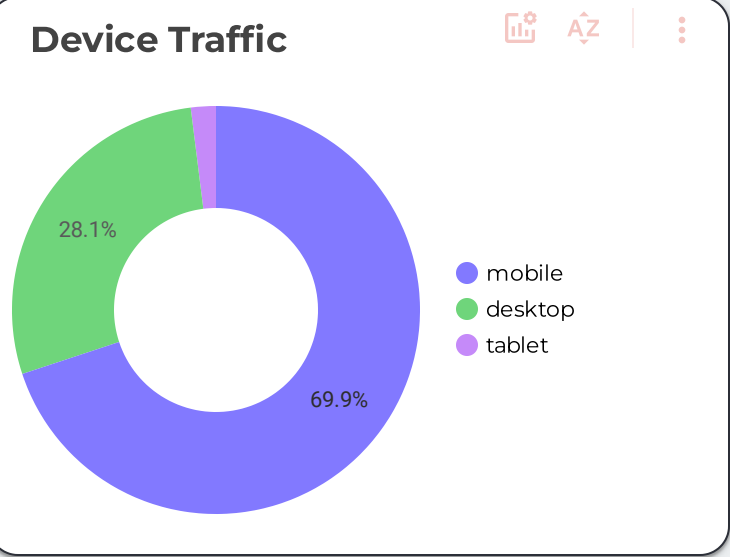
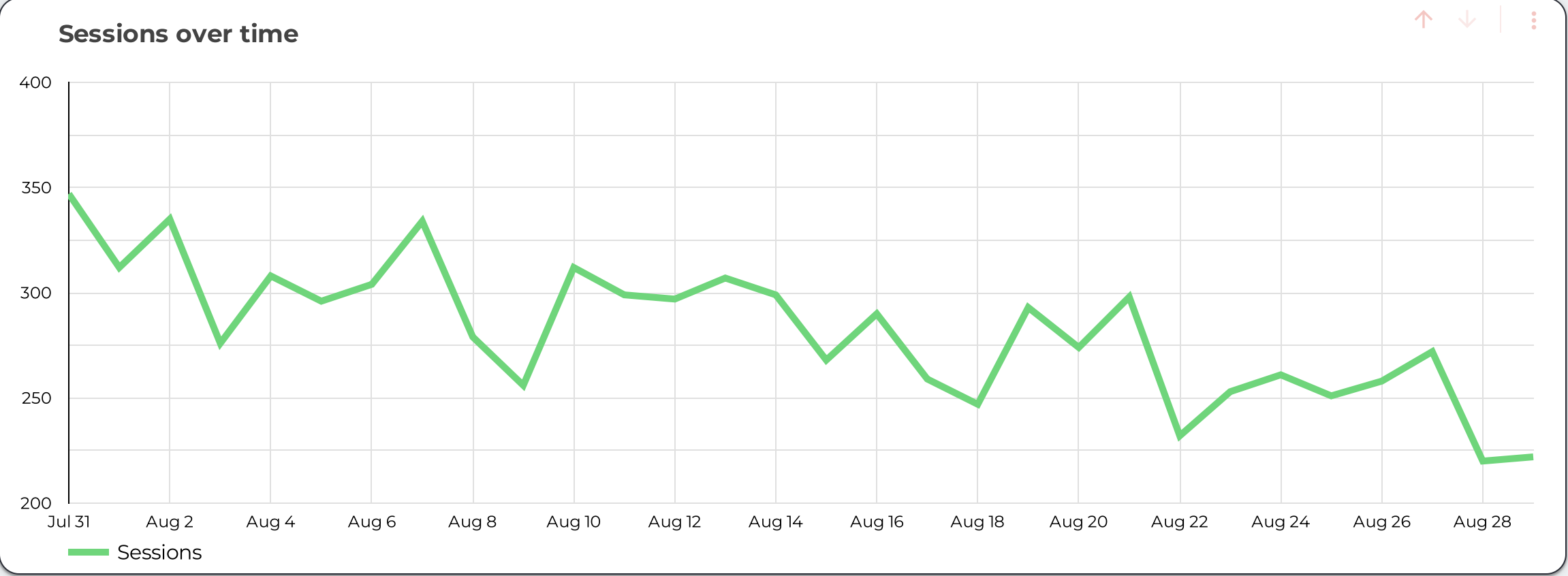
Portland Monthly campaign will continue through September

Grants marketing and façade improvement (if approved), will launch Oct. 2

Report prepared by Tillamook Coast Visitors Association, August 2023

User Behavior

Users 7,241 <small>↓ -19.1%</small>	New Users 7,109 <small>↓ -19.0%</small>	Sessions 8,459 <small>↓ -19.4%</small>	Bounce Rate 66.08% <small>↓ -5.1%</small>	Contact Form 3 <small>↓ -40.0%</small>	Get the Guide 260 <small>↑ 0.8%</small>	Click to Email 1 <small>No data</small>
---	---	--	---	--	---	---



How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	6,387	5,507	5,393	1.74	00:01:13
(direct)	834	715	707	1.54	00:01:03
bing	335	279	267	2.92	00:02:38
beachconnection.net	221	198	194	2.27	00:01:22
duckduckgo	176	146	145	2.38	00:02:14
yahoo	169	148	144	2.24	00:02:42
tillamookcoast.com	96	81	79	2.06	00:01:25
corb.us	45	42	35	2.91	00:02:22
localadventurer.com	43	35	34	1.12	00:00:36
visittoregoncoast.com	25	22	16	2.4	00:01:17
m.facebook.com	11	8	8	1.82	00:00:39
ca.search.yahoo.com	10	8	8	2.7	00:04:00
Grand total	8,459	7,241	7,109	1.82	00:01:19

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	28,605	167	0.58%	9.62	9.62
rockaway beach oregon	20,031	460	2.3%	6.53	6.53
pronto pup	3,318	139	4.19%	6.49	6.49
rockaway beach directions	2,672	5	0.19%	6.7	6.7
where is rockaway beach	2,026	28	1.38%	7.12	7.12
kelly's marina	1,959	4	0.2%	6.2	6.2
rockhounding	1,912	0	0%	8.2	8.2
rock hounding	1,650	0	0%	8.95	8.95
rockaway beach restaurants	1,492	46	3.08%	5.49	5.49
rockaway beach hotels	1,477	20	1.35%	7.42	7.42
rockaway beach resort	1,392	17	1.22%	6.33	6.33
twin rocks	1,387	4	0.29%	4.76	4.76
old oregon smokehouse	1,251	52	4.16%	5.3	5.3
food near me	1,180	5	0.42%	4.01	4.01
jetty fishery	1,121	1	0.09%	7.19	7.19
things to do in rockaway be...	1,112	42	3.78%	7.32	7.32
beach access near me	1,107	0	0%	10.91	10.91
Grand total	306,456	5,464	1.78%	16.17	16.17

What Pages Did Users Visit?

Sessions
8,459
 ↓ -19.4%

Unique Pageviews
13,206
 ↓ -15.0%

% Exit
55.00%
 ↓ -5.6%

Avg. Time on Page
01:37
 ↑ 0.3%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.8K	2K	01:06	50.24%
/restaurants/grumpys-cafe/	601	671	01:38	62.97%
/restaurants/original-pronto-pup/	496	545	02:26	83.5%
/bonfires/	451	471	03:03	84.42%
/rockaway-beach-restaurants/	439	847	01:36	42.92%
/how-to-spot-rocks-when-rockhounding/	310	352	05:09	87.23%
/lodging-guide-rv-parks-camping/	276	298	01:11	33%
/things-to-do/	237	439	01:14	38.49%
/twin-rocks/	185	192	03:11	80.19%
/current-events/	173	410	02:07	55.21%
/restaurants/old-oregon-smoke-house/	155	214	02:26	72.77%
/shopping/flamingo-jims-gifts-clothing/	154	170	01:09	75.14%
/lodging-guide-hotels-motels/	148	225	01:21	27.08%
/rockaway-beach-shopping/	140	328	01:26	46.84%
/how-to-get-here/	138	236	02:27	75.97%
/the-story-behind-glass-floats/	122	122	06:50	92.37%
/lodging/sea-treasure-inn/	109	127	02:25	74.83%
/beach-access/	99	123	01:59	47.22%
/beachcombing-rockaway-beach/	99	106	06:40	84.96%
/historic-rockaway-beach-the-natatorium/	90	102	02:26	77.48%
Grand total	8.5K	13.2K	01:37	55%

Visitor Demographics

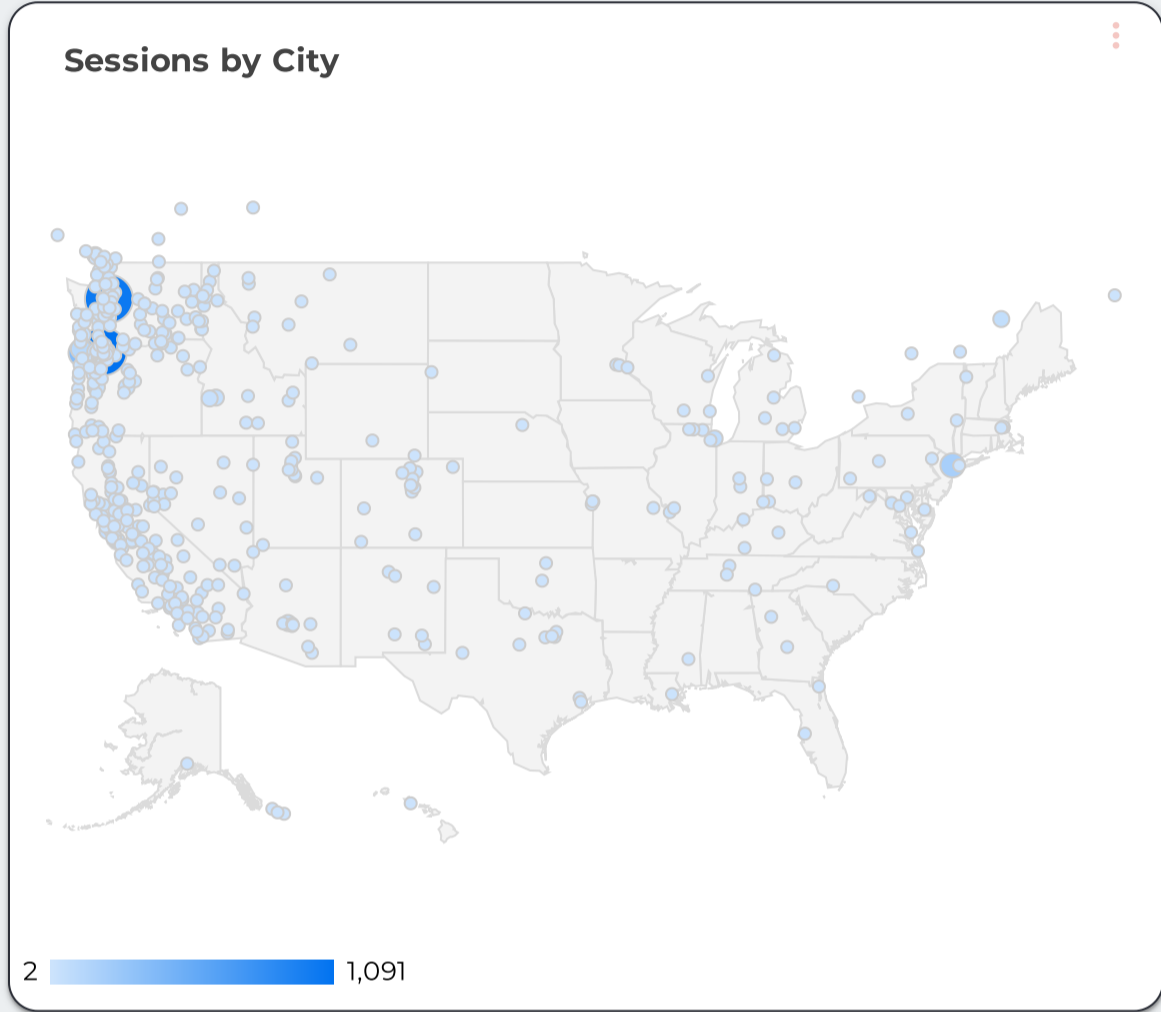
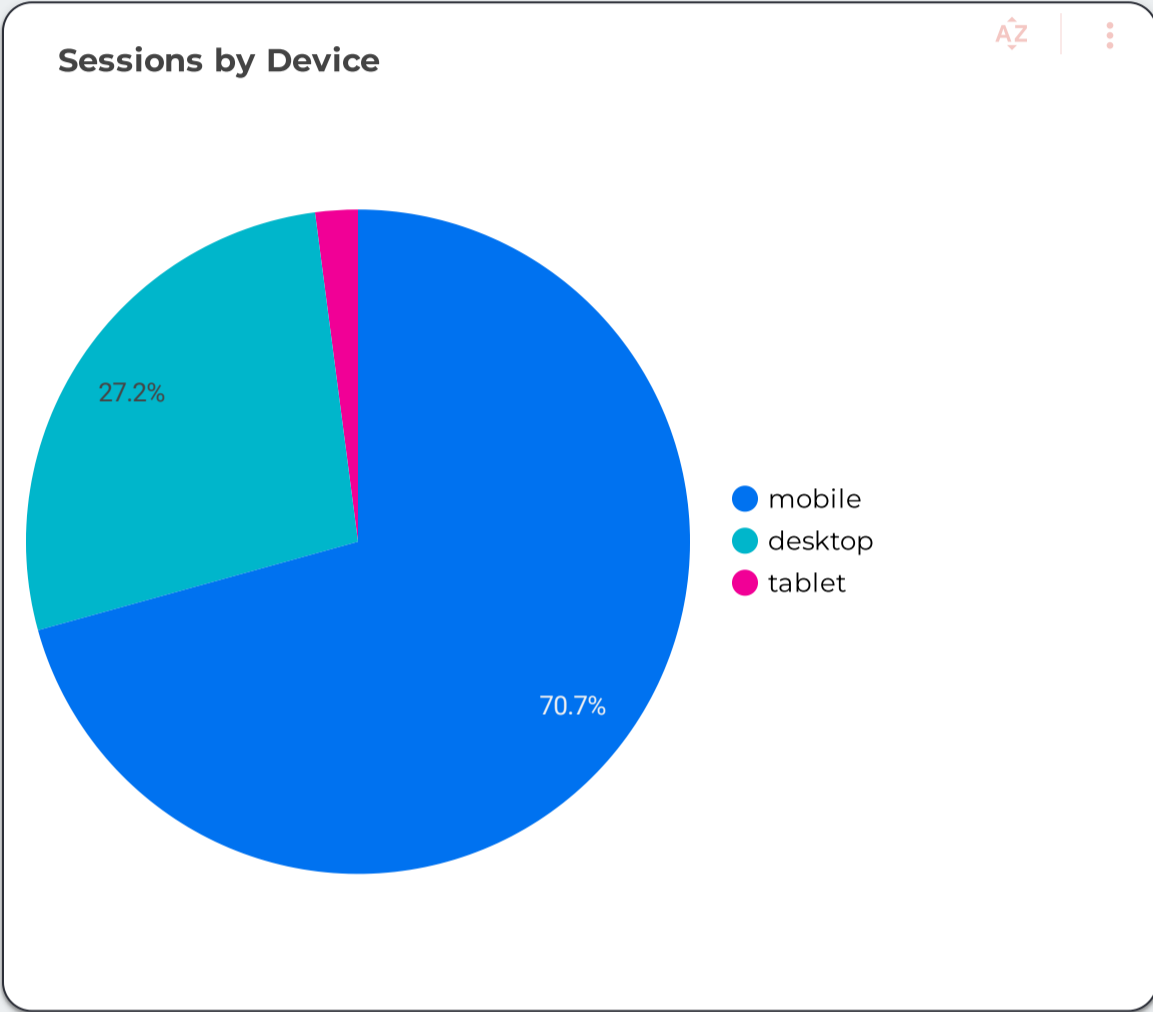
Users
7,241
↓ -19.1%

New Users
7,109
↓ -19.0%

Sessions
8,459
↓ -19.4%

Bounce Rate
66.08%
↓ -5.1%

Avg. Session Duration
00:01:19
↑ 14.7%



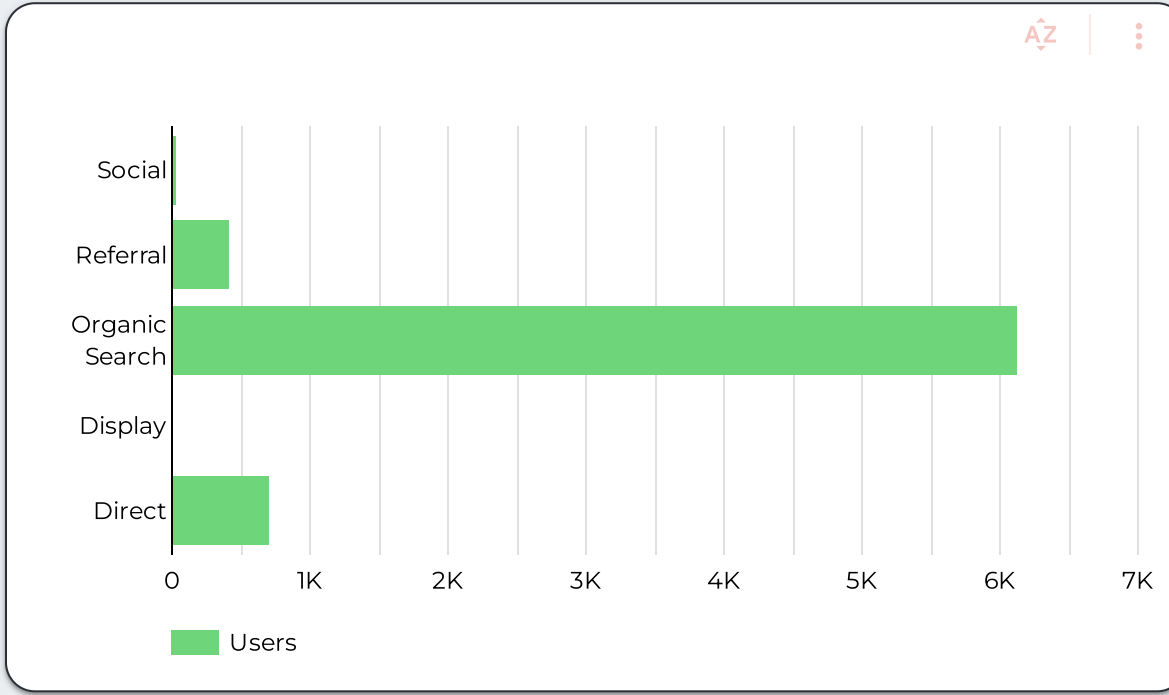
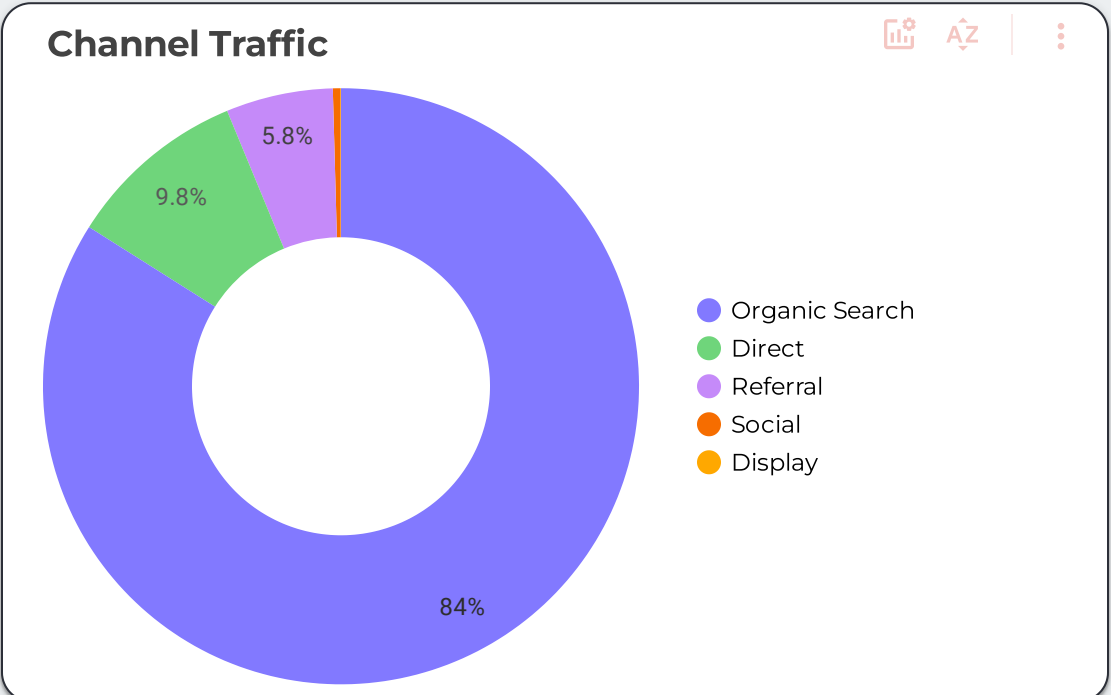
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	1,092	960	908	1.74	00:01:21
Seattle	1,026	924	863	1.75	00:01:11
Tillamook	371	326	292	1.64	00:00:52
New York	196	184	183	1.32	00:00:33
Vancouver	110	101	96	2.35	00:01:48
Rockaway Beach	103	95	86	1.88	00:01:17
Beaverton	91	72	67	1.9	00:01:12
San Jose	79	71	66	1.61	00:01:17
Hillsboro	67	60	58	2.7	00:03:39
Los Angeles	65	60	52	1.82	00:01:26
Salem	62	59	54	2.21	00:01:36
Chicago	57	52	49	1.56	00:01:22
Quebec City	55	55	55	1	00:00:00
San Francisco	47	45	34	1.7	00:00:58
Quincy	42	42	34	1.69	00:00:59
Phoenix	42	32	31	1.64	00:00:33
Grand total	8,000	6,897	6,734	1.82	00:01:19

How Did Users Get To Our Website?

<p>Users</p> <p>7,241</p> <p>↓ -19.1%</p>	<p>New Users</p> <p>7,109</p> <p>↓ -19.0%</p>	<p>Sessions</p> <p>8,459</p> <p>↓ -19.4%</p>	<p>Bounce Rate</p> <p>66.08%</p> <p>↓ -5.1%</p>	<p>Contact Forms</p> <p>3</p> <p>↓ -40.0%</p>	<p>Get The Guide</p> <p>250</p> <p>↓ -1.2%</p>	<p>Click to Email</p> <p>1</p> <p>No data</p>
--	--	---	--	--	---	--

Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
google / organic	6,387	5,507	5,393	1.74	00:01:13
(direct) / (none)	834	715	707	1.54	00:01:03
bing / organic	335	279	267	2.92	00:02:38
beachconnection.net / referral	221	198	194	2.27	00:01:22
duckduckgo / organic	176	146	145	2.38	00:02:14
yahoo / organic	169	148	144	2.24	00:02:42
tillamookcoast.com / referral	96	81	79	2.06	00:01:25
corb.us / referral	45	42	35	2.91	00:02:22
localadventurer.com / referral	43	35	34	1.12	00:00:36
visittheoregoncoast.com / referral	25	22	16	2.4	00:01:17
m.facebook.com / referral	11	8	8	1.82	00:00:39
ca.search.yahoo.com / referral	10	8	8	2.7	00:04:00
pinterest.com / referral	9	9	9	1	00:00:00
Grand total	8,459	7,241	7,109	1.82	00:01:19

1 - 62 / 62 < >



Event Category

Event Action

Event Label

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

Total Events
344
 ↑ 5.5%

Unique Events
314
 ↓ -0.9%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	21	17
forms	submit	Contact Form	3	3
button	click	Get The Guide	260	250
button	click to call	tel:(800) 824-1611	2	1
button	click to call	tel:(503) 355-2291	8	8
button	click to call	tel:(503) 368 5746	1	1
button	click to call	tel:503-355-8330	1	1
button	click to call	tel:(503) 355-2206	4	4
button	social profile click	Facebook	4	4
button	click to call	tel:(503) 368-5745	2	2
button	click to call	tel:(503) 355-3840	3	1
button	click to call	tel:503 355-2817	1	1
button	click to call	tel:(503) 355-8220	4	3
button	click	email - mailto:wing_spar@yahoo.com	1	1
button	click to call	tel:(503) 887-1900	1	1
button	click to call	tel:503-355-8443	2	1
button	click to call	tel:(503) 355-0585	12	9
button	click to call	tel:(503) 451-9250	1	1
button	click to call	tel:(503) 812-5449	10	2
button	click to call	tel:(503) 355-8300	1	1

Grand total

344

314



Rockaway Beach

Published by Dan Haag · August 3 at 6:09 AM



Pull up a chair at [Rockaway Roastery](#)
[#visitrockawaybeach](#)



Top post

[See all](#)

Last 28 days

Boost this post to reach up to 770 more people with every \$14 you spend.



Pull up a chair at Rockaway Roastery [#visitrockawaybeach](#)

Published by Dan Haag · August 3 at 6:09 AM

Post Impressions
7,305

Post reach
7,005

Post Engagement
306



visitrockawaybeach

Following

Message



535 posts

1,595 followers

192 following

Visit Rockaway Beach

Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachoregon

visitrockawaybeach.org

Followed by beachbakeshop, osuextensionillamookcounty, robtrostatestate + 96 more

POSTS

TAGGED

