



October 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 4,030 users visited the website in September, with 3,934 new users and 4,737 sessions

Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "pronto pup," "rock hounding"

User demographics: Portland, Seattle, Beaverton, Salem, Vancouver, Quebec City, Los Angeles, San Jose, Hillsboro, Oregon City, Forest Grove.

Pages most visited: Grumpy's Café, restaurants, Pronto Pup, tips on flying kites, how to spot rocks when rockhounding

How did they find the site: Google, Bing, beachconnection.net, DuckDuckgo, Yahoo, Facebook, Portland Monthly

Actions (events) taken: Get the Guide (114 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 895 followers, now at 10,791 followers (LOTS of new followers!)

Facebook posts reached 3,731,394 (highest ever!) with 305,315 post engagements

Posts with the most reach and engagement: 10,053 impressions, 599 engagements, "Tis the season for Sand-Witches." Oct 3, 2023 (attached)

Instagram: added 16 new followers, now at 1,613 followers (see attached for most liked images)

ONLINE

Portland Monthly sponsored content, e-blast and e-newsletter (*see full attached report*)

Sponsored article: 20,268 impressions, 582 Views

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

Rich media (large banner ads): 21,306 impressions, 2,408 engagements, 58 click-throughs

Targeted eBlast: 50,000 email sends, 8,471 opens, 841 click-throughs

E-newsletter (two): 31,046 email sends, 8,067 opens, 95 click-throughs

Social media: 15,614 impressions, 8,571 reach, total clicks 882, 37 likes, 6 shares

TRI-MET BUS ADS

Launched September 15, continues through April 2024

Focused on West Metro side to downtown Portland bus routes.

EARNED MEDIA (online)

OregonLive.com **Trick-or-treat aboard the Oregon Coast Scenic Railroad's new Halloween train**

<https://www.oregonlive.com/travel/2023/10/trick-or-treat-aboard-the-oregon-coast-scenic-railroads-new-halloween-train.html>

That Oregon Life: Oregon is a Rockhounding Paradise (lists Rockaway Beach as a best location)

<https://thatorregonlife.com/2022/01/rockhounding-oregon/?fbclid=IwAR25LT5jvoWW9y53Moc0kTq0bFDPTJocG55InO7k0Skt0L4QzatAJuKqpng>

COMMUNITY AND DESTINATION MANAGEMENT PLANNING

Two workshops: Oct. 2 and Oct. 23. Workshop 3 rescheduled for Dec. 4.

GRANTS

Marketing and façade improvement grants go live Oct.1.

Marketing grant deadline is Nov. 15; Façade improvement grant deadline is Dec. 15.

<https://visitrockawaybeach.org/grants>

Report prepared by Tillamook Coast Visitors Association, September 30, 2023

User Behavior

Users

4,030

↓ -23.7%

New users

3,934

↓ -23.6%

Sessions

4,737

↓ -26.1%

Add-to-carts

0

N/A

Contact Form

1

↓ -50.0%

Get the Guide

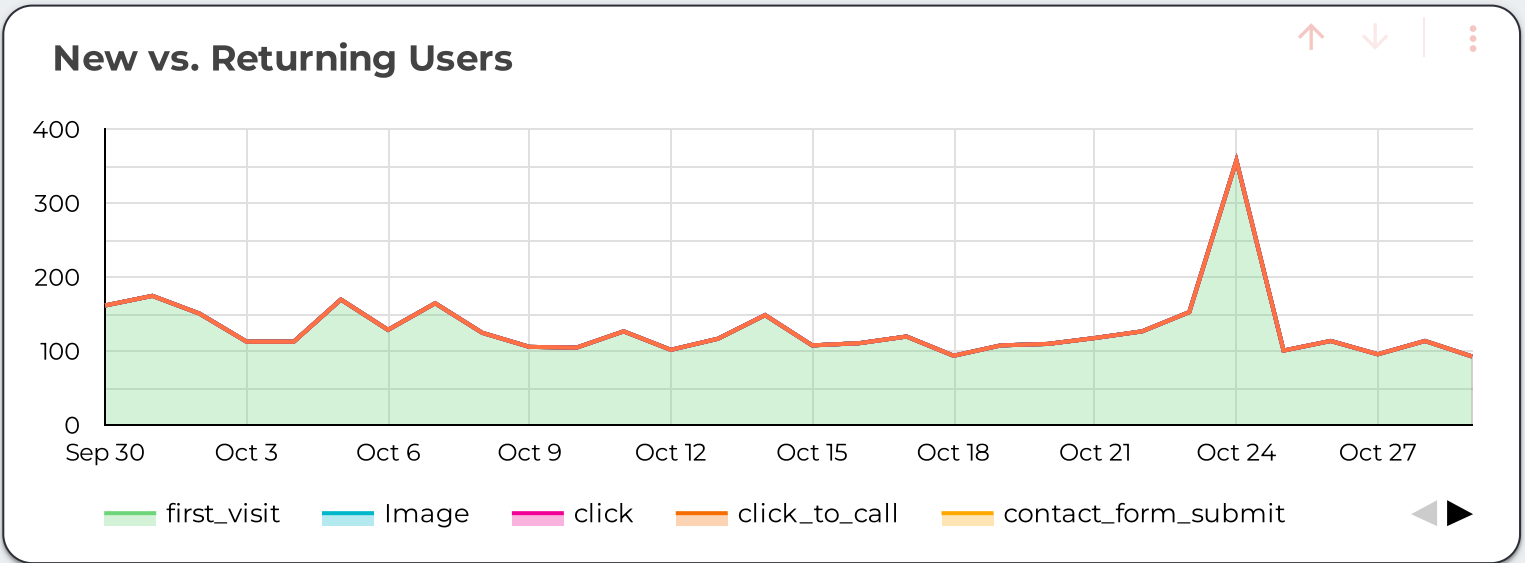
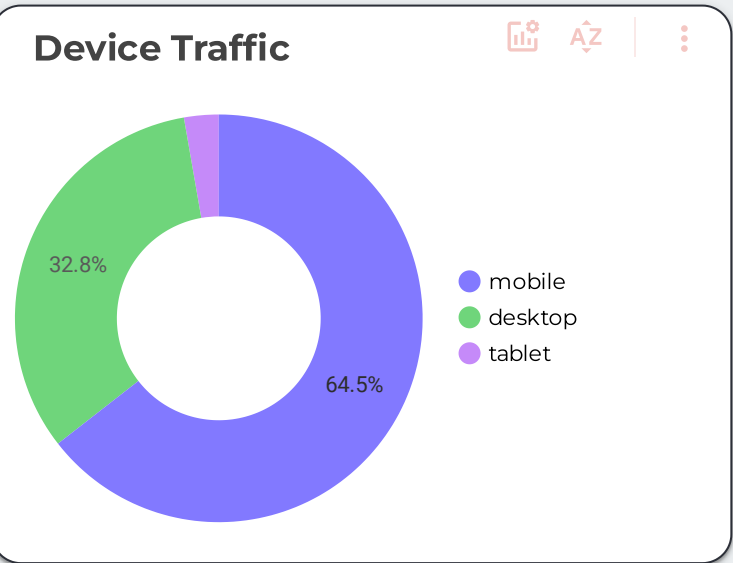
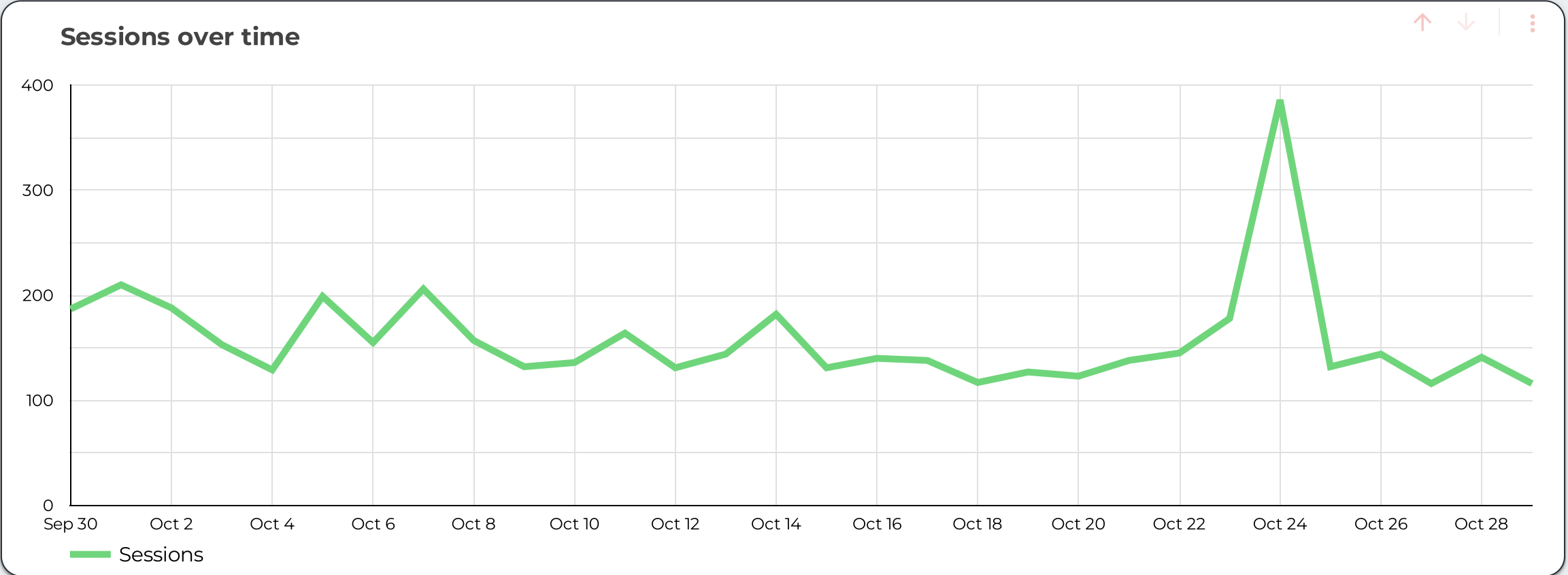
114

↓ -40.0%

Click to Email

1

No data



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	3,102	2,619	2,568	1.19
(direct)	616	519	486	1.2
eastcarolina.sportswar.com	268	267	267	1
bing	187	157	150	1.19
beachconnection.net	130	115	113	1.15
duckduckgo	84	63	61	1.33
yahoo	75	60	60	1.25
l.facebook.com	34	31	31	1.1
pdxmonthly.com	33	27	26	1.22
tillamookcoast.com	30	26	26	1.15
m.facebook.com	26	26	26	1
localadventurer.com	19	16	16	1.19
Grand total	4,737	4,030	3,934	1.18

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	10,883	62	0.57%	7.62	7.62
rockaway beach oregon	9,081	193	2.13%	7.21	7.21
pronto pup	2,219	72	3.24%	6.91	6.91
rock hounding	1,912	1	0.05%	8.08	8.08
rockhounding	1,855	2	0.11%	9.2	9.2
kelly's marina	1,119	1	0.09%	5.99	5.99
twin rocks	995	3	0.3%	4.55	4.55
rockaway beach resort	745	5	0.67%	6.46	6.46
rockaway beach hotels	707	7	0.99%	7.48	7.48
rockhounding near me	701	1	0.14%	18.16	18.16
jetty fishery	689	0	0%	7.51	7.51
rockaway beach restaurants	644	21	3.26%	5.53	5.53
old oregon smokehouse	632	11	1.74%	7.63	7.63
kelly's brighton marina	627	2	0.32%	6.67	6.67
beach access near me	616	0	0%	13.62	13.62
restaurants near me	598	5	0.84%	4.18	4.18
oregon coast vacation rent...	580	1	0.17%	32.44	32.44
Grand total	185,562	2,549	1.37%	20.81	20.81



See details

Page title

What Pages Did Users Visit?

Sessions

4,737

↓ -26.1%

Page views

7,592

↓ -28.9%

User engagement

61:33:41

↓ -32.0%

Page path

Sessions ▾

Page views

/

1.1K

1.2K

/restaurants/grumpys-cafe/

397

460

/rockaway-beach-restaurants/

396

502

/restaurants/original-pronto-pup/

298

294

/six-tips-flying-kite/

273

282

/how-to-spot-rocks-when-rockhounding/

239

244

/things-to-do/

184

235

/current-events/

171

180

/rockaway-beach-shopping/

161

186

/eat-sleep/

161

176

/rockaway-beach-lodging-guide/

160

185

/bonfires/

149

148

/outdoor/

147

147

/the-story-behind-glass-floats/

143

146

/how-to-get-here/

118

123

/twin-rocks/

93

102

/indoor/

89

88

/shopping/flamingo-jims-gifts-clothing/

87

110

/lodging-guide-hotels-motels/

79

103

/video-gallery/

73

76

Grand total

4.7K

7.6K

Region

City

Audience name

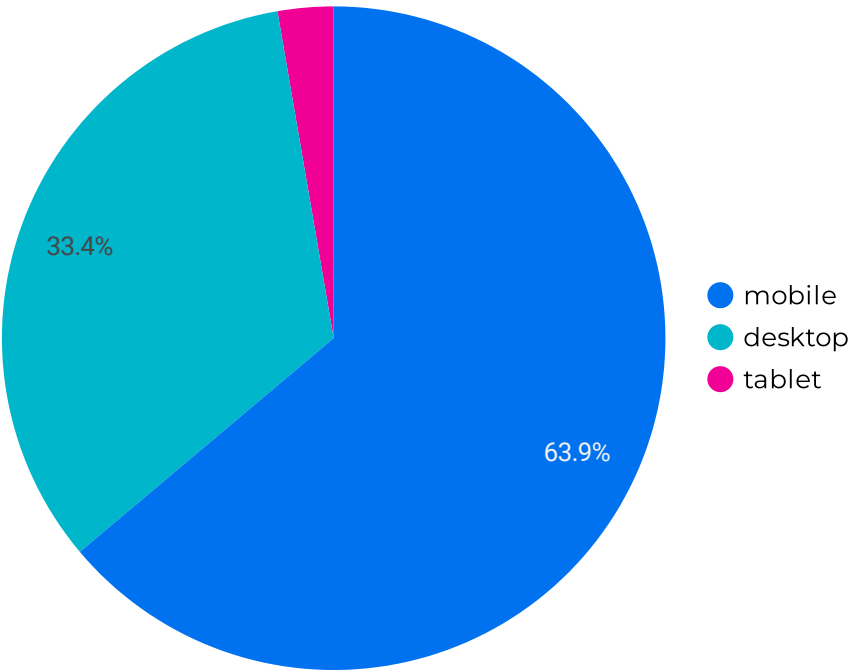
Visitor Demographics

Users
4,030
↓ -23.7%

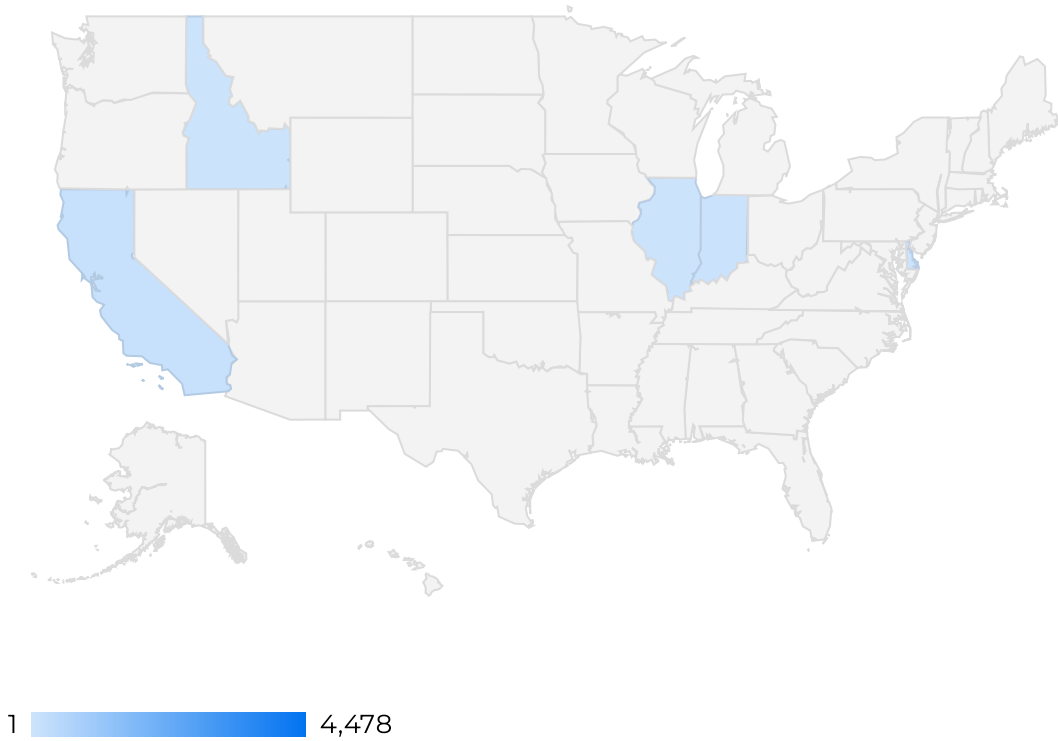
New users
3,934
↓ -23.6%

Sessions
4,737
↓ -26.1%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Portland	580	519	490	1.13	08:46:00
Seattle	575	492	449	1.2	06:47:46
Tillamook	265	205	177	1.32	03:41:36
(not set)	261	247	211	1.08	03:00:12
New York	88	83	78	1.09	00:29:29
Rockaway Beach	61	54	49	1.17	00:57:42
Beaverton	57	43	39	1.33	00:42:26
Salem	52	43	36	1.21	01:05:35
Vancouver	49	45	39	1.14	00:54:28
Quebec City	41	41	41	1	00:00:52
Greenville	34	34	34	1	00:07:25
Los Angeles	31	30	23	1.03	00:52:31
San Jose	31	27	23	1.19	00:09:27
Hillsboro	27	24	23	1.13	00:52:11
Oregon City	27	25	23	1.17	00:32:55
Forest Grove	27	21	21	1.29	00:24:48
Grand total	4,737	4,030	3,934	1.18	61:33:41

How Did Users Get To Our Website?

Users

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-23.7%

New users

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Sessions

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Contact Form

1

-50.0%

Get the Guide

114

-40.0%

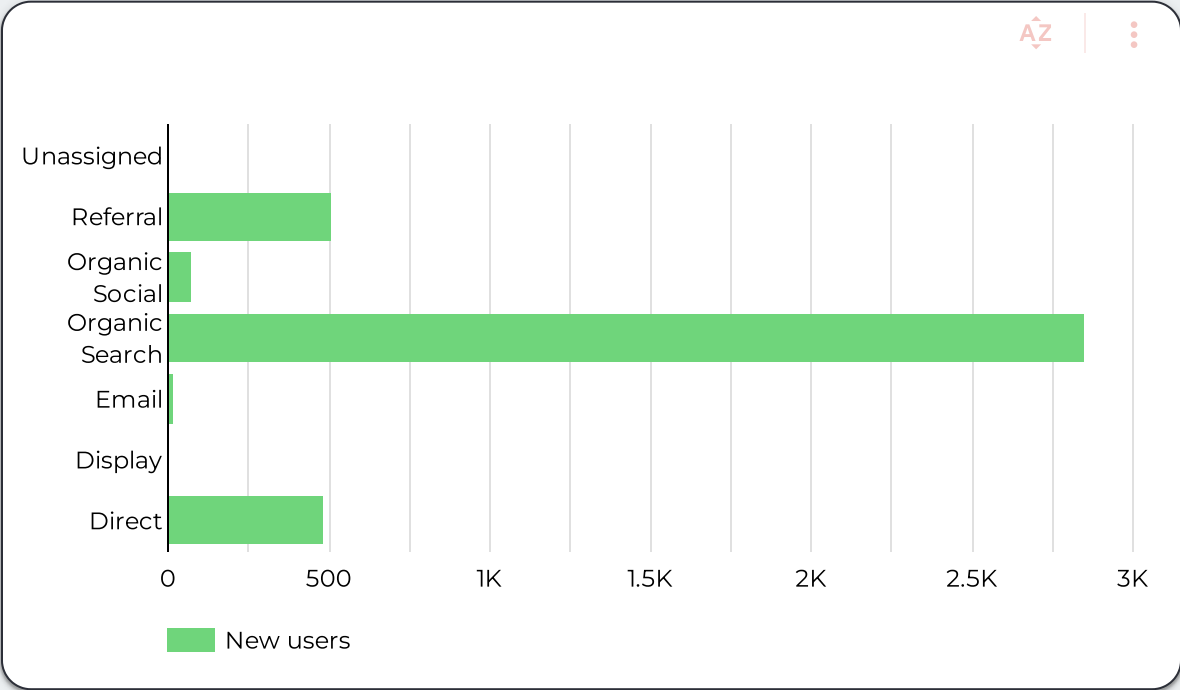
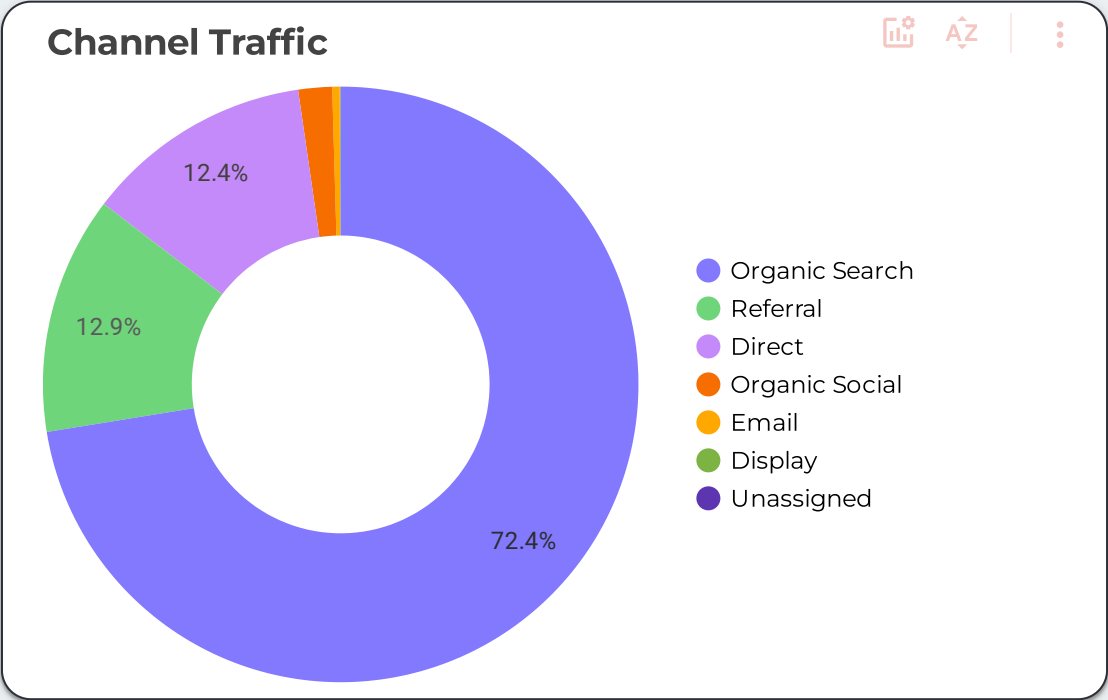
Click to Email

1

No data

User source	Sessions	Users	New users	Sessions per user	User engagement
google	3,102	2,619	2,568	1.19	40:29:52
(direct)	616	519	486	1.2	05:11:01
eastcarolina.sportswar.com	268	267	267	1	00:28:26
bing	187	157	150	1.19	05:27:16
beachconnection.net	130	115	113	1.15	04:07:43
duckduckgo	84	63	61	1.33	01:50:24
yahoo	75	60	60	1.25	01:17:33
l.facebook.com	34	31	31	1.1	00:39:34
pdxmonthly.com	33	27	26	1.22	00:22:15
tillamookcoast.com	30	26	26	1.15	00:26:43
m.facebook.com	26	26	26	1	00:04:10
localadventurer.com	19	16	16	1.19	00:03:10
onlinetrackingstats.net	18	18	18	1	00:00:04
Grand total	4,737	4,030	3,934	1.18	61:33:41

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Audience ID

See details

See details

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

Event count

61,690

↓ -13.2%

Events per session

13.02

↑ 17.5%

Event name	Event count	Events per session
view_search_results	13	1.1
video_start	2	1
video_progress	12	4
video_complete	2	1
user_engagement	5.5K	1.9
subscribe_form_submit	13	1.4
social_link_click	116	1.1
session_start	4.7K	1
scroll	2.4K	1.4
page_view	7.6K	1.7
get_the_guide	114	1
first_visit	3.9K	1
file_download	17	1.5
email_link_click	1	1
contact_form_submit	1	1
click_to_call	19	1.3
click	976	1.4
Image	36.2K	176.8
Grand total	61.7K	13

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Rockaway Beach

Published by Dan Haag · October 3 at 6:57 AM · 🌐

...

Tis the season for... sand-witches 🧛

(Photo: Kristine Hayes)

[#visitrockawaybeach](#)



📣 Boost this post to reach up to 3213 more people daily if you spend \$49.

Boost post



You and 81K others

2.6K comments 33K shares



ROCKAWAY BEACH CAMPAIGN REPORT

September 2023

www.PDXMonthly.com



ROCKAWAY BEACH CAMPAIGN REPORT

September 2023

STRATEGY

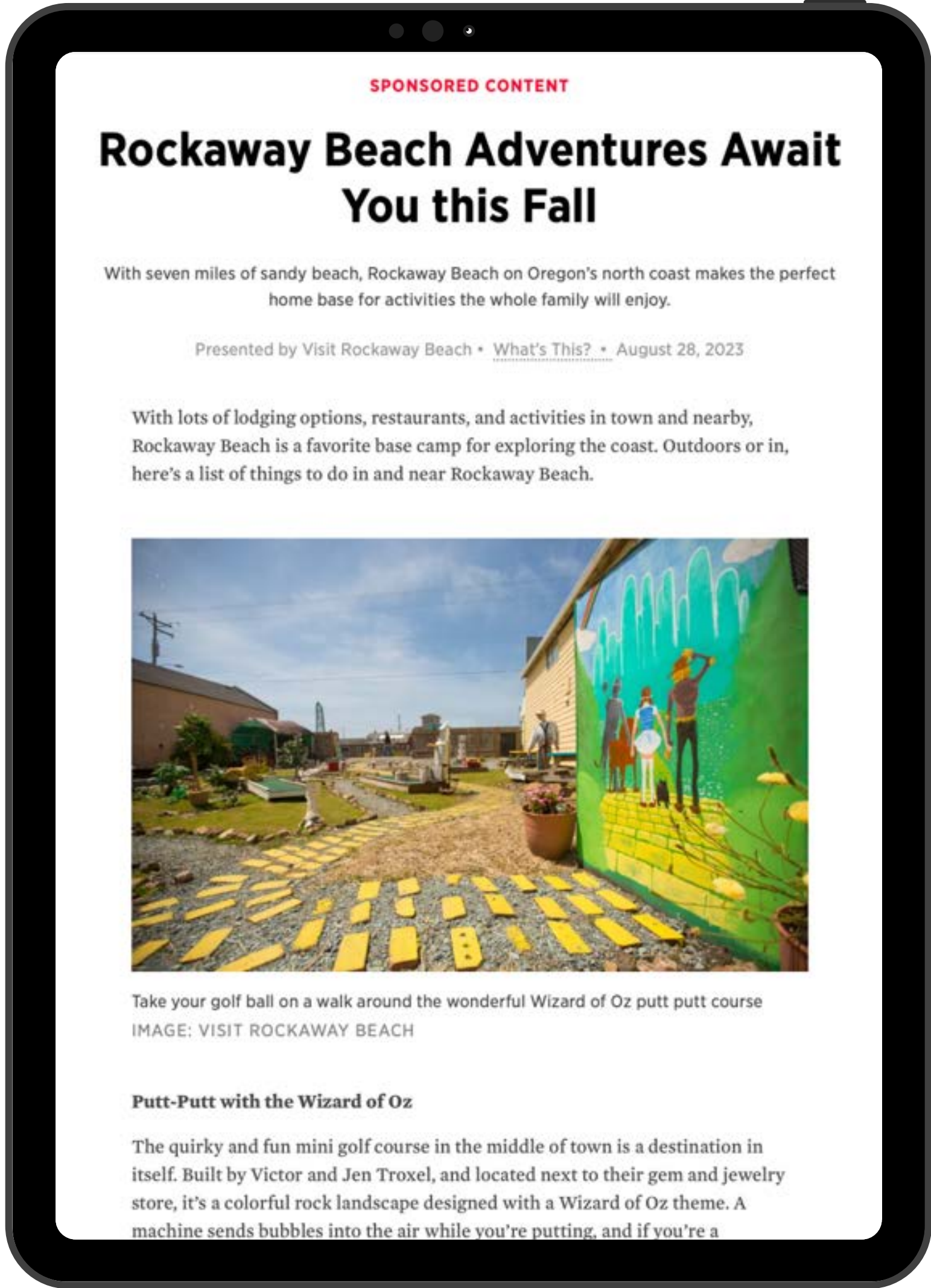
We utilized a combination of digital solutions which included Sponsored Content Native Ads, Rich Media Ads, a Targeted Eblast, a Native ENewsletter Placement, an ENewsletter Takeover, and a Social Media Ad promoted by PDXMonthly.com.

OBJECTIVE

To encourage readers to visit Rockaway Beach this Fall.

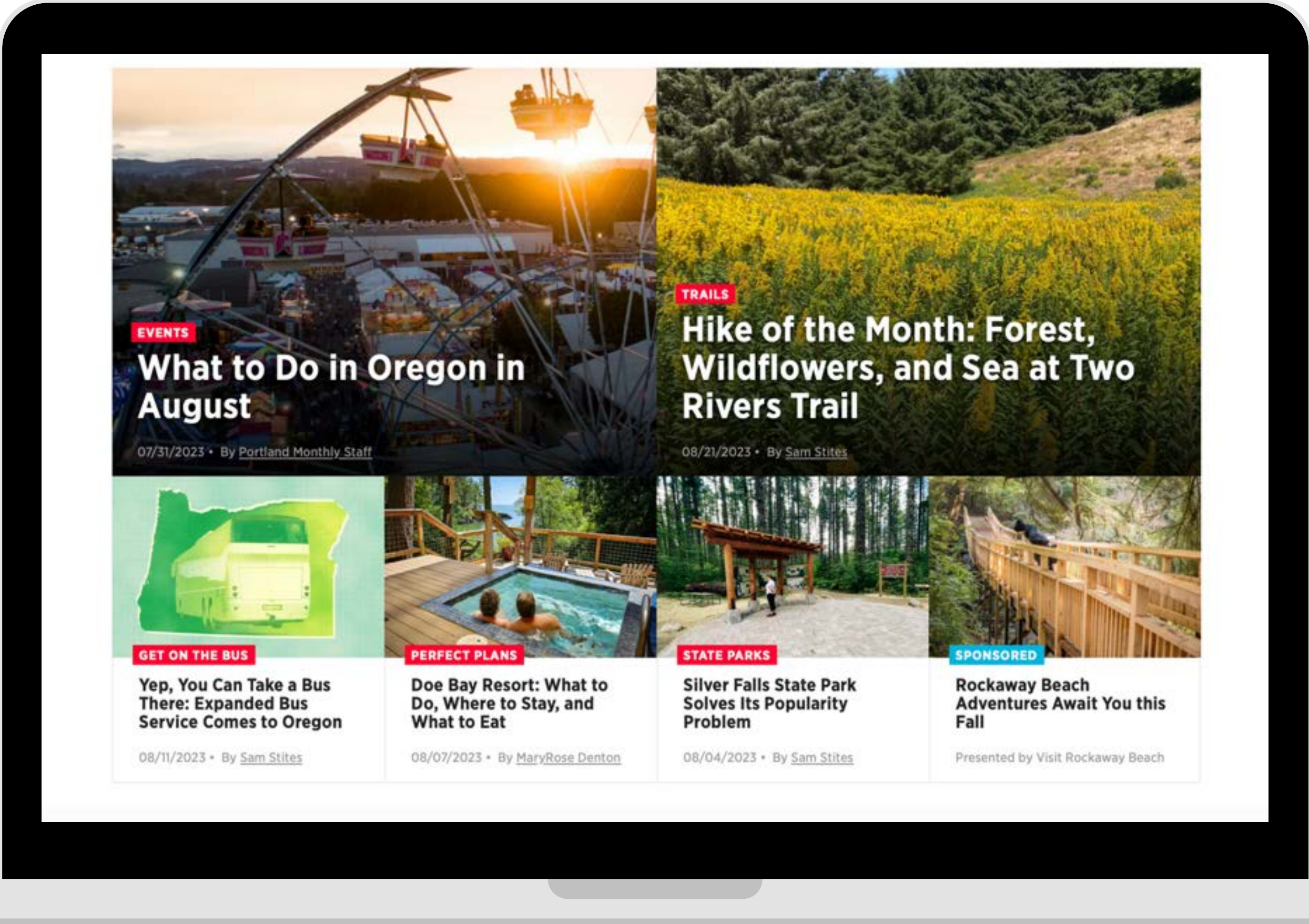
RESULTS

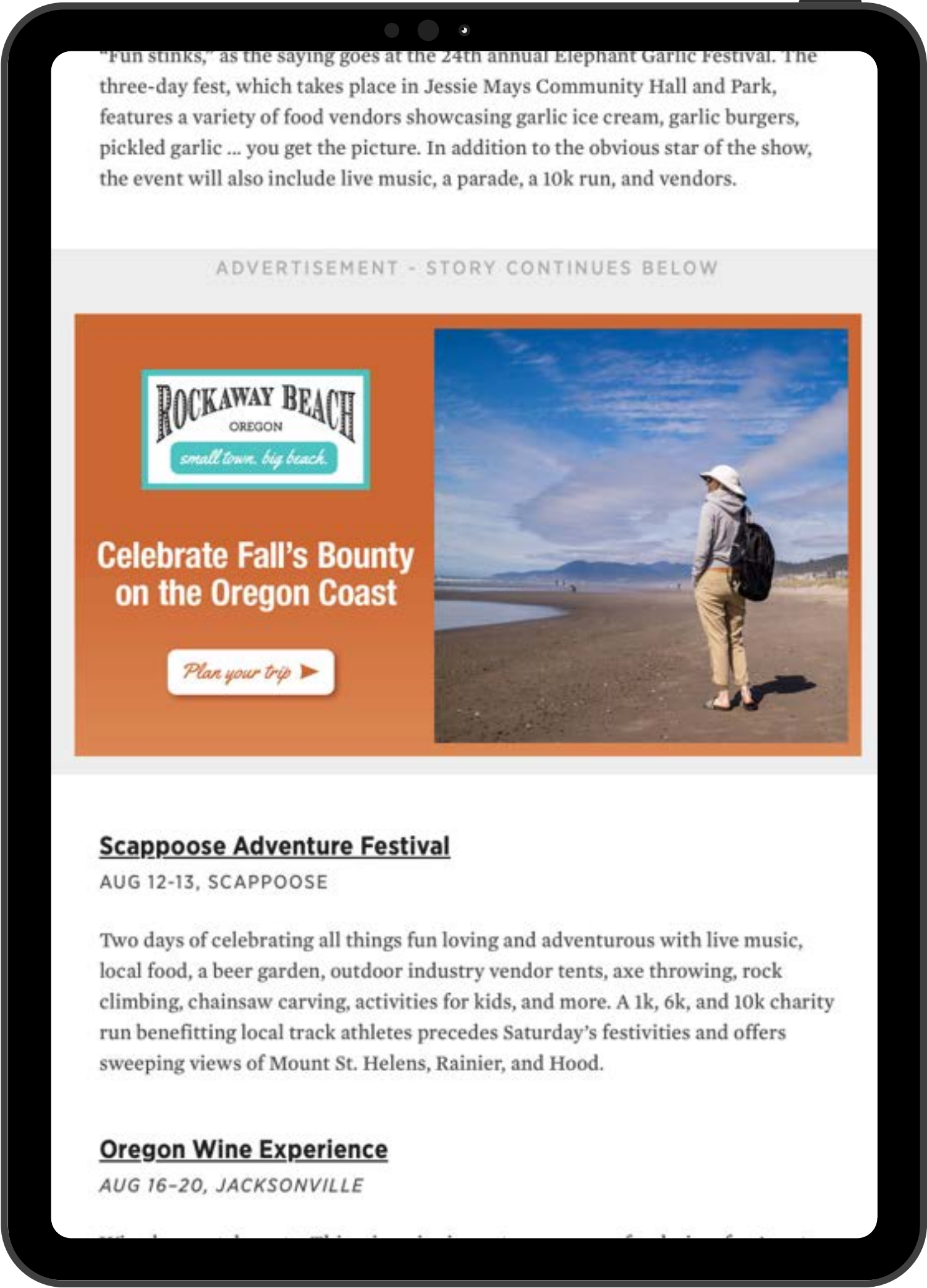
We can attribute **582 direct clicks** to your article and **909 clicks** to your website. These are new potential customers who may never have been exposed to Rockaway Beach's brand of messaging before. **Overall, your message was seen over 73k times!**



Sponsored Content

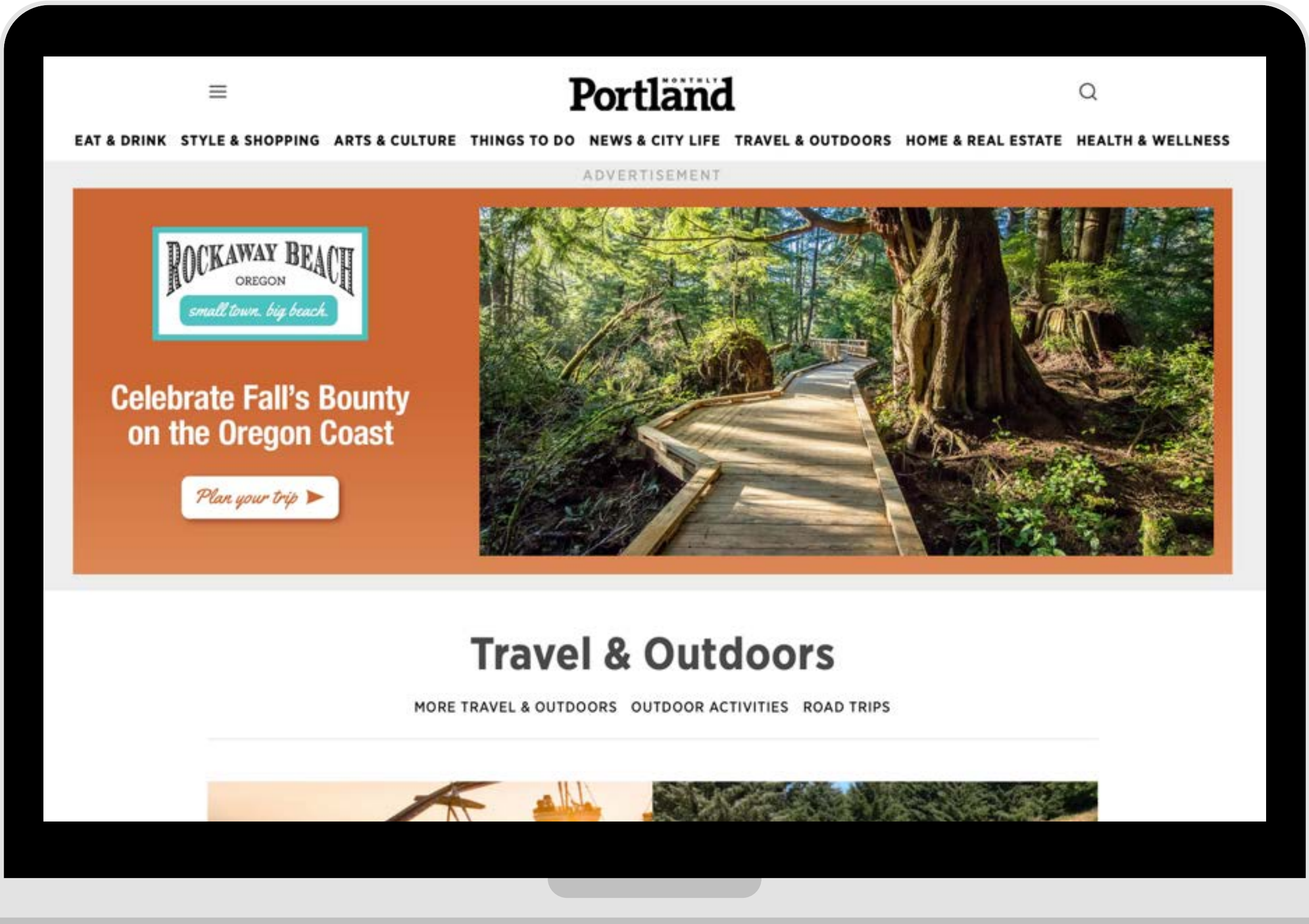
- Views: 582
- Users: 449
- Views Per User: 1.30
- Impressions: 20,268
- Clickthroughs: 65
- Clickthrough Rate: 0.32%





Rich Media

- Impressions: 21,306
- Clickthroughs: 58
- Clickthrough Rate: 0.27%
- Engagements: 2,408
- Engagement Rate: 11.30%



Targeted Eblast

Send Date:

9/27/2023

Email Sends:

50,000

Email Opens:

8,471

Clickthroughs:

841

Clickthrough Rate:

1.68%



ENews

Send Date:

9/27/23

Email Sends:

15,600

Email Opens:

4,852

Clickthroughs:

85

Clickthrough Rate:

1.75%

Send Date:

10/5/23

Email Sends:

15,446

Email Opens:

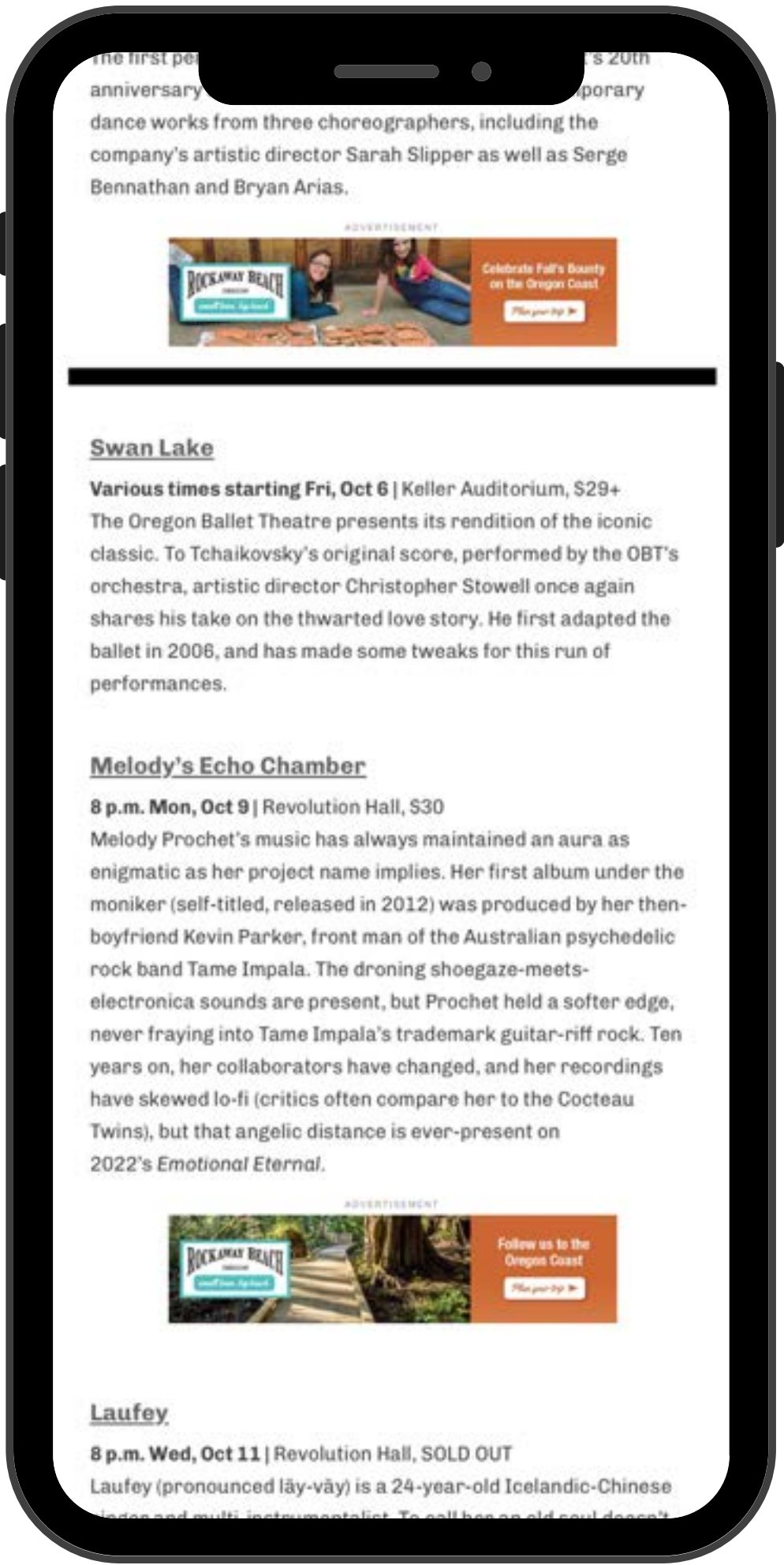
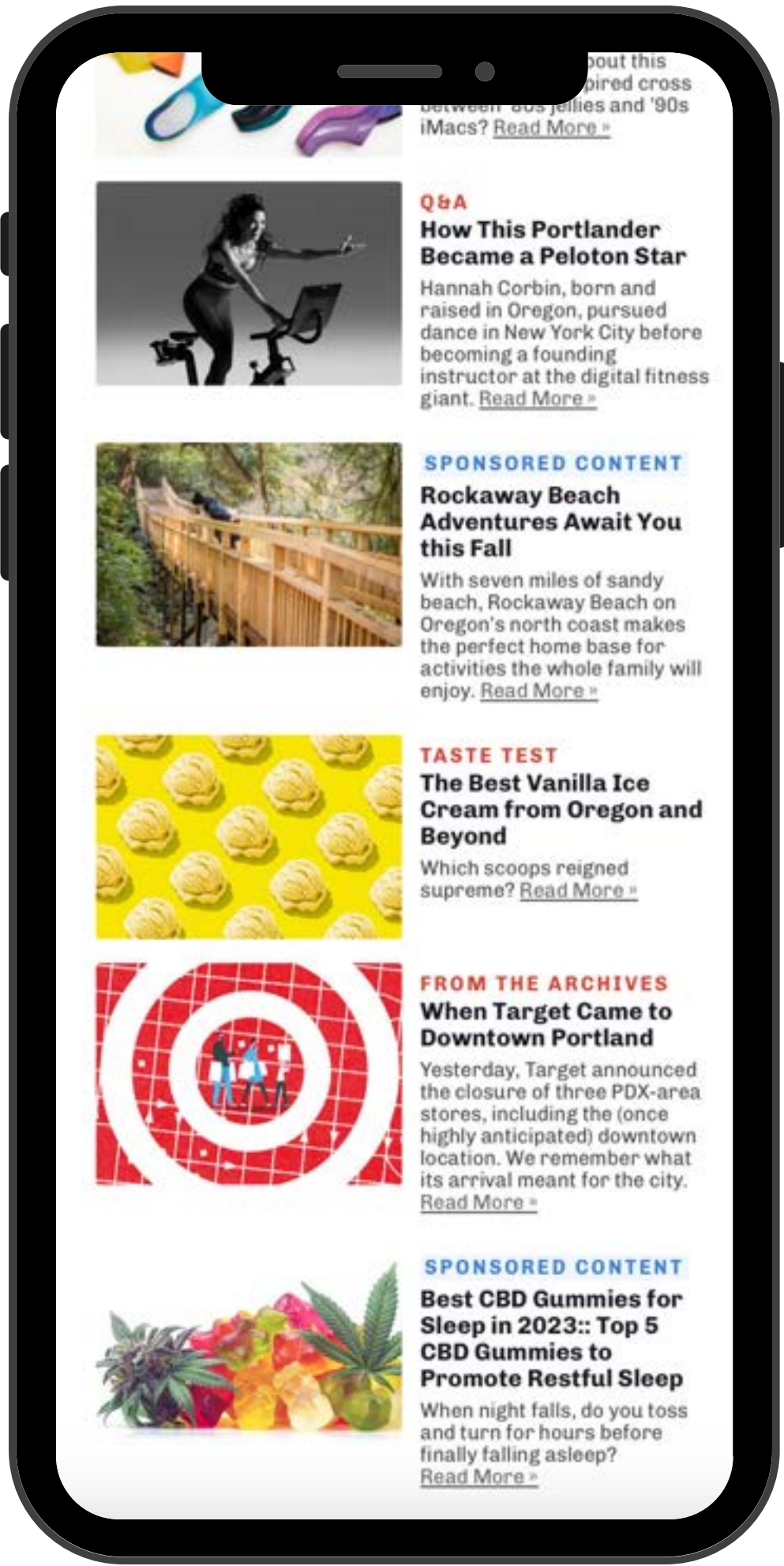
3,215

Clickthroughs:

10

Clickthrough Rate:

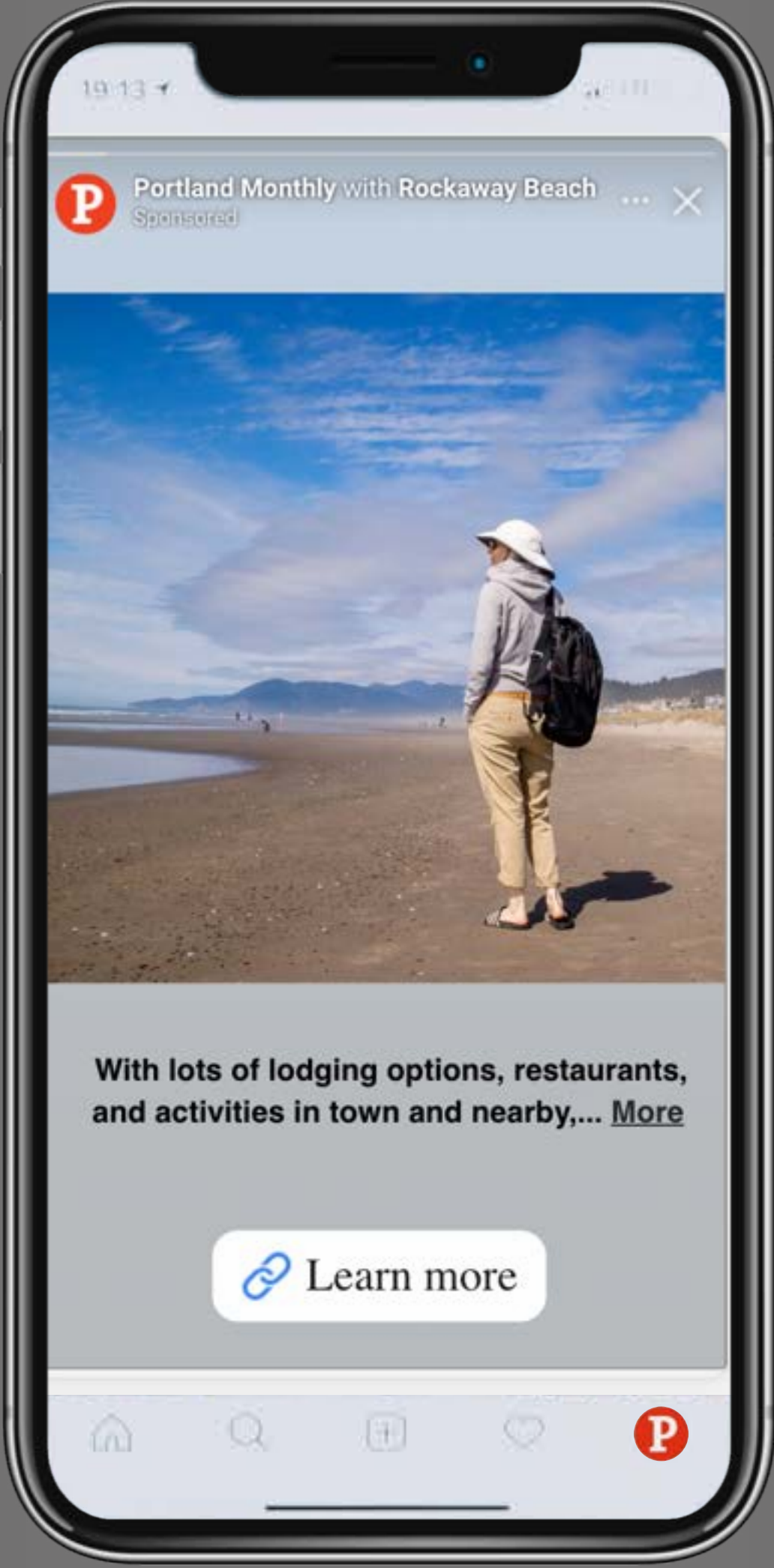
0.31%



Social Media

- Reach: 8,571
- Impressions: 15,614
- Total Clicks*: 882
- Link Clicks:* 360
- Clickthrough Rate: 5.65%
- Likes: 37
- Shares: 6

*Link Clicks: When a user clicks directly on the destination URL for an ad.
*Total Clicks: When a user clicks anywhere on an ad (ex. clicking on likes, comments, shares, video, client's page via the branded partner tag, etc.).





SAGACITY MEDIA

the stories of our cities



visitrockawaybeach

Following

Message



542 posts

1,613 followers

192 following

Visit Rockaway Beach

Local & travel website

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

visitrockawaybeach.org

Followed by beachbakeshop, osuextension@lamookcounty, robtostrealstate + 98 more

POSTS

TAGGED

